

Australian Telehealth Insights 2026

What Australians value when choosing and using telehealth services

28-day survey period

Average completion time: 3 min 43 sec

Summary of survey insights

Convenience gets people to the booking page, but confidence is built through practitioner experience, trustworthy information and price transparency.

Prepared September 2026

Executive summary

The 2026 survey points to a telehealth decision journey driven by three practical needs: speed, simplicity and confidence in clinical quality. Price matters strongly when consumers compare clinics, but it is not the only signal of value.

66% selected same-day availability	55% selected easy online booking	47% selected practitioner experience
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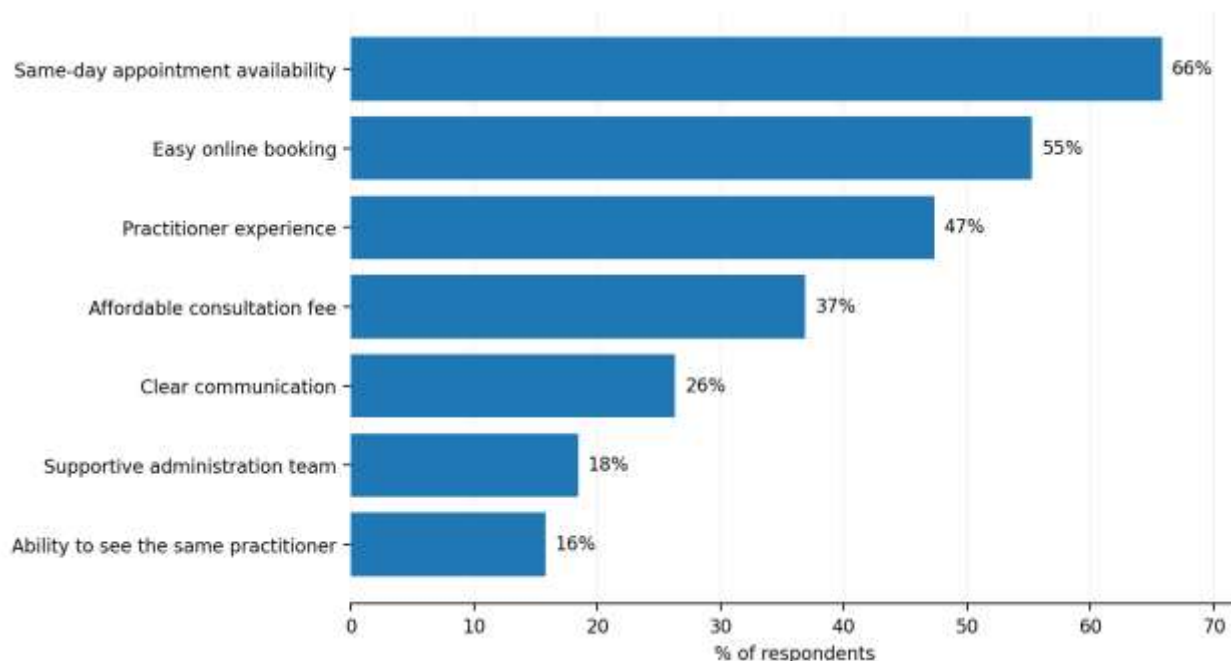
#	Insight	Evidence
1	Access is the first filter	Same-day availability was the most frequently selected deciding factor (66%).
2	Booking friction matters	Easy online booking was selected by 55%, ahead of affordability (37%).
3	Clinical credibility builds trust	Practitioner qualifications and experience was the leading confidence factor (37%).
4	Search + professional referral dominate discovery	Google Search (50%) and healthcare professional recommendation (47%) were the top information sources.
5	Price can decide the final choice	When forced to choose one differentiator, lower consultation fee ranked first (29%), followed by more experienced practitioners (21%).

What this suggests

A strong telehealth proposition is likely to combine rapid access and frictionless booking with visible practitioner credentials, transparent fees and clear communication. The data does not support treating any one of these features as sufficient on its own.

1. Speed and simplicity drive the initial choice

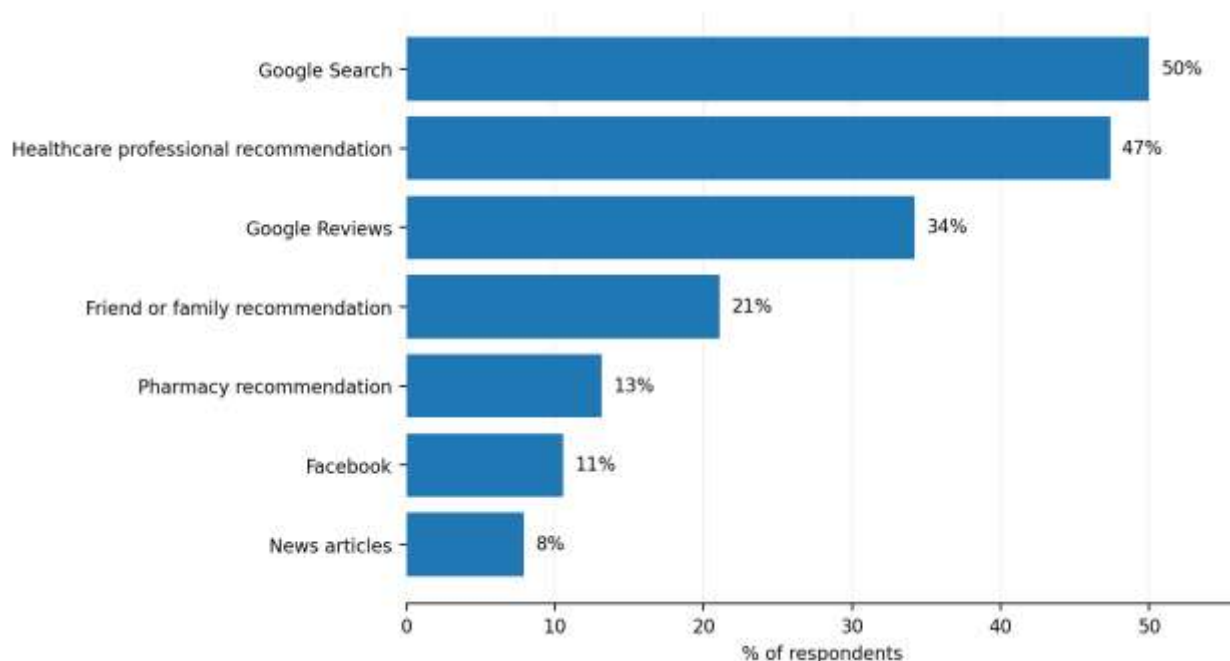
Respondents were asked to choose their top three factors if they needed a telehealth appointment. Same-day availability was the clear leader at 66%, followed by easy online booking at 55% and practitioner experience at 47%.



Factor	% of respondents
Same-day appointment availability	66%
Easy online booking	55%
Practitioner experience	47%
Affordable consultation fee	37%
Clear communication	26%
Supportive administration team	18%
Ability to see the same practitioner	16%
Convenient appointment times	16%
Genuine positive patient reviews	5%
Recommendation from family or friends	5%
Other	5%
Recommendation from a healthcare professional	3%

2. Patients look to search and trusted professionals

When asked where they would usually look for information before booking, Google Search was selected by 50%, closely followed by recommendation from a healthcare professional at 47%. Google Reviews was selected by 34%.

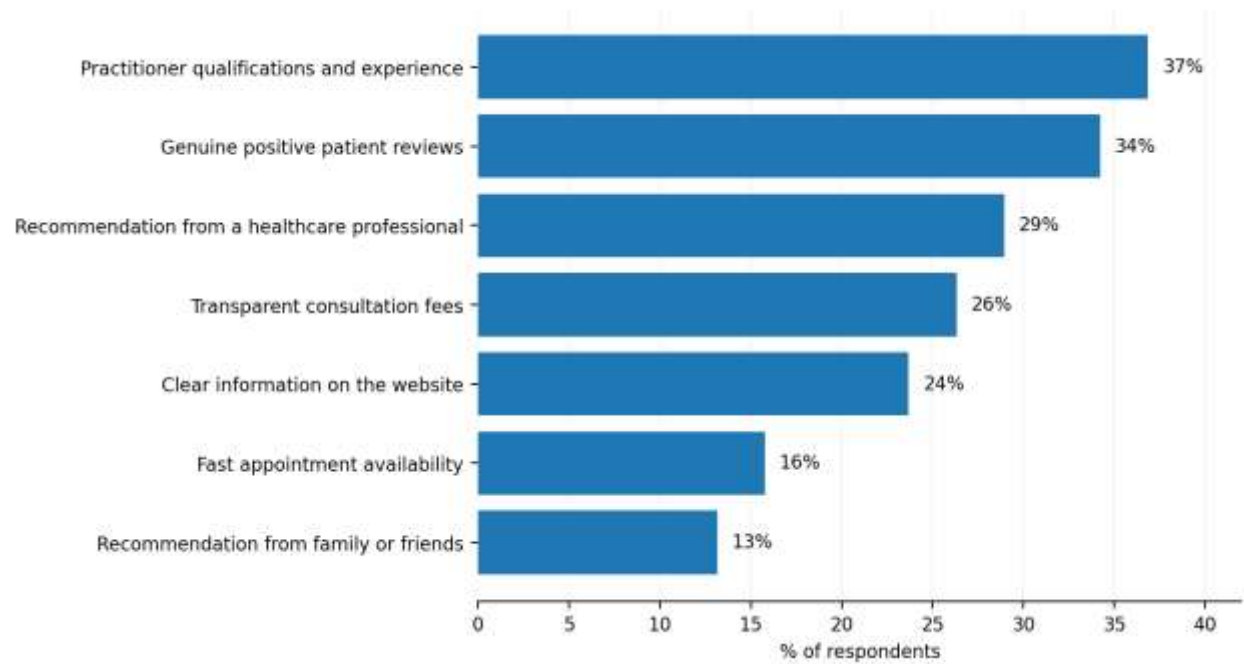


Practical implication

A telehealth provider needs to be discoverable in search while also earning professional trust. A clear website, consistent clinic information and a credible referral experience may reinforce one another: consumers can hear about a clinic from a health professional, then validate it online before booking.

3. Confidence comes from clinical credibility

The strongest confidence signal was practitioner qualifications and experience at 37%. Genuine positive patient reviews followed at 34%, then healthcare professional recommendation at 29%. Transparent fees (26%) and clear website information (24%) were also prominent.

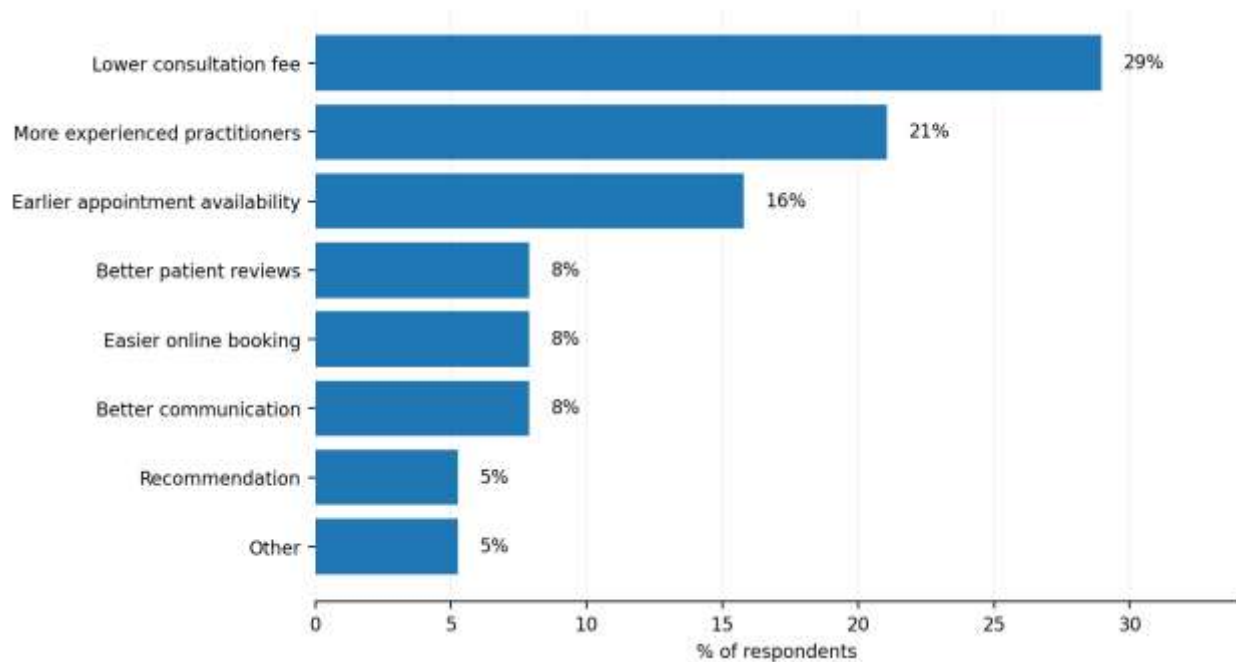


Trust is multi-layered

The results suggest that confidence is not built by reviews alone. Consumers appear to weigh clinical capability, third-party endorsement, transparent pricing and the quality of clinic information together.

4. Price is the strongest single differentiator

When respondents had to choose one factor that would make them choose one telehealth clinic over another, lower consultation fee ranked first at 29%. More experienced practitioners ranked second at 21%, with earlier appointment availability third at 16%.



Value, not price alone

Price appears most influential at the final comparison stage, while practitioner experience remains a major differentiator. This points to a value equation: affordability can win a close comparison, but clinical credibility still matters materially.

5. What the ideal telehealth clinic looks like

The open-text questions add context to the quantitative results. The supplied results show recurring language around care, quality, easy access, quick access, continuity of care, clear communication, booking apps and waiting times.

Selected comments visible in the survey summary included:

“Bulk billing”

“Continuation of care with good patient doctor relationships, easy to use app...”

“Quick access”

For the question asking what telehealth clinics could do better, the summary highlighted themes including easier booking, appointment confirmation, continuity, ease of use with an app and a simple process when inputting payment/card details. One visible response stated, “I am happy as they are.”

Qualitative reading

The open-text results reinforce the broader pattern: respondents value access and convenience, but they also want continuity, good doctor-patient relationships and smooth administrative processes.

6. Five priorities for telehealth providers

1. Protect appointment availability

Make rapid access visible at the point of search and booking. Availability appears to be the strongest immediate need when a patient is seeking care quickly.

2. Remove booking friction

A short, mobile-friendly booking journey with clear appointment confirmation can directly address one of the most common decision factors and an open-text improvement theme.

3. Make practitioner expertise easy to verify

Present practitioner qualifications, experience and areas of clinical focus clearly and factually. Clinical credibility was the strongest confidence factor.

4. Be transparent about fees before the patient commits

Price was the strongest single clinic-to-clinic differentiator. Clear fees help consumers assess value without surprises.

5. Build trust across search, reviews and referral channels

Google Search, professional recommendations and Google Reviews all played meaningful roles. Reputation should be consistent across these touchpoints.

7. How TeleDocs Clinic meets the needs of patients

The survey findings highlight the importance of convenient access, a supportive booking experience, transparency and trust. TeleDocs Clinic addresses these needs through the following features.

1. Rapid access to appointments

TeleDocs Clinic's booking page is embedded directly within the clinic website. Patients can search available appointments by practitioner, appointment type, date and time. Same-day appointments are displayed when availability exists at the time of booking.

2. Supportive booking process

The booking process is designed to support patients throughout their booking journey. New patients are guided through the required Patient Intake Form as part of the process, helping ensure relevant information is provided before their consultation.

3. Visible practitioner expertise and qualifications

Patients can view TeleDocs Clinic practitioners through the Halaxy Directory and access individual practitioner profiles before booking. These profiles provide patients with information about the practitioner and allow them to book directly through the available booking links.

4. Price transparency

Consultation fees are displayed during the online booking process, allowing patients to understand the cost of their consultation before confirming an appointment.

5. Building trust and supporting referrals

TeleDocs Clinic has an established online presence through Google Search, where patients can also leave Google Reviews. Healthcare practitioners across Australia can refer patients to TeleDocs Clinic through HealthShare, providing an additional pathway for patients to access the clinic.

Methodology and limitations

This report is based solely on the supplied Australian Telehealth Insights 2026 Microsoft Forms results. The survey was conducted over 28 days, with an average completion time of 3 minutes 43 seconds.

How percentages are shown: percentages in this report show the proportion of respondents selecting each option. For questions allowing multiple selections, percentages therefore do not add to 100%. Question 2 asked respondents to select their top three factors.

Limitations: the supplied results do not include respondent demographics, recruitment source, geographic distribution, weighting or a probability-based sampling method. The findings should therefore be treated as directional consumer insight from this respondent group, not as an estimate of all Australians.

Open-text analysis: this report uses only the comments and theme words visible in the supplied survey summary. The complete verbatim response set was not included in the source PDF, so no additional qualitative claims have been inferred.

Survey snapshot

Measure	Result
Survey duration	28 days
Average completion time	03:43

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A concise snapshot of what this respondent group values when choosing telehealth care.