

Alberta Find a Doctor by the numbers

2019-20 REPORT

TOTAL WEBSITE VISITS:

218,910
April 2019 to March 2020

174,593
New visitors (average +14,500 per month)

44,317
Returning users

Website traffic, by quarter

Apr-June	39,132
July-Sept	54,230
Oct-Dec	64,363
Jan-Mar	64,233

SEARCH TRENDS:

Preferred languages spoken:
1. English (default); 2. Mandarin / Cantonese; 3. French; 4. Korean; 5. Spanish

85%
Most users who had a preference prefer female doctor

PATIENT PROFILE:

47,089
patients who potentially 'attached' to a doctor*

54% Male

Age | Percentage

18-24	28%
25-34	34%
35-44	16%
45-54	13%
55-64	6%
65+	6%

Location | Visitors

South	4,169
Calgary	87,262
Central	4,471
Edmonton	56,873
North	4,231

ACCEPTING PATIENTS:

Number, gender of doctors taking new patients, by region**

South	55 18 ♀ 37 ♂
Calgary	389 181 ♀ 208 ♂
Central	67 17 ♀ 50 ♂
Edmonton	285 95 ♀ 190 ♂
North	91 29 ♀ 62 ♂

PATIENT FEEDBACK:

- 90% of patients who found website helpful/extremely helpful in finding a doctor
- 90% of patients who found a regular family doctor via website
- 70% of patients who were able to see a new doctor within 5 days

ABOUT US:

albertafindadoctor.ca was launched in April 2019 to make it quicker and easier for all Albertans to find a family doctor. It is a partnership between Alberta's Primary Care Networks, the Alberta Medical Association and Alberta Health Services.

Find out more about albertafindadoctor.ca

> Find your doctor at: albertafindadoctor.ca

All statistics quoted are from April 2019 to March 2020. Data sources: Google analytics, patient surveys, website feedback. *Attachment proxy relates to number of users who clicked for clinic contact data. **Data from June 2020