

Appendix

Appendix 1. Resulting categories found from Yelp's dataset using the search terms in Table 1 and after applying the inclusion and exclusion criteria.

Type of Healthcare Service	Search Results
Chiropractic/PT	[1] "Active Life, Gyms, Health & Medical, Physical Therapy, Fitness & Instruction"
	[2] "Active Life, Health & Medical, Yoga, Physical Therapy, Fitness & Instruction"
	[3] "Active Life, Nutritionists, Health & Medical, Chiropractors, Fitness & Instruction"
	[4] "Active Life, Pilates, Health & Medical, Physical Therapy, Fitness & Instruction"
	[5] "Acupuncture, Doctors, Health & Medical, Chiropractors, Naturopathic/Holistic"
	[6] "Acupuncture, Doctors, Health & Medical, Naturopathic/Holistic, Chiropractors"
	[7] "Acupuncture, Doctors, Sports Medicine, Health & Medical, Chiropractors"
	[8] "Acupuncture, Health & Medical, Chiropractors"
	[9] "Acupuncture, Health & Medical, Massage, Chiropractors, Beauty & Spas"
	[10] "Acupuncture, Health & Medical, Physical Therapy, Chiropractors"
	[11] "Acupuncture, Massage Therapy, Health & Medical, Chiropractors"
	[12] "Acupuncture, Massage Therapy, Health & Medical, Physical Therapy"
	[13] "Acupuncture, Medical Centers, Health & Medical, Chiropractors"
	[14] "Beauty & Spas, Health & Medical, Chiropractors, Medical Spas"
	[15] "Beauty & Spas, Health & Medical, Physical Therapy, Chiropractors, Medical Spas"
	[16] "Chiropractors, Beauty & Spas, Laser Hair Removal, Massage Therapy, Health & Medical, Hair Removal"
	[17] "Chiropractors, Beauty & Spas, Medical Spas, Skin Care, Health & Medical, Massage"
	[18] "Diagnostic Services, Health & Medical, Chiropractors"
	[19] "Doctors, Chiropractors, Naturopathic/Holistic, Beauty & Spas, Medical Spas, Health & Medical"
	[20] "Doctors, Health & Medical, Chiropractors"
	[21] "Doctors, Health & Medical, Chiropractors, Pain Management"

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- [22] "Doctors, Health & Medical, Family Practice, Chiropractors, Physical Therapy"
- [23] "Doctors, Health & Medical, Naturopathic/Holistic, Chiropractors"
- [24] "Doctors, Health & Medical, Naturopathic/Holistic, Chiropractors, Physical Therapy"
- [25] "Doctors, Health & Medical, Physical Therapy, Urgent Care"
- [26] "Doctors, Health & Medical, Urgent Care, Chiropractors"
- [27] "Doctors, Medical Centers, Health & Medical, Physical Therapy, Family Practice"
- [28] "Doctors, Medical Centers, Health & Medical, Physical Therapy, Orthopedists"
- [29] "Doctors, Nutritionists, Chiropractors, Naturopathic/Holistic, Health & Medical, Acupuncture"
- [30] "Doctors, Nutritionists, Health & Medical, Naturopathic/Holistic, Chiropractors"
- [31] "Doctors, Nutritionists, Health & Medical, Physical Therapy, Family Practice"
- [32] "Doctors, Orthopedists, Health & Medical, Chiropractors"
- [33] "Doctors, Orthopedists, Health & Medical, Physical Therapy"
- [34] "Doctors, Orthopedists, Health & Medical, Physical Therapy, Podiatrists"
- [35] "Doctors, Physical Therapy, Beauty & Spas, Health & Medical, Sports Medicine, Massage"
- [36] "Health & Medical, Chiropractors"
- [37] "Health & Medical, Lactation Services, Chiropractors"
- [38] "Health & Medical, Massage, Chiropractors, Beauty & Spas"
- [39] "Health & Medical, Physical Therapy"
- [40] "Health & Medical, Physical Therapy, Chiropractors"
- [41] "Health & Medical, Physical Therapy, Massage, Beauty & Spas"
- [42] "Massage Therapy, Acupuncture, Health & Medical, Chiropractors"
- [43] "Massage Therapy, Beauty & Spas, Health & Medical, Chiropractors, Medical Spas"
- [44] "Massage Therapy, Beauty & Spas, Health & Medical, Physical Therapy, Medical Spas"
- [45] "Massage Therapy, Doctors, Health & Medical, Chiropractors, Pain Management"

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- [46] "Massage Therapy, Doctors, Health & Medical, Naturopathic/Holistic, Chiropractors"
- [47] "Massage Therapy, Health & Medical, Chiropractors"
- [48] "Massage Therapy, Health & Medical, Massage, Chiropractors, Beauty & Spas"
- [49] "Massage Therapy, Health & Medical, Physical Therapy"
- [50] "Massage Therapy, Health & Medical, Physical Therapy, Chiropractors"
- [51] "Massage Therapy, Nutritionists, Health & Medical, Chiropractors"
- [52] "Massage Therapy, Rehabilitation Center, Health & Medical, Physical Therapy"
- [53] "Massage Therapy, Shopping, Health & Medical, Chiropractors, Vitamins & Supplements"
- [54] "Medical Centers, Health & Medical, Chiropractors"
- [55] "Medical Centers, Health & Medical, Physical Therapy"
- [56] "Medical Centers, Health & Medical, Physical Therapy, Chiropractors"
- [57] "Neurologist, Doctors, Health & Medical, Chiropractors"
- [58] "Nutritionists, Chiropractors, Health & Medical, Trainers, Fitness & Instruction, Active Life"
- [59] "Nutritionists, Health & Medical, Chiropractors"
- [60] "Nutritionists, Health & Medical, Medical Centers, Chiropractors"
- [61] "Nutritionists, Health & Medical, Physical Therapy, Chiropractors"
- [62] "Nutritionists, Physical Therapy, Health & Medical, Trainers, Fitness & Instruction, Active Life"
- [63] "Occupational Therapy, Health & Medical, Physical Therapy"
- [64] "Physical Therapy, Health & Medical, Massage, Chiropractors, Beauty & Spas"
- [65] "Pilates, Physical Therapy, Chiropractors, Health & Medical, Fitness & Instruction, Active Life"
- [66] "Pilates, Physical Therapy, Health & Medical, Trainers, Fitness & Instruction, Active Life"
- [67] "Rehabilitation Center, Doctors, Health & Medical, Neurologist, Chiropractors"
- [68] "Rehabilitation Center, Health & Medical, Chiropractors"
- [69] "Rehabilitation Center, Health & Medical, Physical Therapy"

[70] "Rehabilitation Center, Health & Medical, Physical Therapy, Chiropractors"

[71] "Sports Medicine, Doctors, Health & Medical, Chiropractors"

[72] "Sports Medicine, Doctors, Health & Medical, Chiropractors, Rehabilitation Center"

[73] "Sports Medicine, Doctors, Health & Medical, Naturopathic/Holistic, Chiropractors"

[74] "Sports Medicine, Doctors, Health & Medical, Physical Therapy"

[75] "Sports Medicine, Doctors, Health & Medical, Physical Therapy, Chiropractors"

[76] "Sports Medicine, Doctors, Health & Medical, Physical Therapy, Pain Management"

[77] "Sports Medicine, Doctors, Massage Therapy, Health & Medical, Chiropractors"

[78] "Sports Medicine, Doctors, Massage Therapy, Health & Medical, Physical Therapy"

[79] "Sports Medicine, Doctors, Orthopedists, Health & Medical, Physical Therapy"

[80] "Weight Loss Centers, Doctors, Health & Medical, Naturopathic/Holistic, Chiropractors"

[81] "Weight Loss Centers, Health & Medical, Chiropractors"

[82] "Weight Loss Centers, Health & Medical, Physical Therapy"

[83] "Weight Loss Centers, Health & Medical, Physical Therapy, Chiropractors"

[84] "Weight Loss Centers, Massage Therapy, Health & Medical, Chiropractors"

[85] "Weight Loss Centers, Nutritionists, Health & Medical, Chiropractors"

[86] "Weight Loss Centers, Orthotics, Health & Medical, Chiropractors"

[87] "Yoga, Chiropractors, Beauty & Spas, Health & Medical, Fitness & Instruction, Active Life, Massage"

[88] "Yoga, Physical Therapy, Health & Medical, Trainers, Fitness & Instruction, Active Life"

Dental

[1] "Dentists, Beauty & Spas, Shopping, Health & Medical, Cosmetics & Beauty Supply, Cosmetic Dentists"

[2] "Dentists, Doctors, Health & Medical, Cosmetic Surgeons, General Dentistry"

[3] "Dentists, Doctors, Health & Medical, Cosmetic Surgeons, Oral Surgeons"

[4] "Dentists, Financial Services, Health & Medical, Orthodontists, General Dentistry, Cosmetic Dentists, Insurance"

[5] "Dentists, Health & Medical, General Dentistry, Urgent Care, Cosmetic Dentists"

[6] "Dentists, Teeth Whitening, Beauty & Spas, Health & Medical, General Dentistry, Cosmetic Dentists"

[7] "Dentists, Teeth Whitening, Beauty & Spas, Periodontists, Health & Medical, General Dentistry"

[8] "Doctors, Dentists, Cosmetic Surgeons, Health & Medical, General Dentistry, Cosmetic Dentists"

[9] "Doctors, Dentists, Cosmetic Surgeons, Oral Surgeons, Health & Medical, General Dentistry"

[10] "Endodontists, Health & Medical, Dentists"

[11] "Endodontists, Health & Medical, Dentists, General Dentistry"

[12] "Endodontists, Health & Medical, Dentists, General Dentistry, Cosmetic Dentists"

[13] "Endodontists, Health & Medical, Dentists, Oral Surgeons"

[14] "Endodontists, Health & Medical, Dentists, Orthodontists, Cosmetic Dentists"

[15] "Endodontists, Health & Medical, Dentists, Orthodontists, General Dentistry"

[16] "Endodontists, Health & Medical, Periodontists, Dentists, Cosmetic Dentists"

[17] "Endodontists, Health & Medical, Periodontists, Dentists, General Dentistry"

[18] "Endodontists, Health & Medical, Periodontists, Dentists, Orthodontists"

[19] "Health & Medical, Dentists"

[20] "Health & Medical, Dentists, Cosmetic Dentists"

[21] "Health & Medical, Dentists, General Dentistry"

[22] "Health & Medical, Dentists, General Dentistry, Cosmetic Dentists"

[23] "Health & Medical, Dentists, Orthodontists"

[24] "Health & Medical, Dentists, Orthodontists, Cosmetic Dentists"

[25] "Health & Medical, Dentists, Orthodontists, General Dentistry"

[26] "Health & Medical, Dentists, Orthodontists, General Dentistry, Cosmetic Dentists"

[27] "Health & Medical, Dentists, Sleep Specialists, General Dentistry, Cosmetic Dentists"

[28] "Health & Medical, Dentists, Urgent Care, General Dentistry"

[29] "Health & Medical, Periodontists, Dentists"

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- [30] "Health & Medical, Periodontists, Dentists, Cosmetic Dentists"
- [31] "Health & Medical, Periodontists, Dentists, General Dentistry"
- [32] "Health & Medical, Periodontists, Dentists, General Dentistry, Cosmetic Dentists"
- [33] "Health & Medical, Periodontists, Dentists, Orthodontists, Cosmetic Dentists"
- [34] "Health & Medical, Periodontists, Dentists, Orthodontists, General Dentistry"
- [35] "Health & Medical, Prosthodontists, Dentists, General Dentistry, Cosmetic Dentists"
- [36] "Oral Surgeons, Health & Medical, Dentists"
- [37] "Oral Surgeons, Health & Medical, Dentists, Cosmetic Dentists"
- [38] "Oral Surgeons, Health & Medical, Dentists, Cosmetic Surgeons, Doctors"
- [39] "Oral Surgeons, Health & Medical, Dentists, General Dentistry"
- [40] "Oral Surgeons, Health & Medical, Dentists, General Dentistry, Cosmetic Dentists"
- [41] "Oral Surgeons, Health & Medical, Dentists, Orthodontists"
- [42] "Oral Surgeons, Health & Medical, Dentists, Orthodontists, Cosmetic Dentists"
- [43] "Oral Surgeons, Health & Medical, Dentists, Orthodontists, General Dentistry"
- [44] "Oral Surgeons, Health & Medical, Dentists, Orthodontists, Pediatric Dentists"
- [45] "Oral Surgeons, Health & Medical, Dentists, Pediatric Dentists, General Dentistry"
- [46] "Oral Surgeons, Health & Medical, Endodontists, Dentists"
- [47] "Oral Surgeons, Health & Medical, Endodontists, Dentists, General Dentistry"
- [48] "Oral Surgeons, Health & Medical, Pain Management, Dentists, Doctors"
- [49] "Oral Surgeons, Health & Medical, Periodontists, Dentists, Cosmetic Dentists"
- [50] "Oral Surgeons, Health & Medical, Periodontists, Dentists, General Dentistry"
- [51] "Oral Surgeons, Health & Medical, Prosthodontists, Dentists"
- [52] "Pediatric Dentists, Health & Medical, Dental Hygienists, Dentists, Cosmetic Dentists"
- [53] "Pediatric Dentists, Health & Medical, Dentists"
- [54] "Pediatric Dentists, Health & Medical, Dentists, Doctors"
- [55] "Pediatric Dentists, Health & Medical, Dentists, General Dentistry"

[56] "Pediatric Dentists, Health & Medical, Dentists, General Dentistry, Cosmetic Dentists"

[57] "Pediatric Dentists, Health & Medical, Dentists, Oral Surgeons, Cosmetic Dentists"

[58] "Pediatric Dentists, Health & Medical, Dentists, Oral Surgeons, General Dentistry"

[59] "Pediatric Dentists, Health & Medical, Dentists, Orthodontists"

[60] "Pediatric Dentists, Health & Medical, Dentists, Orthodontists, Cosmetic Dentists"

[61] "Pediatric Dentists, Health & Medical, Dentists, Orthodontists, General Dentistry"

[62] "Pediatric Dentists, Health & Medical, Endodontists, Dentists, General Dentistry"

[63] "Pediatric Dentists, Health & Medical, Periodontists, Dentists, Cosmetic Dentists"

[64] "Pediatric Dentists, Health & Medical, Periodontists, Dentists, General Dentistry"

[65] "Pediatric Dentists, Health & Medical, Periodontists, Dentists, Orthodontists"

Dermatology

[1] "Dermatologists, Doctors, Beauty & Spas, Health & Medical, Medical Spas"

[2] "Dermatologists, Doctors, Hair Removal, Health & Medical, Beauty & Spas"

[3] "Dermatologists, Doctors, Health & Medical"

[4] "Dermatologists, Doctors, Health & Medical, Cosmetic Surgeons"

[5] "Dermatologists, Doctors, Health & Medical, Cosmetic Surgeons, Tattoo Removal"

[6] "Dermatologists, Doctors, Health & Medical, Internal Medicine, Pediatricians"

[7] "Dermatologists, Doctors, Health & Medical, Skin Care, Beauty & Spas"

[8] "Dermatologists, Doctors, Health & Medical, Surgeons"

[9] "Dermatologists, Doctors, Health & Medical, Tattoo Removal"

[10] "Dermatologists, Doctors, Health & Medical, Urgent Care, Cardiologists"

[11] "Dermatologists, Doctors, Health & Medical, Weight Loss Centers, Family Practice"

[12] "Dermatologists, Doctors, Medical Centers, Health & Medical, Weight Loss Centers"

[13] "Doctors, Beauty & Spas, Hair Removal, Skin Care, Health & Medical, Laser Hair Removal, Dermatologists"

[14] "Doctors, Beauty & Spas, Laser Hair Removal, Skin Care, Health & Medical, Hair Removal, Dermatologists"

[15] "Doctors, Beauty & Spas, Medical Spas, Skin Care, Health & Medical, Dermatologists"

[16] "Doctors, Beauty & Spas, Skin Care, Health & Medical, Dermatologists, Tattoo Removal"

[17] "Doctors, Cosmetic Surgeons, Beauty & Spas, Laser Hair Removal, Health & Medical, Hair Removal, Dermatologists"

[18] "Doctors, Cosmetic Surgeons, Beauty & Spas, Medical Spas, Health & Medical, Dermatologists"

[19] "Doctors, Cosmetic Surgeons, Beauty & Spas, Medical Spas, Health & Medical, Pediatricians, Dermatologists"

[20] "Doctors, Cosmetic Surgeons, Beauty & Spas, Skin Care, Health & Medical, Dermatologists"

[21] "Doctors, Medical Centers, Beauty & Spas, Skin Care, Health & Medical, Dermatologists"

[22] "Doctors, Shopping, Beauty & Spas, Health & Medical, Cosmetics & Beauty Supply, Hair Removal, Dermatologists"

[23] "Doctors, Shopping, Beauty & Spas, Skin Care, Health & Medical, Cosmetics & Beauty Supply, Dermatologists"

Family Practice

[1] "Doctors, Family Practice, Health & Medical, Pediatricians, Urgent Care"

[2] "Doctors, Health & Medical, Family Practice"

[3] "Doctors, Health & Medical, Family Practice, Internal Medicine"

[4] "Doctors, Health & Medical, Family Practice, Urgent Care"

[5] "Doctors, Health & Medical, Home Health Care, Family Practice"

[6] "Doctors, Health & Medical, Internal Medicine, Family Practice"

[7] "Doctors, Health & Medical, Internal Medicine, Family Practice, Gerontologists"

[8] "Doctors, Health & Medical, Internal Medicine, Pediatricians, Family Practice"

[9] "Doctors, Health & Medical, Internal Medicine, Urgent Care, Family Practice"

[10] "Doctors, Health & Medical, Pediatricians, Family Practice"

[11] "Doctors, Health & Medical, Pediatricians, Family Practice, Internal Medicine"

[12] "Doctors, Health & Medical, Pediatricians, Family Practice, Urgent Care"

[13] "Doctors, Health & Medical, Urgent Care, Family Practice"

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- [14] "Doctors, Medical Centers, Health & Medical, Family Practice"
 - [15] "Doctors, Medical Centers, Health & Medical, Internal Medicine, Family Practice"
 - [16] "Doctors, Medical Centers, Health & Medical, Pediatricians, Family Practice"
 - [17] "Doctors, Occupational Therapy, Health & Medical, Urgent Care, Family Practice"
 - [18] "Sports Medicine, Doctors, Health & Medical, Obstetricians & Gynecologists, Family Practice"
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- Hospitals/Clinics
- [1] "Doctors, Hospitals, Health & Medical"
 - [2] "Doctors, Hospitals, Health & Medical, Internal Medicine"
 - [3] "Doctors, Hospitals, Health & Medical, Obstetricians & Gynecologists"
 - [4] "Doctors, Hospitals, Health & Medical, Urgent Care"
 - [5] "Health & Medical, Hospitals"
 - [6] "Health & Medical, Hospitals, Urgent Care"
 - [7] "Hospitals, Medical Centers, Health & Medical"
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- Optometry
- [1] "Doctors, Laser Eye Surgery/Lasik, Ophthalmologists, Health & Medical, Optometrists"
 - [2] "Doctors, Ophthalmologists, Health & Medical, Optometrists"
 - [3] "Doctors, Ophthalmologists, Health & Medical, Optometrists, Laser Eye Surgery/Lasik"
 - [4] "Doctors, Shopping, Optometrists, Ophthalmologists, Health & Medical, Eyewear & Opticians"
 - [5] "Fashion, Shopping, Optometrists, Accessories, Health & Medical, Eyewear & Opticians"
 - [6] "Medical Centers, Shopping, Optometrists, Sporting Goods, Health & Medical, Outdoor Gear"
 - [7] "Optometrists, Health & Medical"
 - [8] "Optometrists, Health & Medical, Laser Eye Surgery/Lasik"
 - [9] "Optometrists, Health & Medical, Shopping, Eyewear & Opticians"
 - [10] "Optometrists, Health & Medical, Shopping, Eyewear & Opticians, Laser Eye Surgery/Lasik"
 - [11] "Optometrists, Laser Eye Surgery/Lasik, Ophthalmologists, Health & Medical, Doctors"
 - [12] "Optometrists, Medical Centers, Health & Medical"

[13] "Optometrists, Medical Centers, Health & Medical, Shopping, Eyewear & Opticians"

[14] "Optometrists, Ophthalmologists, Health & Medical, Doctors"

[15] "Optometrists, Ophthalmologists, Health & Medical, Doctors, Laser Eye Surgery/Lasik"

[16] "Shopping, Optometrists, Health & Medical, Eyewear & Opticians"

[17] "Shopping, Optometrists, Health & Medical, Eyewear & Opticians, Doctors"

[18] "Shopping, Optometrists, Health & Medical, Eyewear & Opticians, Laser Eye Surgery/Lasik"

[19] "Shopping, Optometrists, Medical Centers, Health & Medical, Eyewear & Opticians"

Mental Health

[1] "Doctors, Addiction Medicine, Counseling & Mental Health, Health & Medical, Psychiatrists"

[2] "Doctors, Counseling & Mental Health, Health & Medical, Psychiatrists"

[3] "Doctors, Health & Medical, Psychiatrists"

[4] "Health & Medical, Counseling & Mental Health, Psychologists"

[5] "Sports Psychologists, Counseling & Mental Health, Health & Medical"

Speech Therapy

[1] "Speech Therapists, Health & Medical"

[2] "Yoga, Beauty & Spas, Speech Therapists, Health & Medical, Fitness & Instruction, Active Life, Massage"