



# Content can support patient care – here's how

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

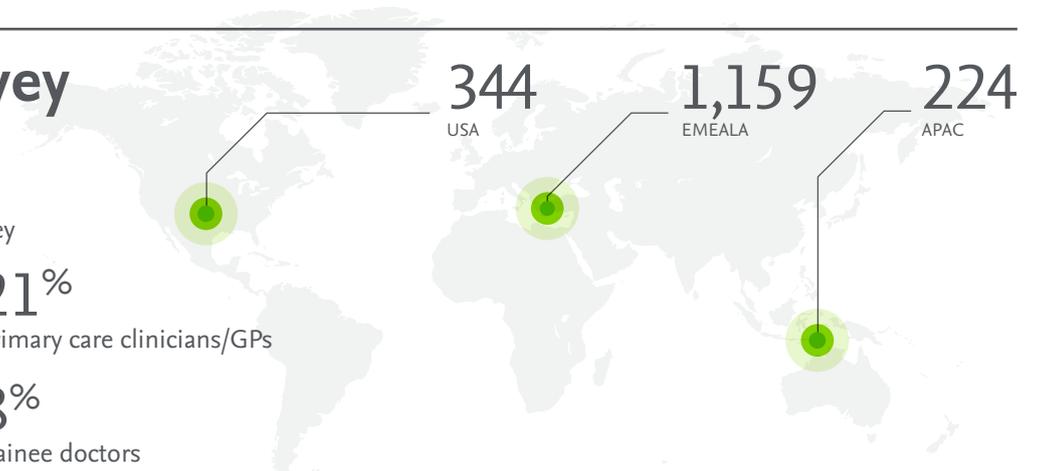
physicians participated in the survey

**44%**  
age 50 or younger

**21%**  
primary care clinicians/GPs

**70%**  
secondary care clinicians

**8%**  
trainee doctors



## Physicians are busy

**Patient volume**  
Physicians see an average of

# 22

patients per day

15 patients in the UK

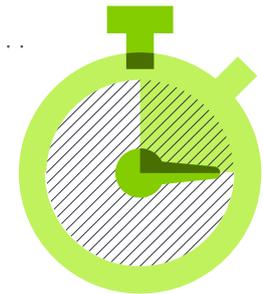
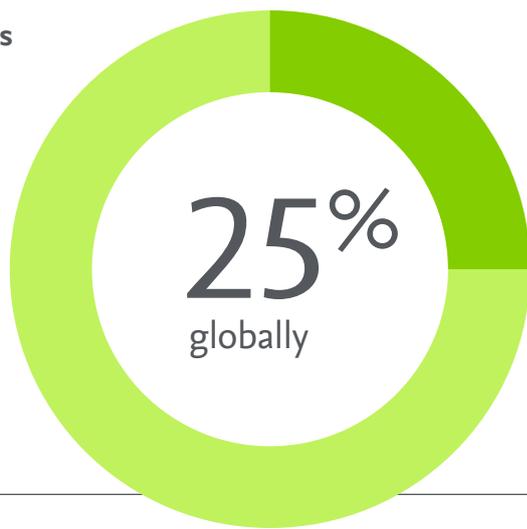


38 patients in India



## Patient care through online resources

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



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

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

# 30%

of patients

## Patient education materials help

Physicians share medical education materials with 44% of their patients globally. This rate varies by country.

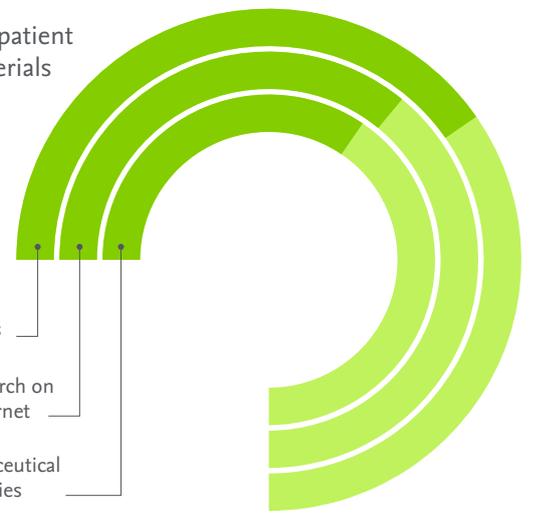


Physicians get patient education materials from:

**49%** Medical societies

**44%** Free search on the internet

**42%** Pharmaceutical companies



## Preferred source for medical education materials among physicians globally:

**42%** Medical societies

**26%** Medical publishers

**24%** Pharmaceutical companies



## The top factors influencing physician selection of education materials:

**73%**

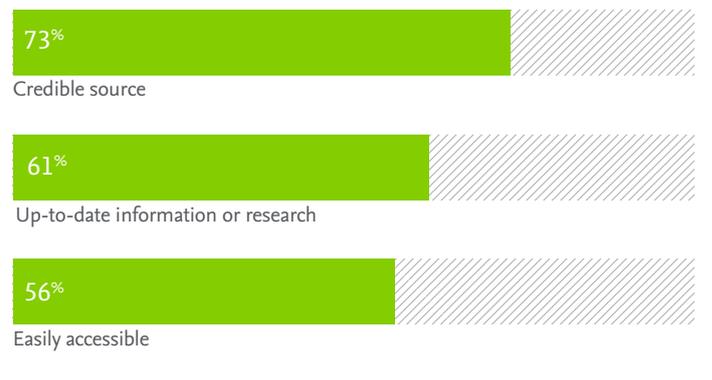
Credible source

**61%**

Up-to-date information or research

**56%**

Easily accessible



## Physicians usually share materials in-person

**78%**

In-person

**27%**

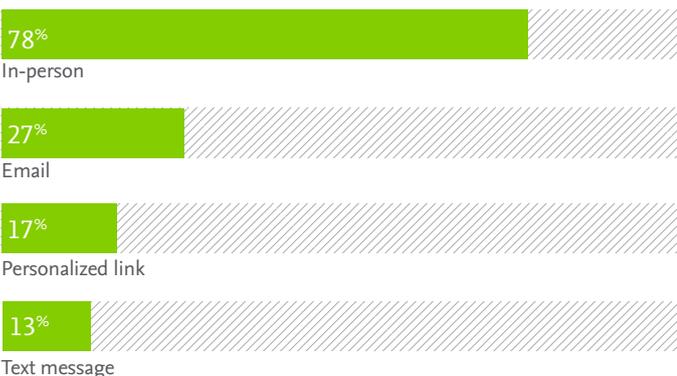
Email

**17%**

Personalized link

**13%**

Text message



## Brochures are the most popular education material



# 65%

Printed brochures



# 38%

Online brochures



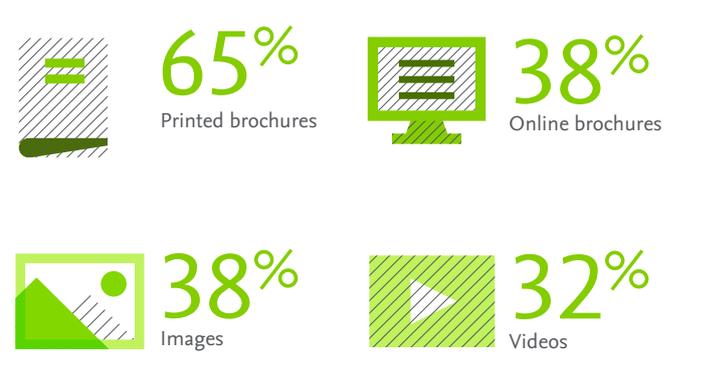
# 38%

Images



# 32%

Videos



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](mailto:s.levi@elsevier.com)

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