

Use and perception of scientific medical reprints

Reprints panel research 2019

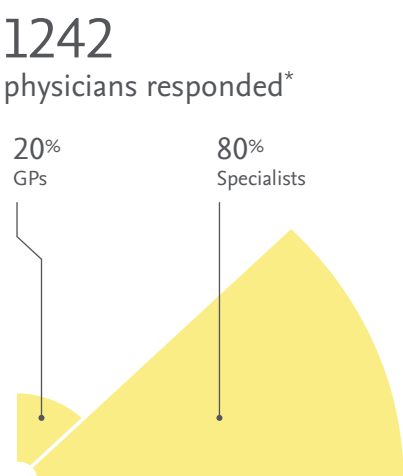
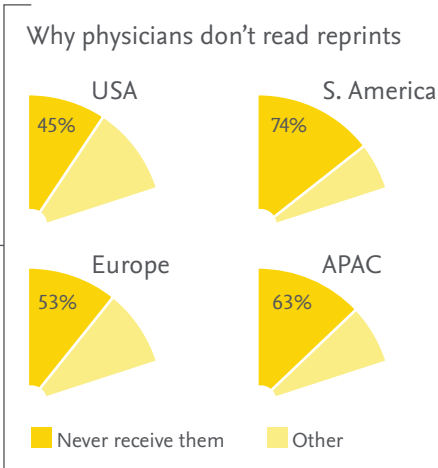
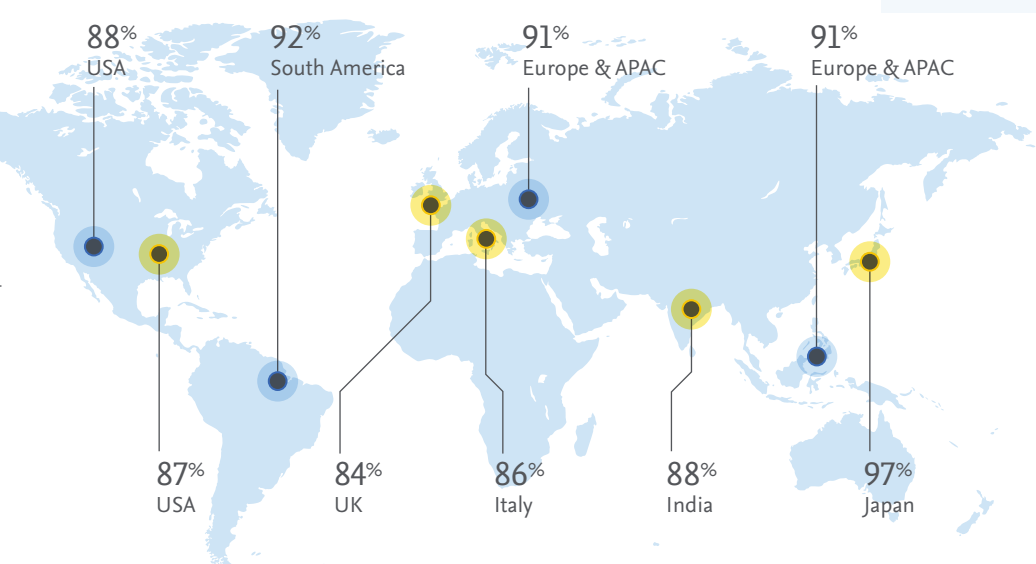
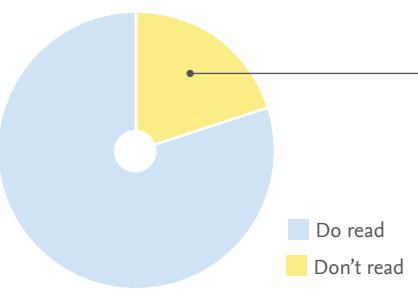
In December 2018 and January 2019, Elsevier asked 1242 physicians around the world to share their experiences of using reprints.

Global focus

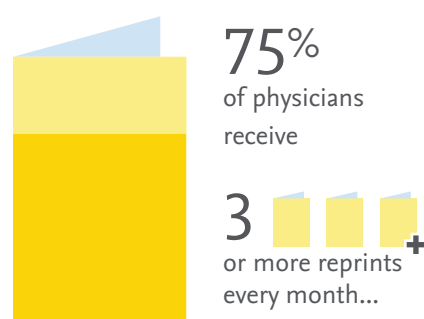
About 90% of physicians say reprints are useful for their practice and a reliable source of information.

More than 80% of physicians read medical articles in reprint format.

For the less than 20% of physicians who don't the key reason for not reading reprints is never receiving them



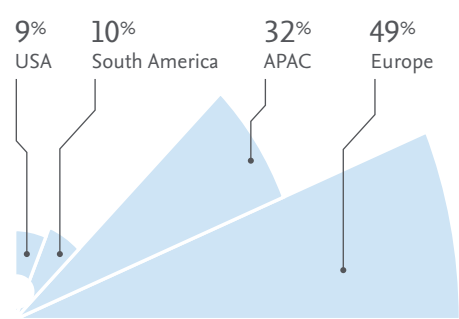
How do most physicians receive reprints?



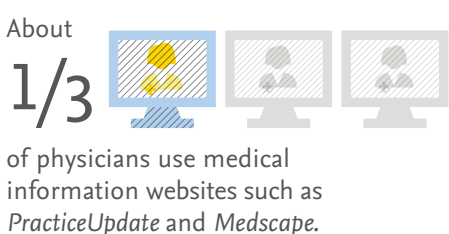
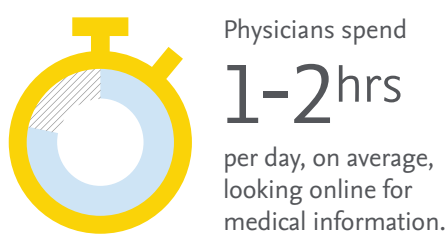
Up to 45% of physicians receive reprints from pharma marketing communications. The biggest sources are:



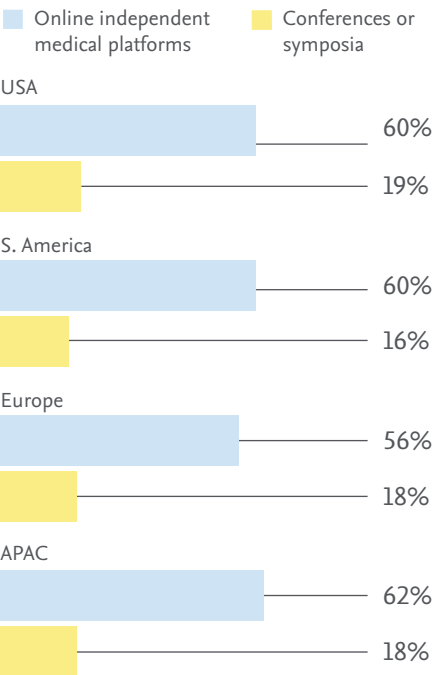
From around the world



Where do physicians look for reprints?

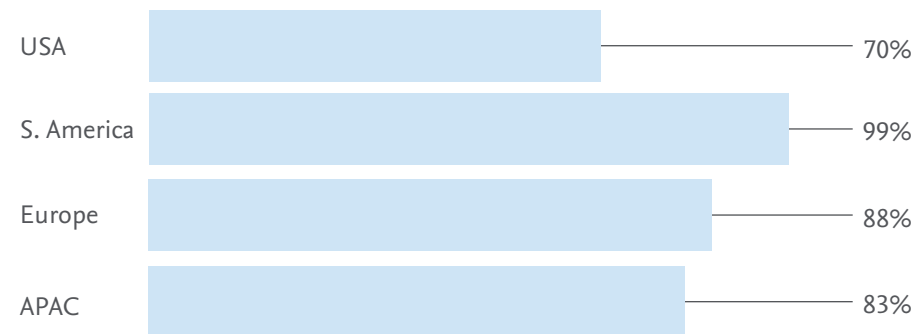


More than half of physicians rate online independent medical platforms as their preferred source of obtaining reprints.



There is a high level of interest in online articles as a service.**

Percentage of physicians who have indicated an interest in online articles as a service.

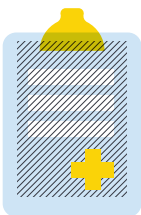


Physicians want to see a range of content in reprint format

1 Most popular Guidelines, article reviews, chapters from medical books

2 Followed by Medical news, Congress reports

Top 3 information sources for physicians



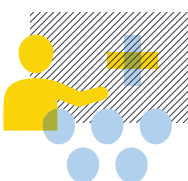
Diagnosis and treatment

1. Guidelines
2. Treatment options
3. Conditions/indications/diagnosis



Prescribing drugs

1. Guidelines
2. Medical journals
3. Clinical trials



Learning and teaching

1. Journal articles
2. Guidelines
3. Review articles



Clinical research information

1. Treatment options
2. Journal articles
3. Guidelines



* The sample from Spain was over-representative, so weighting was applied, resulting in a total of 886 responses used.

** This is a service that allows clinicians to select their own articles from a relevant library.

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