

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.

APAC

91%

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

83%

of physicians in APAC read medical articles in reprint format.

87%
South Korea

71%
China

88%
India

97%
Japan

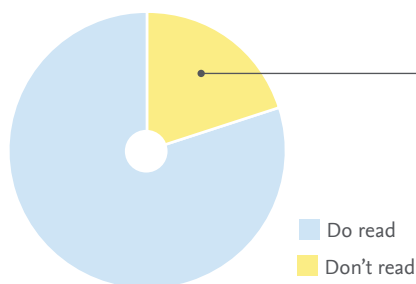
85%
ANZ

Physicians that read medical articles in reprint format

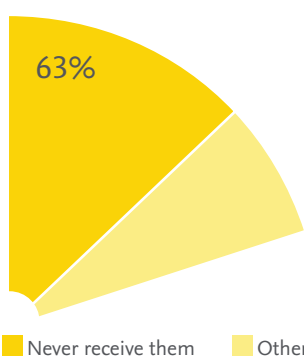
For the

17%

of APAC physicians who don't, the key reason for not reading reprints is never receiving them.



Why APAC physicians don't read reprints



1242

physicians responded

20%
GPs

80%
Specialists

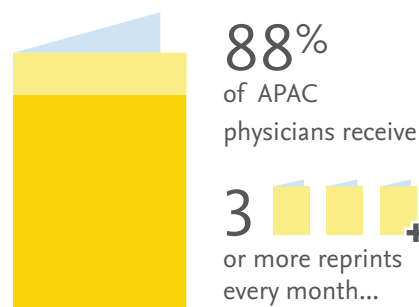
343

physicians participated from APAC

28%
APAC

72%
Other

How do APAC physicians receive reprints?

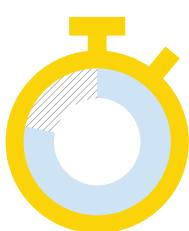


71%

of physicians in APAC receive reprints from pharma marketing communications. The biggest sources are:



Where do physicians look for reprints?



APAC physicians spend
2.2hrs
per day, on average, looking online for medical information.

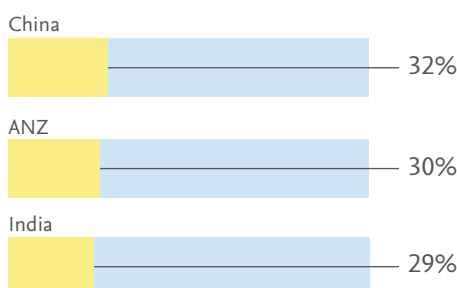
About

1/3



of physicians use medical information websites such as *PracticeUpdate* and *Medscape*.

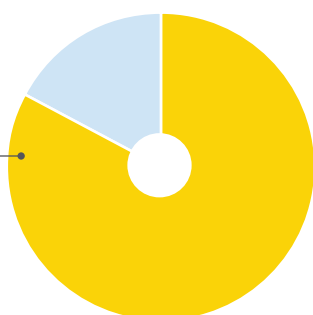
APAC physicians find medical information websites particularly useful in:



Interested in online articles:

83%

of physicians in APAC are interested in online articles as a service *



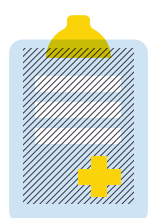
The high level of interest in online articles as a service is especially apparent in:



APAC physicians want to see a range of content in reprint format

1

Most popular
Guidelines, article reviews, and medical news



Diagnosis and treatment

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

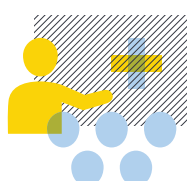


Prescribing drugs

1. Guidelines
2. Medical journals
3. Medical books

2

Followed by
Chapters from medical books and images



Learning and teaching

1. Guidelines
2. Review articles
3. Journal articles



Clinical research information

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



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

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