

# Use and perception of scientific medical reprints

Reprints panel research 2019



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# Research objectives, methodology and sample

# Research objectives & methodology



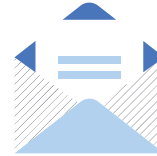
## Objective

To understand how Primary Care Physicians / GPs and Secondary Care Physicians / Specialists are accessing scientific articles in reprint format, using reprints and their preferences relating to reprints



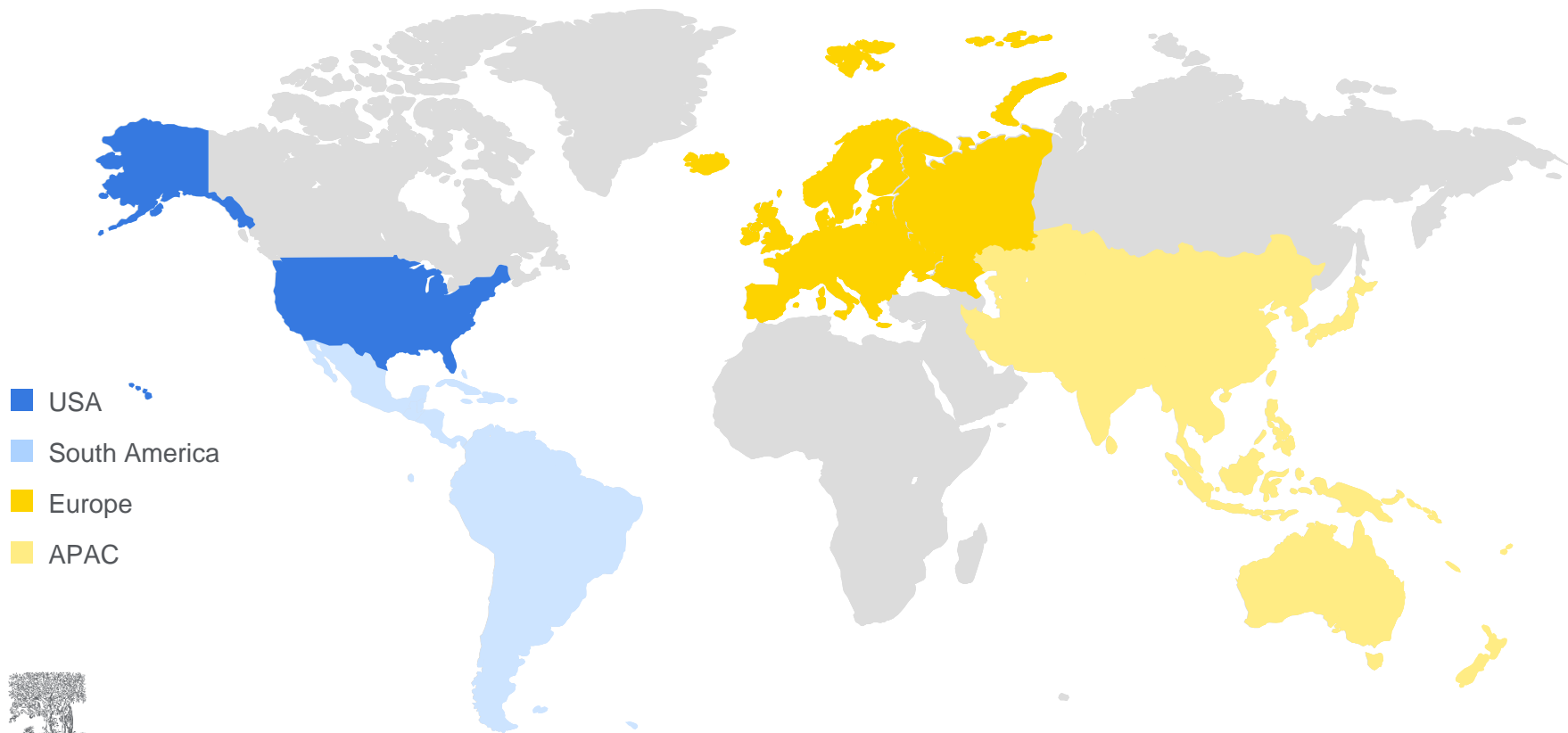
## Quantitative approach

A 10-15 minute online survey with Primary Care Physicians / GPs and Secondary Care Physicians / Specialists. The sample was comprised of members of the Elsevier Health Panel and supplemented with contacts from internal email databases and an external sample provider.



Research participants were invited to take part in the survey by email. Participation was incentivised with entry into a prize draw to win one of six \$100 vouchers (or equivalent in £, \$, € or ¥) for both Health panellists and non-panellists plus 300 panel points for Health panellists.

# Markets included in survey



# Sample (including all Spanish respondents)

	Market	Sample	Share of total
USA	USA	76	6.12%
	Brazil	75	6.04%
	Latin America	13	1.05%
Europe	UK	76	6.12%
	France	75	6.04%
	Germany	74	5.96%
	Spain	356	28.66%
	Italy	77	6.20%
	Italy	77	6.20%
	Australia / New Zealand	82	6.60%
APAC	India	77	6.20%
	China (incl. Hong Kong & Taiwan)	69	5.56%
	Japan	30	2.42%
	South Korea	26	2.09%

1242

overall

76

USA

88

South America

719

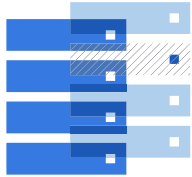
Europe

284

APAC

Unweighted data

# Explanation of data weighting

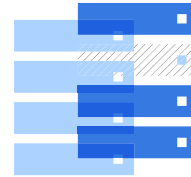


## Weighted data

Each market within Europe and APAC has been weighted equally to achieve a 'total' level figure at a regional level.

Spain data has also been sub-sampled to ensure weighting efficiency

- **356 completes were achieved in Spain so to ensure weighting efficiency, the first 75 completes were used within the Europe regional total**



## Unweighted data

The market-by-market data is unweighted

- Using unweighted market (country) data in this instance helps preserve the sample robustness

## Q1 & Q2 data (slide 14)

- As these questions include data from respondents who screened out (due to them not reading reprints), these data are unweighted. The regional totals come from an average percentage per region

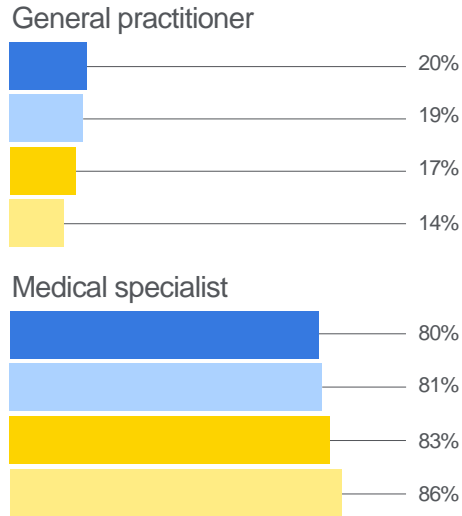
# Demographics



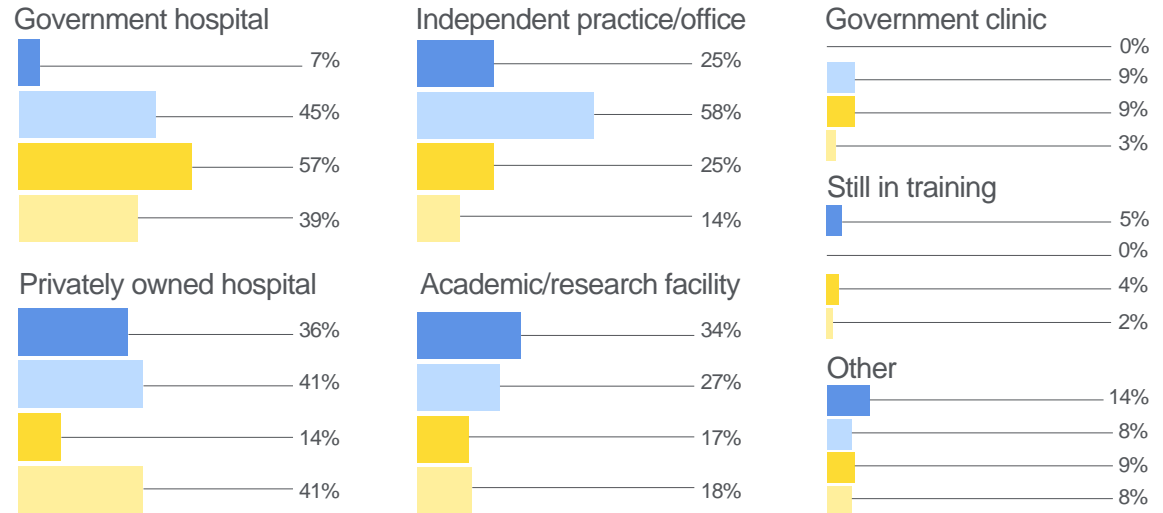
# Demographics

The sample is comprised of Physicians;  
four fifths are medical specialists and a fifth GPs – around a  
half practice medicine in a government hospital (ex-US)

Percentage of respondents  
by occupation



Percentage of respondents per setting in which medicine is practiced



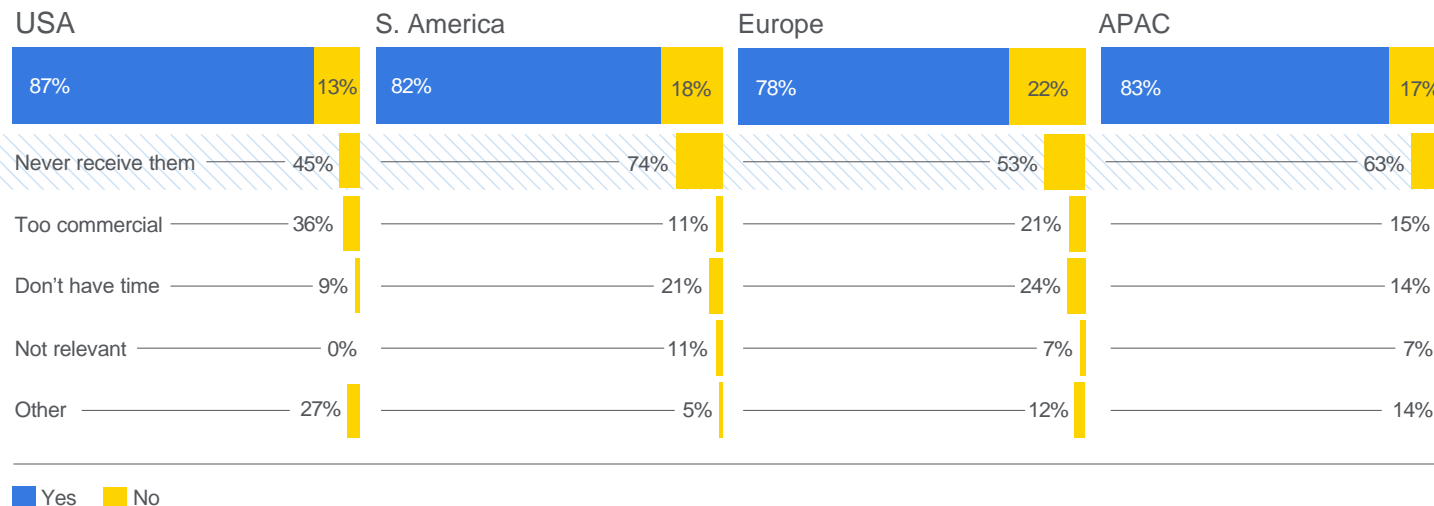
USA South America Europe APAC

# Reprint usage

# The majority of Physicians read medical articles in reprint format

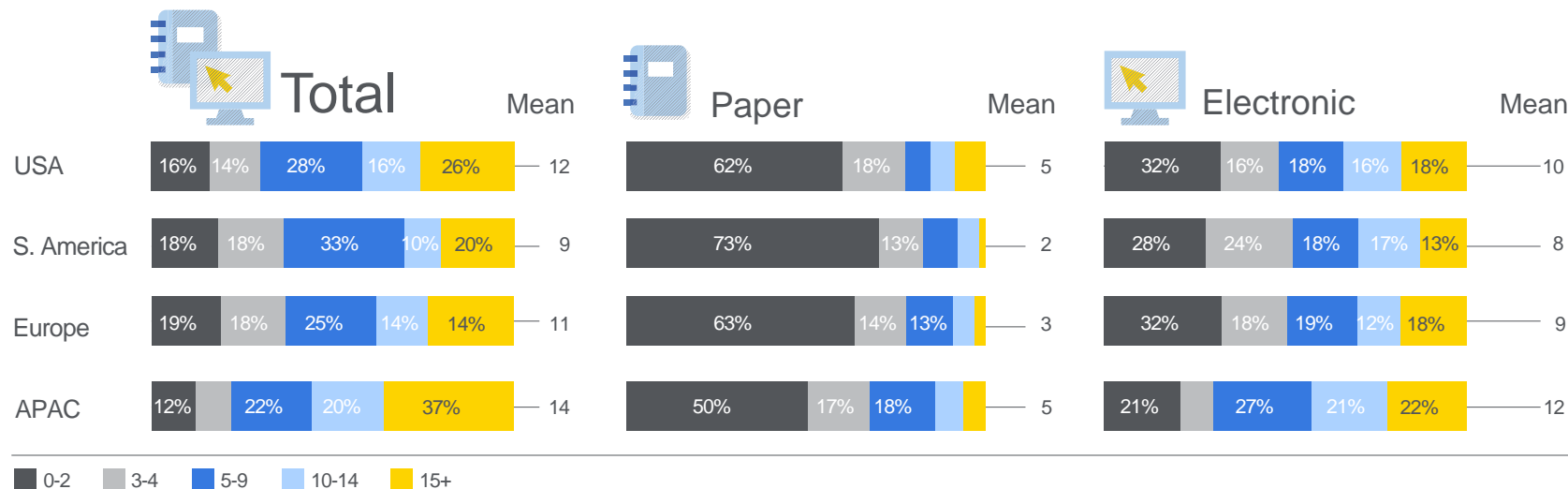
Do you read scientific articles in reprint format, and if not then why?

The key reason for not reading reprints is Physicians never receiving them.



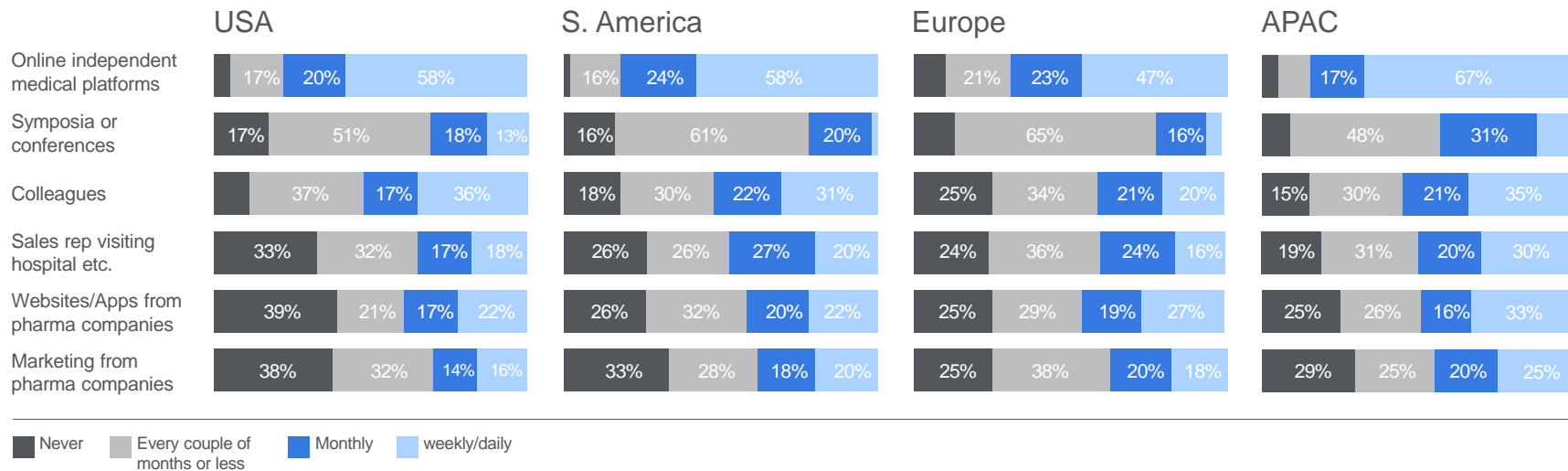
# Around 75% of Physicians obtain 3 or more reprints every month

Number of reprints obtained on average per month



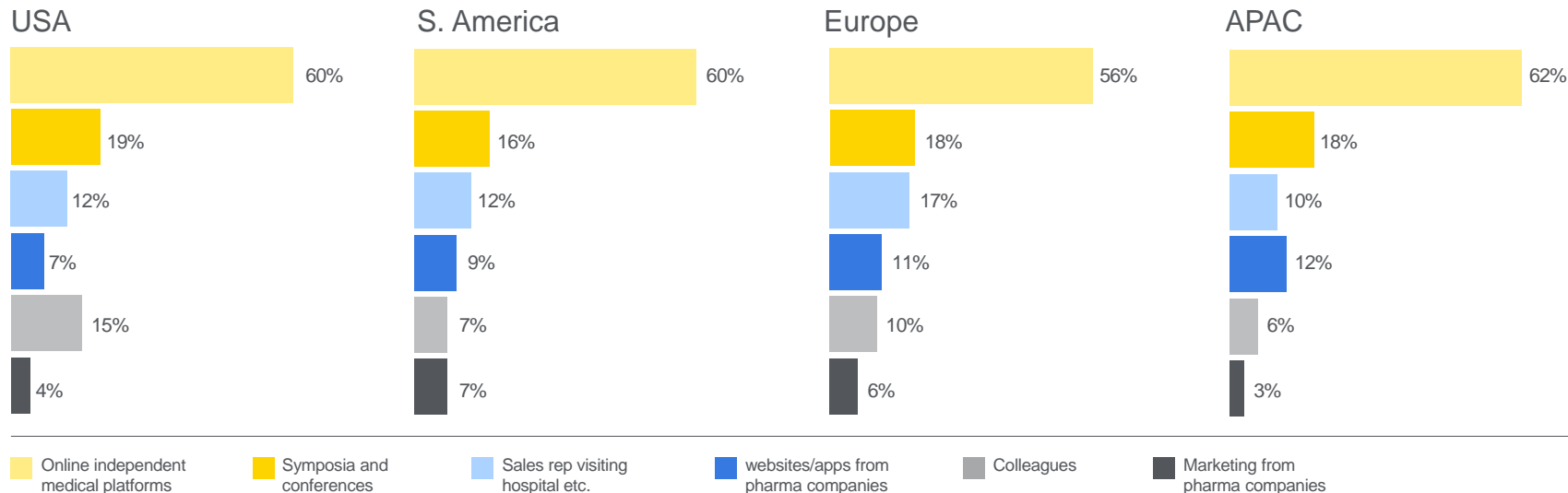
# Online independent medical platforms are the most frequent means of acquiring reprints across all regions

## Frequency of obtaining scientific article reprints from different sources



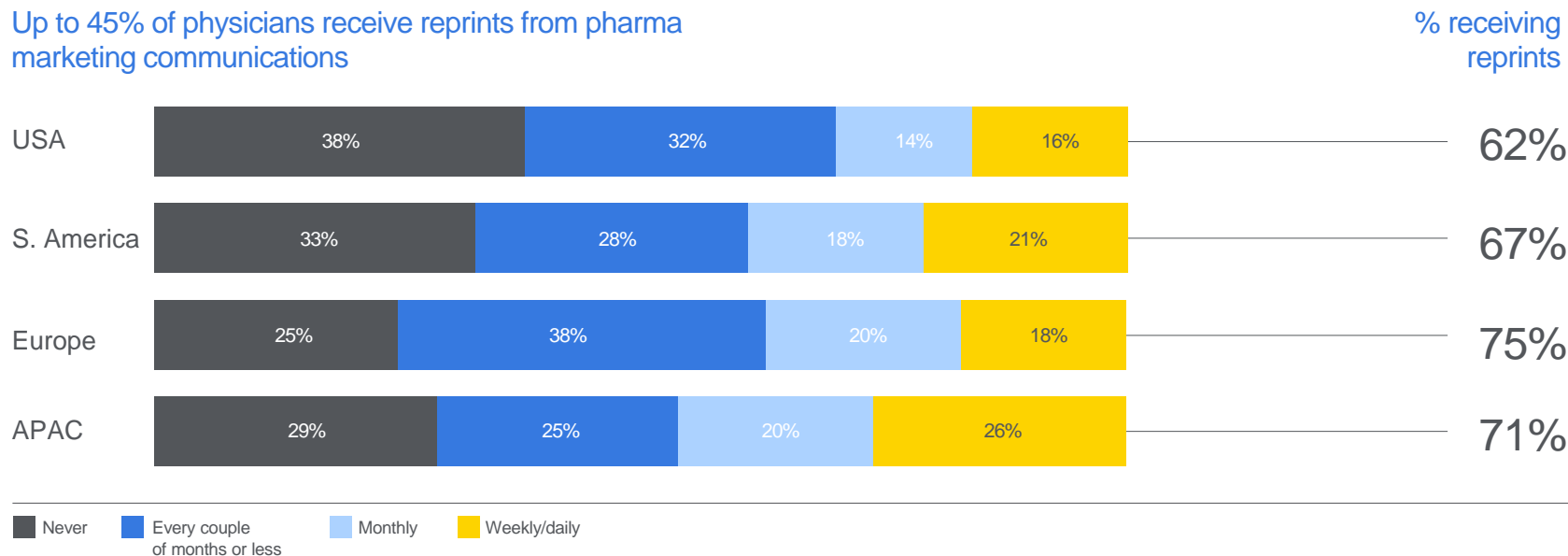
# More than half of Physicians rate online independent medical platforms as their most preferred source of reprints across all markets

## Preference for obtaining reprints via different sources
















# Frequency of obtaining scientific article reprints from pharma marketing communications

Up to 45% of physicians receive reprints from pharma marketing communications



# The majority of Physicians get their reprints from the same Pharmaceutical companies

Top 3 pharmaceutical companies from which Physicians receive reprints

USA	S. America	Europe	APAC
30%    MERCK	40%    BAYER	37%    NOVARTIS	31%    NOVARTIS
26%    pfizer	39%    NOVARTIS	34%    pfizer	30%    pfizer
24%   AstraZeneca 	38%    pfizer	32%   AstraZeneca 	28%   AstraZeneca 
		32%    SANOFI	
Percentage who receive none			
33%	18%	14%	18%

There are eight pharma companies from which the majority of physicians get their reprints:

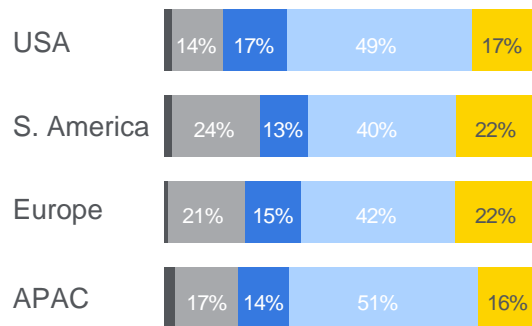
- Novartis
- Pfizer
- AstraZeneca
- GlaxoSmithKline
- Bayer
- Sanofi
- Merck & Co
- Johnson & Johnson



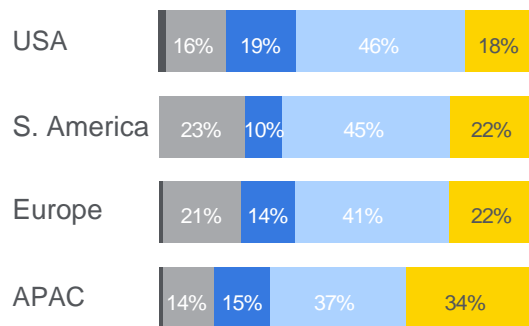
# More than half of all Physicians read most of the obtained reprints



## Paper



## Electronic



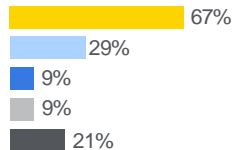
Read none Read a few Read half Read most Read all



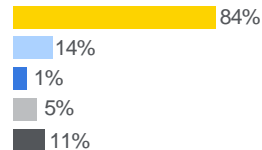
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If the content of the reprint is highly relevant to your specialty/medical research, which parts of the reprint do you read?

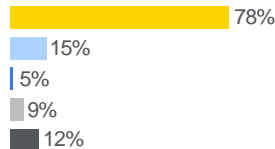
### USA



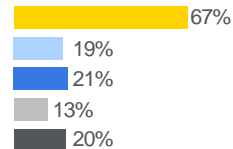
### S. America



### Europe



### APAC

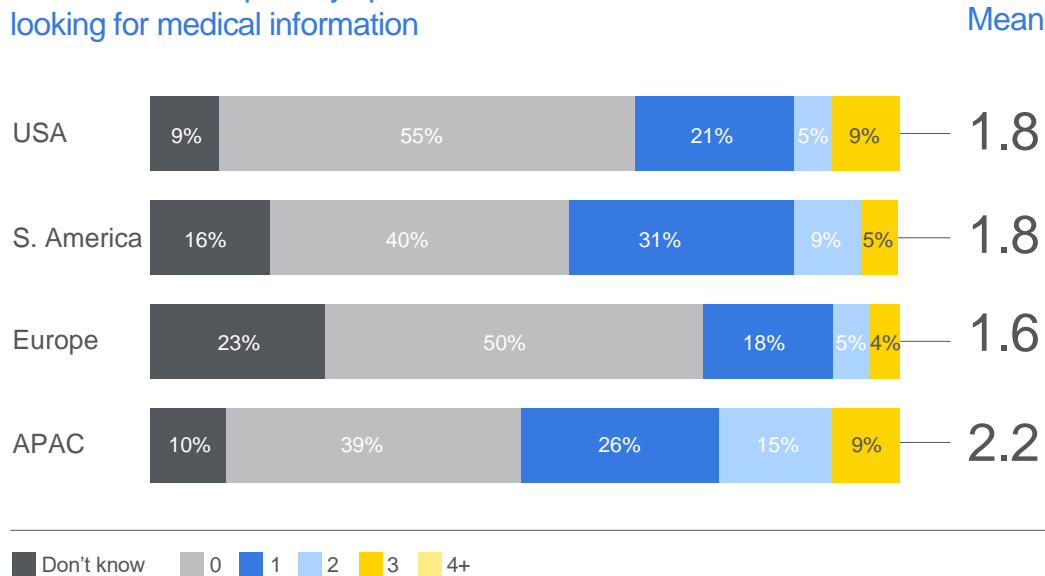


Whole article  
Conclusion  
Tables and figures

Main body  
Abstract

# On average, Physicians spend 1-2 hours per day looking online for medical information

Number of hours per day spent online  
looking for medical information

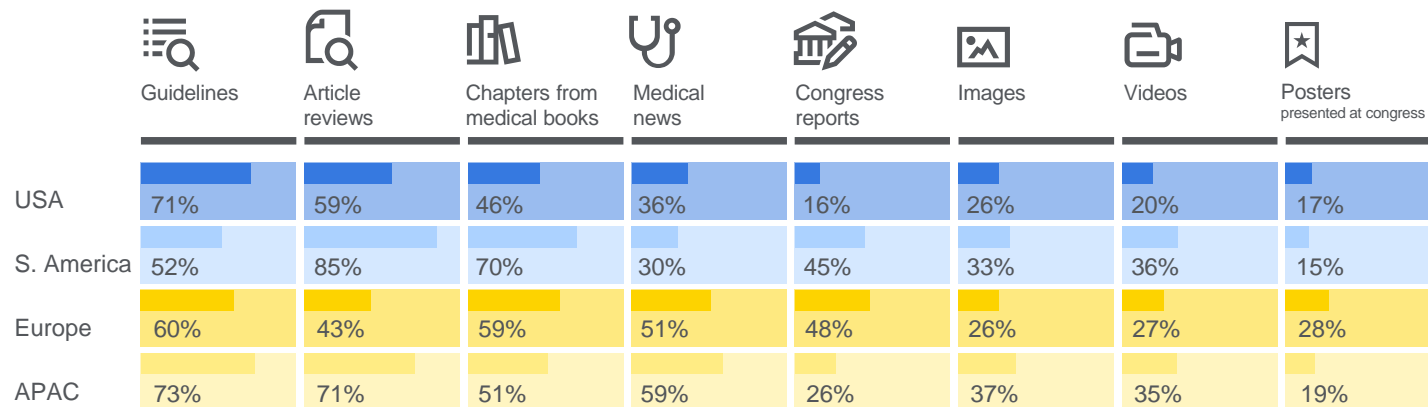


- The most hours spent online is by Physicians in APAC (Japanese physicians spend 2.6 hours with 80% spending at least 2 hours)
- Physicians in US and South America spend around 2 hours a day
- European Physicians, particularly those in Germany spend only around 1 hour online

# Reprint content

# Physicians want to receive guidelines, article reviews, chapters from medical books and medical news as reprints

## Content types that physicians would like to receive as reprints



# 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



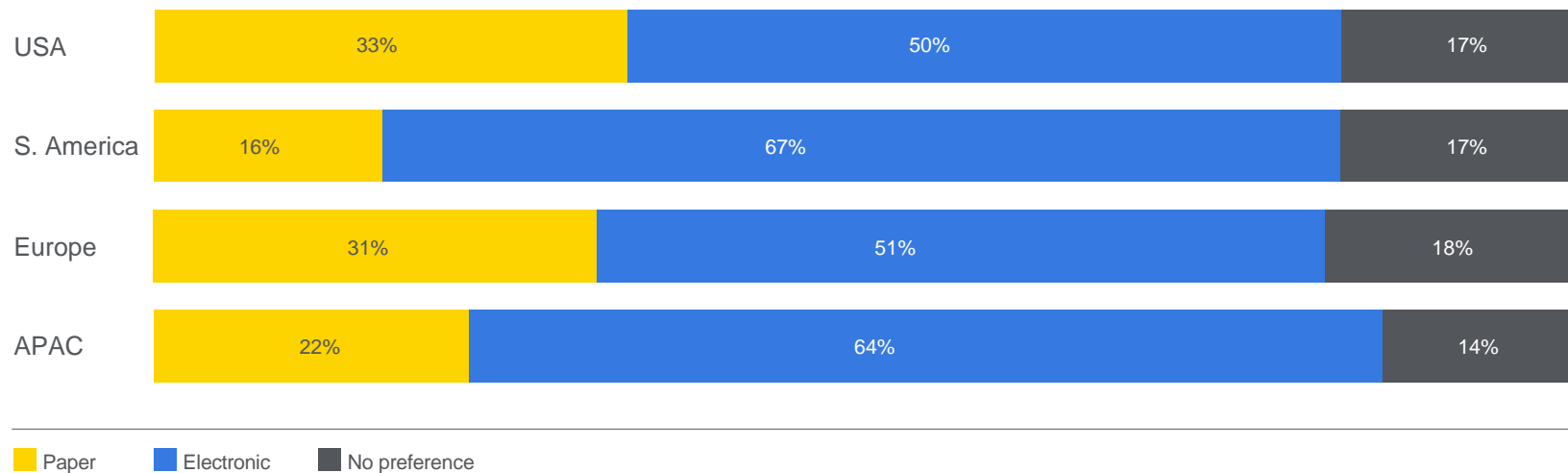
#### Clinical research information

1. Treatment options
2. Journal articles
3. Guidelines

# Reprint format

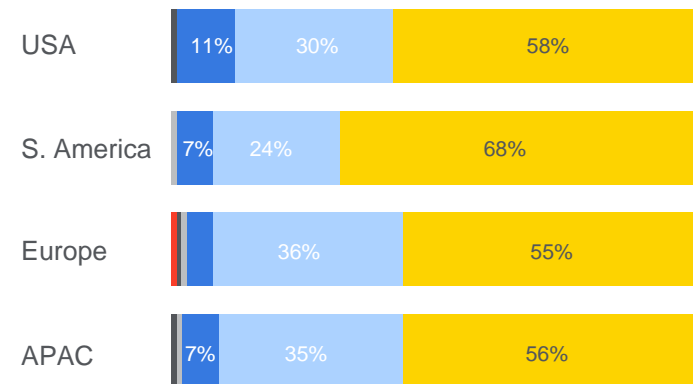
# Electronic reprints seem to be preferred to paper ones in general

## Preferred type of reprints

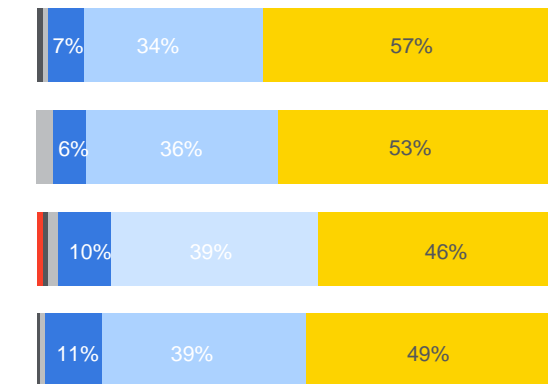


# About 90% of Physicians say reprints are useful for their practice and a reliable source of information

Percentage of physicians that find reprints useful for their practice



Percentage of physicians that see reprints as a reliable source of information



Don't know Neither agree or disagree Disagree strongly Disagree somewhat Agree somewhat Agree strongly

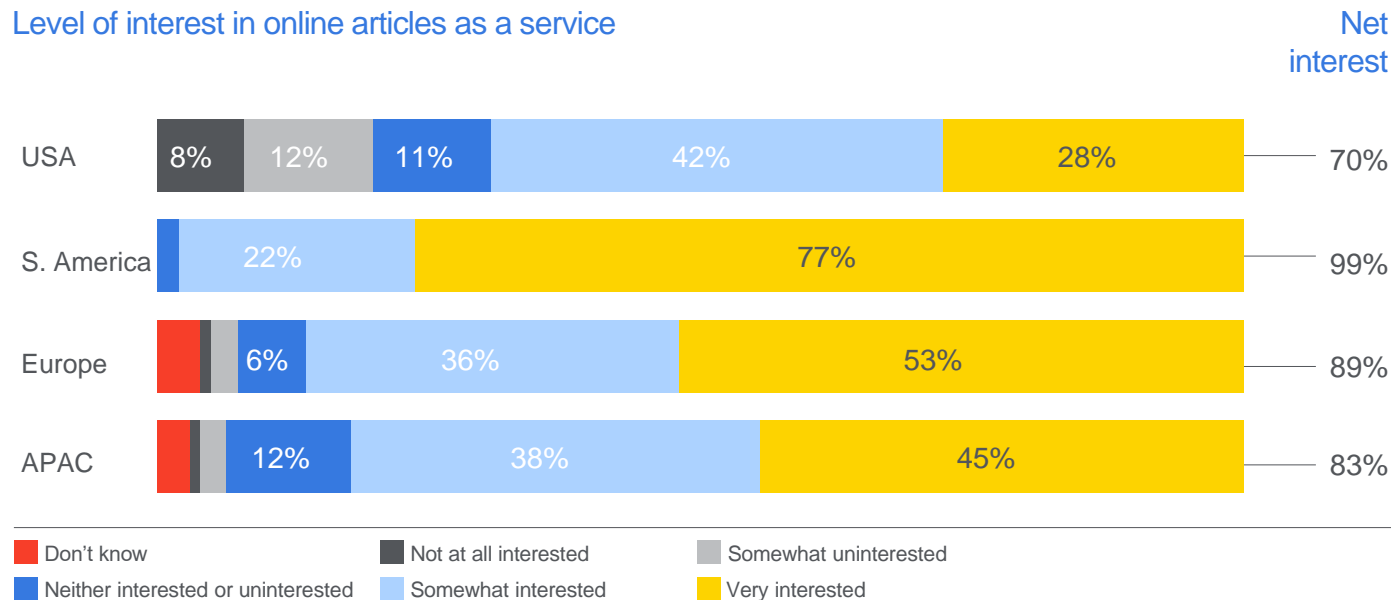
The agreement rate is highest in:

USA	91% Find reliable
China	96% Find reliable
Spain	92% Find reliable
India	92% Find useful
S. America	92% Find useful
Poland	97% Find useful
Japan	100% Find useful



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

## Level of interest in online articles as a service



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

# Summary & conclusion

# Usage

## More than 80% of Physicians read medical articles in reprints format

About  
**90%**

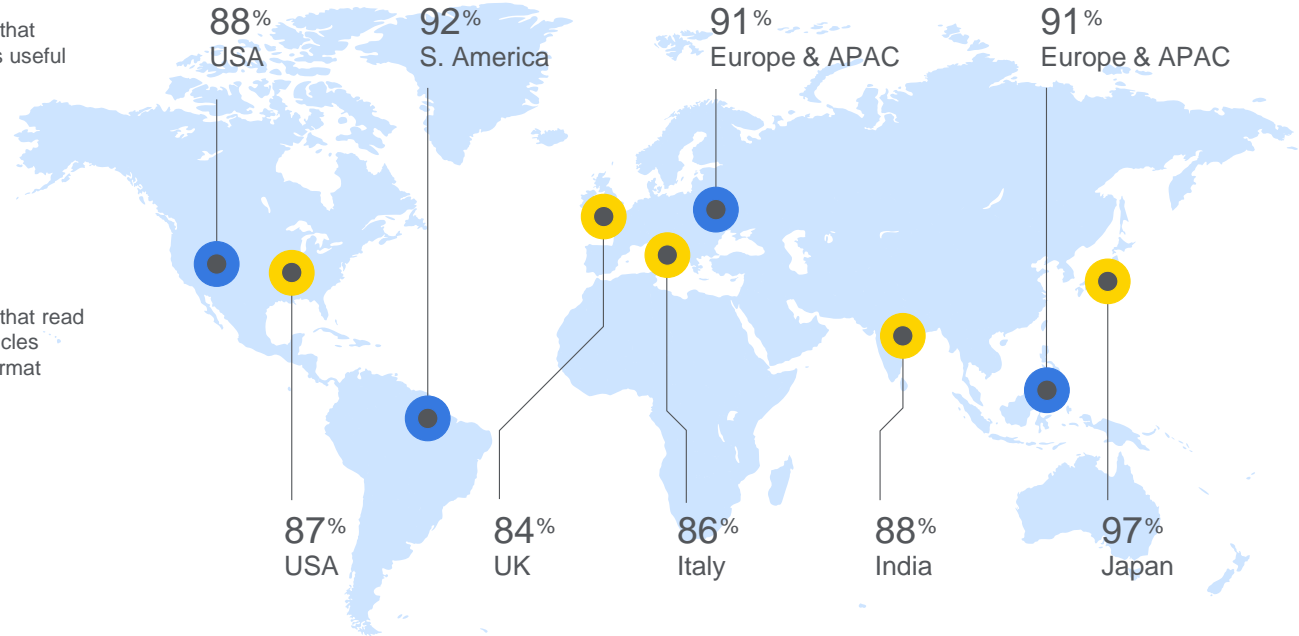
of physicians say reprints are useful for their practice and a reliable source of information.

More than  
**80%**

of physicians read medical articles in reprint format.

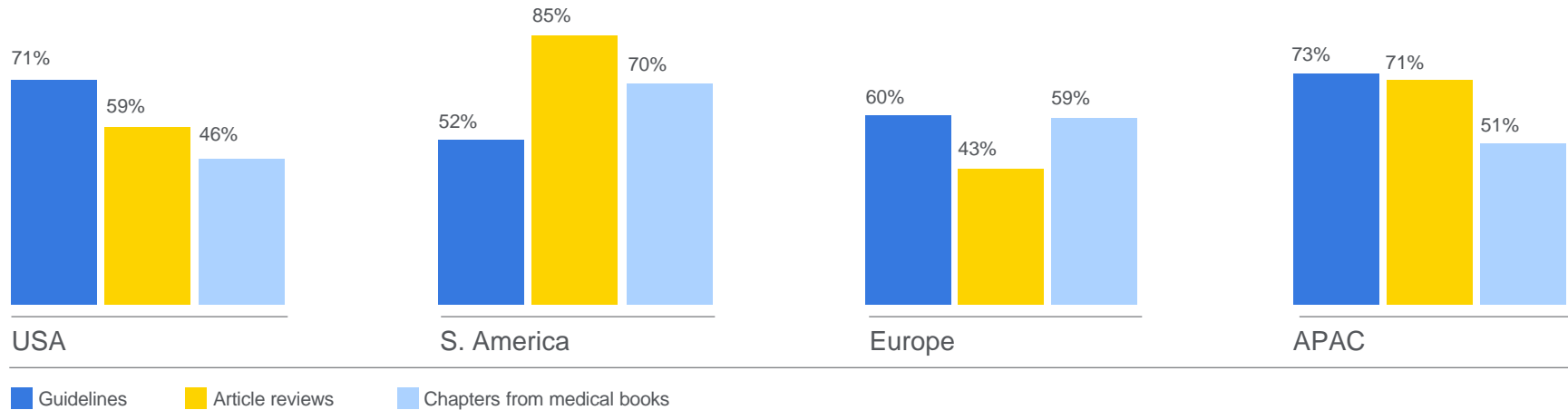
● Physicians that find reprints useful

● Physicians that read medical articles in reprint format



## Content

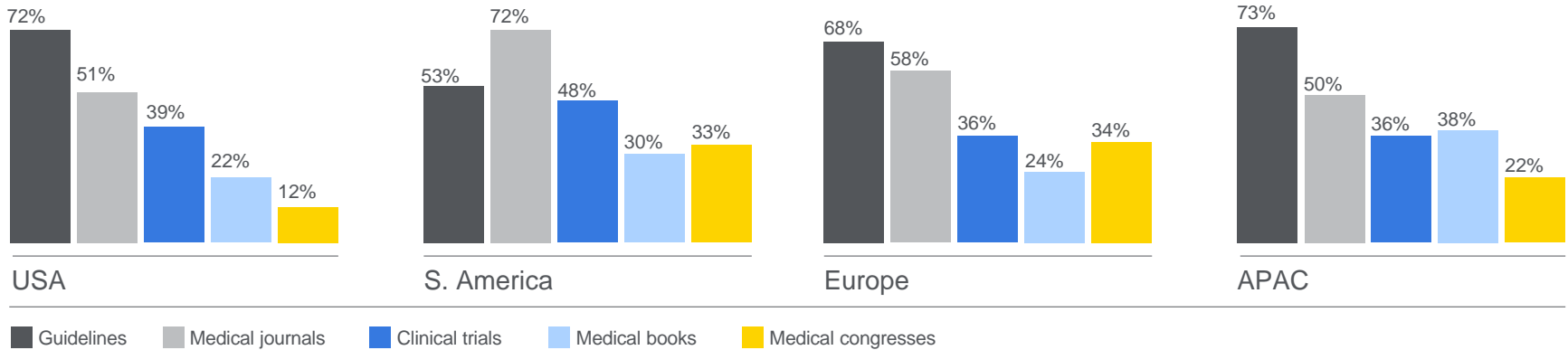
Guidelines, article reviews and chapters from medical books are the most popular types of content



# Content

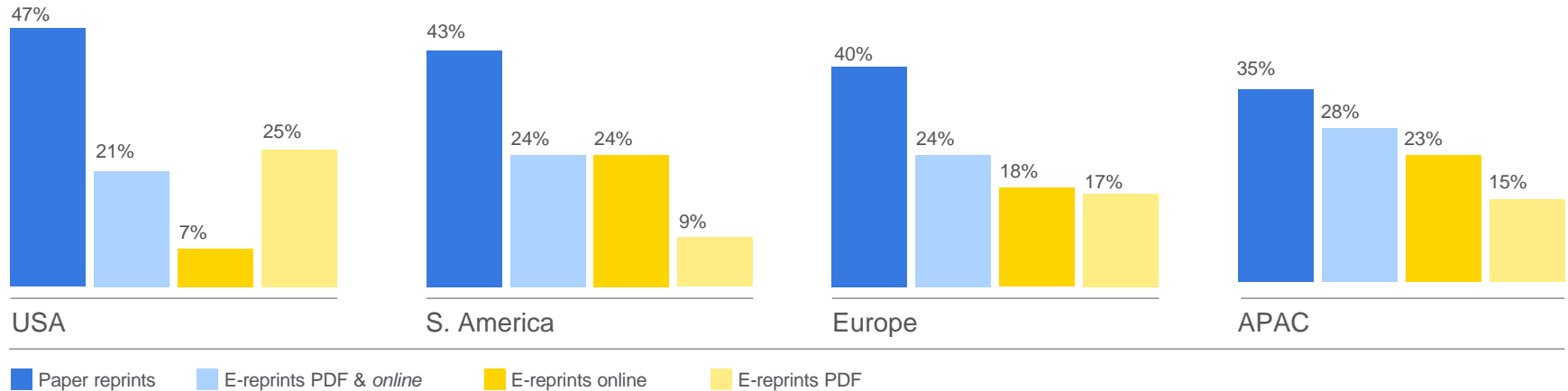
5 sources emerge as most useful when prescribing drugs:  
guidelines, medical journals, clinical trials, medical books  
and medical congresses

Percentage of physicians who find top 5 sources useful



## Format

Almost 2 out of 5 Physicians rate paper reprints as the most preferable



# Thank you