

**ERECTILE DYSFUNCTION TOPS LIST OF MOST POPULAR ONLINE PRIVATE HEALTH SERVICE
IN LAST 10 YEARS**

Superdrug Online Doctor, one of the UK's leading Online Doctor services, reveals the changes in the popularity of services and the introduction of new treatments to support modern lifestyles over the last decade.

2013 Online Doctor Top Five Most Popular Services	2023 Online Doctor Top Five Most Popular Services
Erectile Dysfunction Treatment	Erectile Dysfunction Treatment
Chlamydia Treatment	Contraceptive Pills
Contraceptive Pills	Morning After Pill
Morning After Pill	Bacterial Vaginosis Treatment
Herpes Treatment	Period Delay Tablets

Looking at the data, erectile dysfunction treatment remains the most popular online health service over the last 10 years, with patients looking for a more convenient and private service compared to the traditional route of going through a sexual health clinic or local GP. Since 2013, STI testing has been overtaken in popularity by contraception services, showing that female sexual health services are gaining popularity.

Dr Babak Ashrafi, Clinical Lead at Superdrug Online Doctor comments “Over time and with the spread of internet use and social media, women have become more aware of the range of contraceptive options available to them, not just for contraception but to help with non-contraceptive problems as well. With experience healthcare professionals have been able to provide remote services for some of these which negates the need to see a doctor or nurse in person. Coupled with successful public health campaigns, it’s no surprise that contraception has overtaken STI testing in popularity.”

The new data coincides with Superdrug Online Doctor reaching its 10 year milestone during which it has provided **5,600,000** treatments for over **2,200,000** patients..

The most popular service for men since 2013 is erectile dysfunction with **1,952,786** treatments provided since launching, other popular services for men (in order) are:

1. Erectile Dysfunction
2. Chlamydia Treatment
3. STI Home Testing

4. Asthma
5. Malaria

The most popular service for women since 2013 is the contraceptive pill with **1,030,503** treatments provided since 2013, other popular services for women (in order) are:

1. Contraceptive Pills
2. Morning After Pill
3. Bacterial Vaginosis Treatment
4. Period Delay Tablets
5. Chlamydia Treatment

Chloe Anderson, Head of Healthcare Services at Superdrug, commented “We’ve expanded our services and treatments by +250% since launching in 2013, with one of our most anticipated launches at Online Doctor being Viagra Connect. It’s fantastic to be able to offer customers a more convenient way to find services and treatments, and we are constantly growing our offering to suit customers’ needs.”

Dr Babak Ashrafi adds, “It’s interesting to see the change in popularity for certain services throughout the 10 year period that Online Doctor has been running for. While stats for this year show that STI treatments haven’t made the top 5 most popular treatments, we predict that with syphilis and other sexually transmitted cases rising across the world there will be an increase in at-home testing in 2024.”

Superdrug Online Doctor provides doctor care whenever you need it. Orders are clinically reviewed within 2 to 6 hours¹, it offers same day pharmacy collection, fast and discreet home delivery available 7 days a week. From women's and men's health to cholesterol and asthma inhalers, the Superdrug Online Doctor offers services that enable you to request treatment direct to your home, office or anywhere in the UK. For more information please visit: <https://onlinedoctor.superdrug.com/>

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For more information and high-res imagery please contact superdrug@itsmaven.com

¹ During working hours