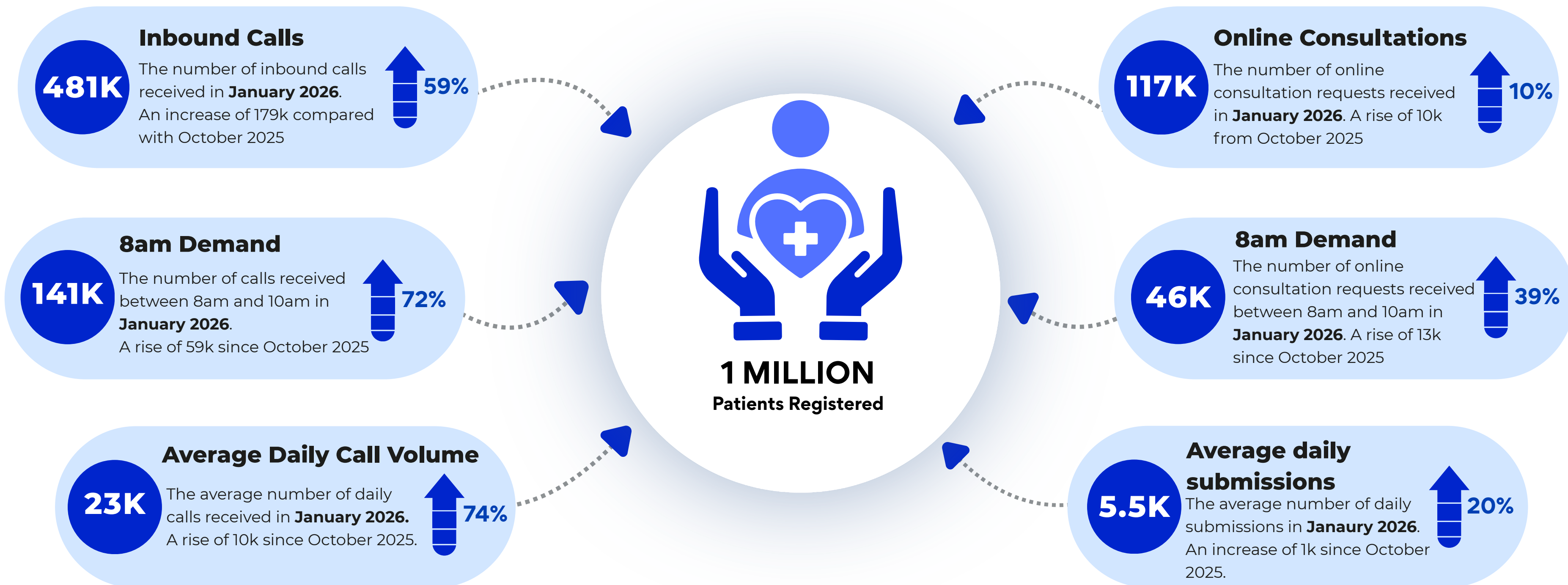


Patient Demand January 2026

Inbound Telephone Calls and Online Consultation Submissions Since 1st October 2025



EARLY MORNING DEMAND IS RISING

- Early mornings consistently represent the highest-demand period across the year.
- The 08:00–09:59 window alone captures 31% of all inbound calls and online submissions.
- Demand is not only rising — it is increasingly concentrated in early-morning hours, amplifying operational pressure.