

Physician Use of Patient Education Materials and Online Resources

In May and June 2021, Elsevier asked physicians to complete a 15-minute online survey to understand their use of patient education materials and online resources for professional purposes.

About the survey

1778

physicians completed the survey*

62%

secondary care clinicians

25%

primary care clinicians/GPs

12%

trainee doctors

420

USA

1066

EMEALA

292

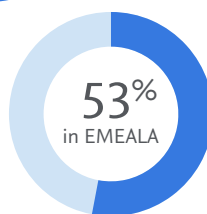
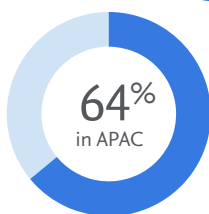
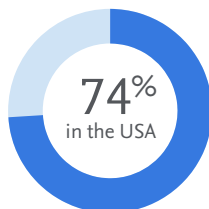
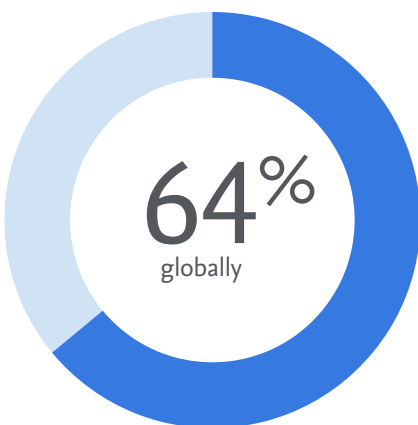
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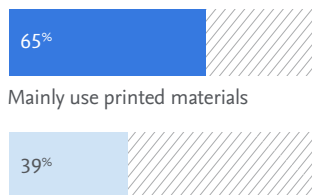
Patient education

Trends in usage of resources

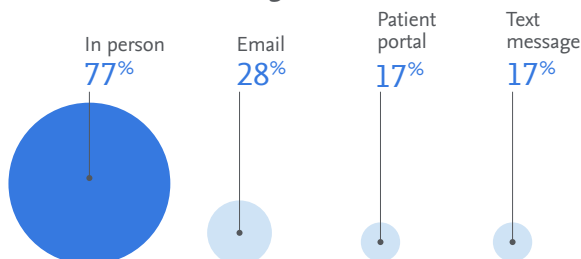
Globally, 64% of physicians use patient education materials every week – USA has the highest number of weekly users while EMEALA has the lowest.



Print vs. online viewing



Patient resources sharing methods



Providers of patient education materials

Globally, the most popular types of patient education resources are:

Free resources found on the internet



Medical society resources



Resources from medical publishers and pharmaceutical companies

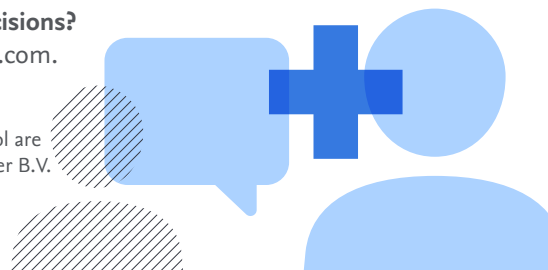


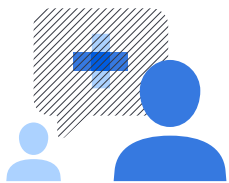
Resources from patient advocacy groups and volunteer organizations



Interested in learning more about how your peers are making decisions?
Contact Sharon Levi, Senior Marketing Manager, s.levi@elsevier.com.

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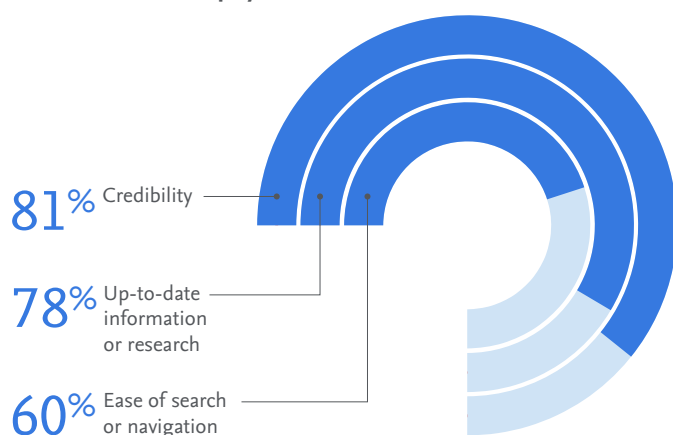


Online Resources

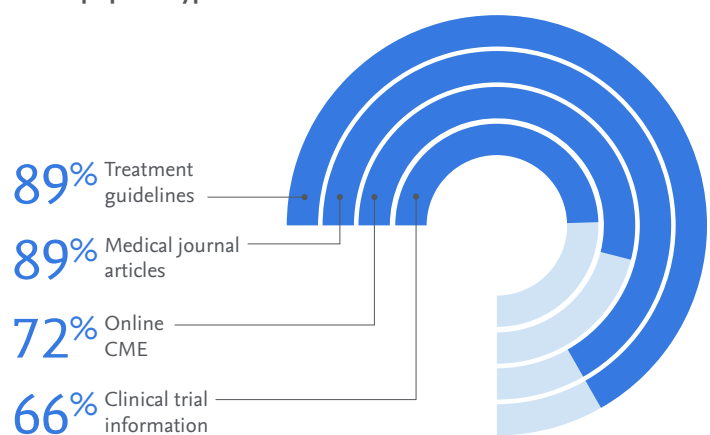
An overview of physicians' preferred online resources

Trends observed in 2019 have continued into 2021 – credibility remains the most important deciding factor when choosing resources, while treatment guidelines and medical journal articles top the list of the most popular types of content.

Factors that affect physicians' choice of resources

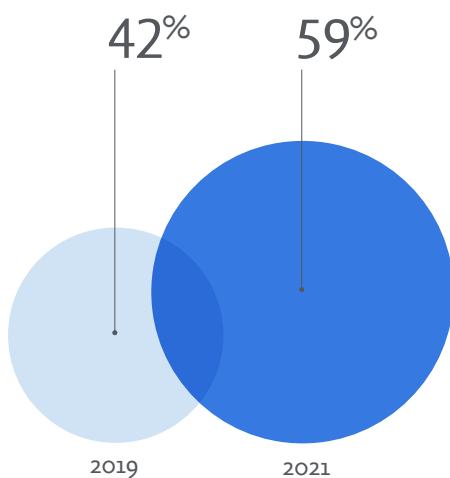


Most popular types of content

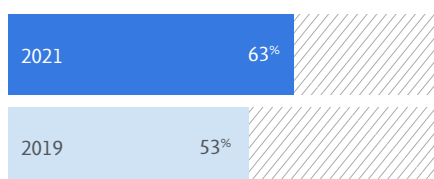


Physicians also turn to...

Webinars, webcasts and podcasts are increasingly used by physicians to remain informed about new medical developments in their specialty.



Medical society websites are being used by more physicians since 2019.

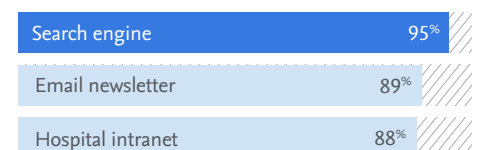


Conferences and symposia are the preferred channel for new information about medical developments, with an increase in usage from 35% in 2019 to 45% in 2021.

12%

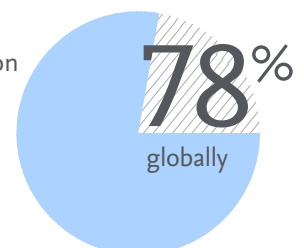
Google

Search engine ranks the highest in terms of frequency of exposure, followed by email newsletters and hospital intranet.



National guidelines

are the most followed source of medical information globally.



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