



Physicians are online – here's why

Between August and October 2022, 1,727 physicians participated in our survey to share why they go online, what they look for, the information they access, and more.

About the survey

1,727

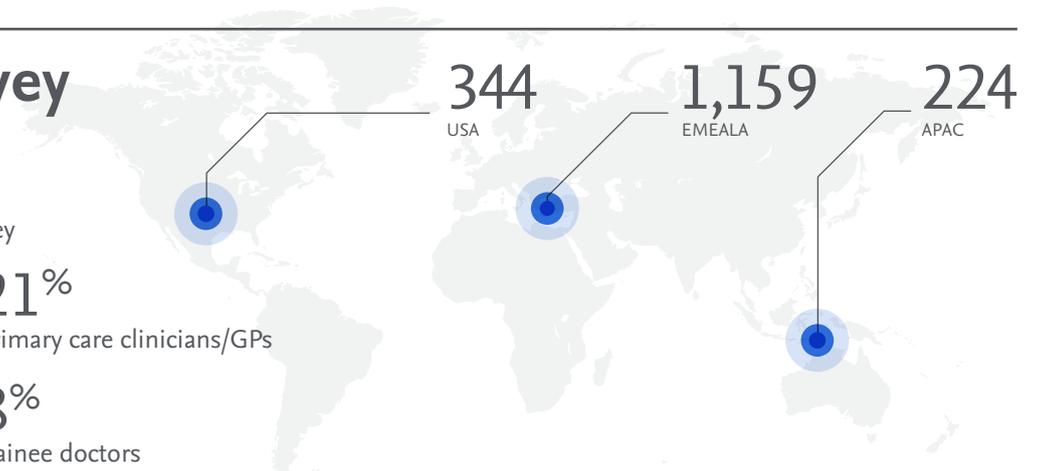
physicians participated in the survey

44%
age 50 or younger

70%
secondary care clinicians

21%
primary care clinicians/GPs

8%
trainee doctors



Physicians are busy

Patient volume

Physicians see an average of

22

patients per day

15 patients in the UK

x15

38 patients in India

x38



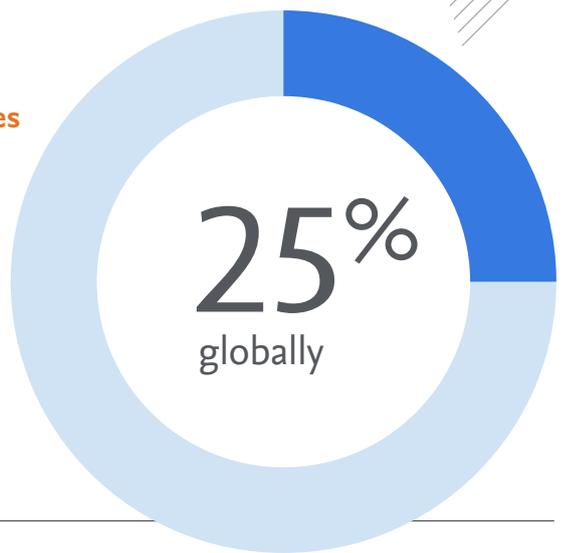
Physicians typically spend **15 minutes** searching online for medical information for each patient.

Patient care through online resources

Physicians search online for medical information for 25% of their patients globally.

In Japan, China, and Brazil, physicians search online for medical information for

30%
of patients



Physicians need to stay informed

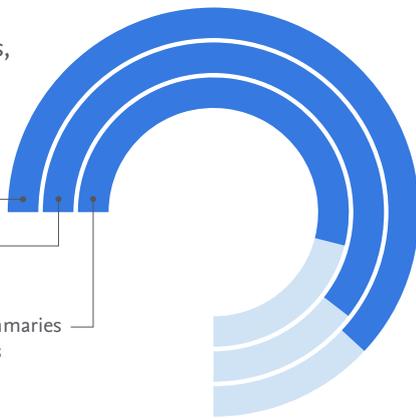
Top types of content

To keep up-to-date with the latest advances, physicians look to:

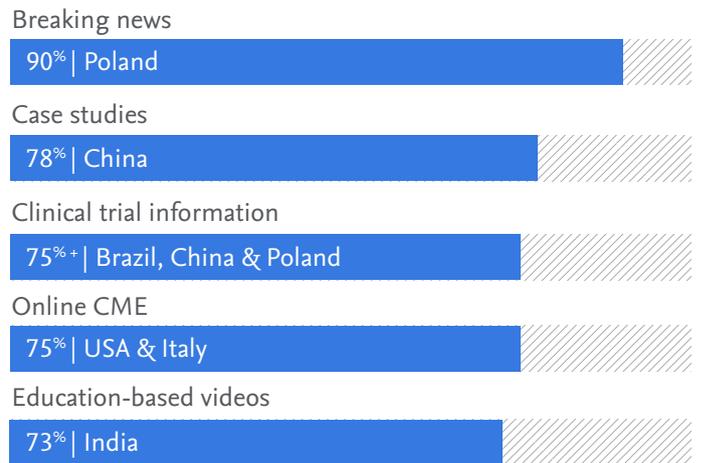
85% Treatment guidelines

82% Medical journal articles

75% Journal article summaries and commentaries



Some sources are considered more important in different countries:



Top sources for medical practice information

81%
National guidelines



59%
National medical society websites



58%
International guidelines



Physicians want to get information on the latest medical developments from:

1 | Professional conferences/symposia

38% ranked 1st globally

2 | Newsletters from medical associations

19% ranked 1st globally

3 | Colleagues

12% ranked 1st globally

Credibility is still key

Key criteria for using online resources according to physicians

Credibility is still the driving influence, with up-to-date information/research a close second. Other factors include ease of search navigation and familiarity with the source.

82%
Credible source

72%
Up-to-date information/research



Elsevier can help you reach physicians. Contact us to get your message to the healthcare professionals who need it. Contact Sharon Levi, Senior Marketing Manager, s.levi@elsevier.com

Elsevier is a registered trademark of Elsevier B.V. | RELX Group and the RE symbol are trademarks of RELX Intellectual Properties SA, used under license. © 2023 Elsevier B.V.