



Social media helps physicians stay up-to-date – 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

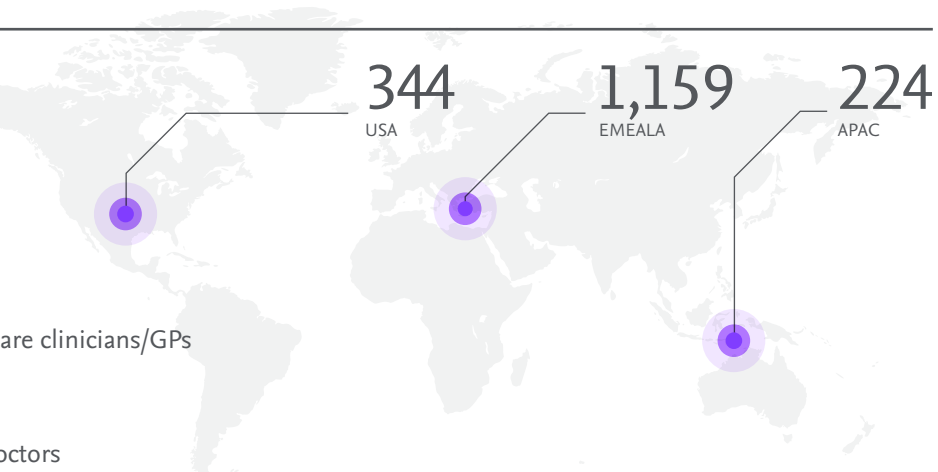
1,727 physicians participated in the survey

44% age 50 or younger

70% secondary care clinicians

21% primary care clinicians/GPs

8% trainee doctors



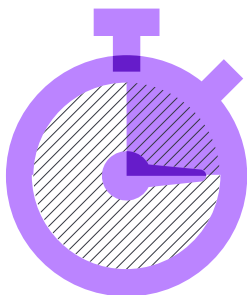
Physicians are busy

Patient care through online resources

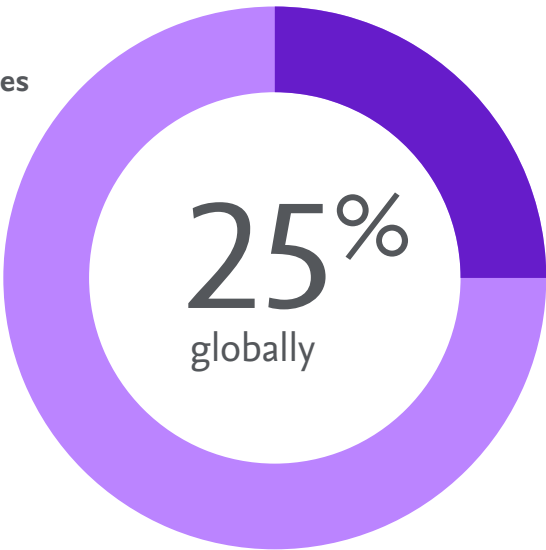
Physicians search online for medical information for 25% of their patients globally.

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

30% of patients



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



Patient volume

Physicians see an average of

22 patients per day

15 patients in the UK

x15

38 patients in India

x38



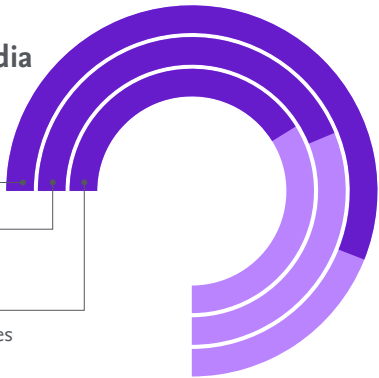
Social media can help physicians keep up-to-date

Top uses for social media

71% News about medical specialty or practice

55% General news on the topic of healthcare

53% Information about conferences or congresses



Top social media platforms for physicians



YouTube

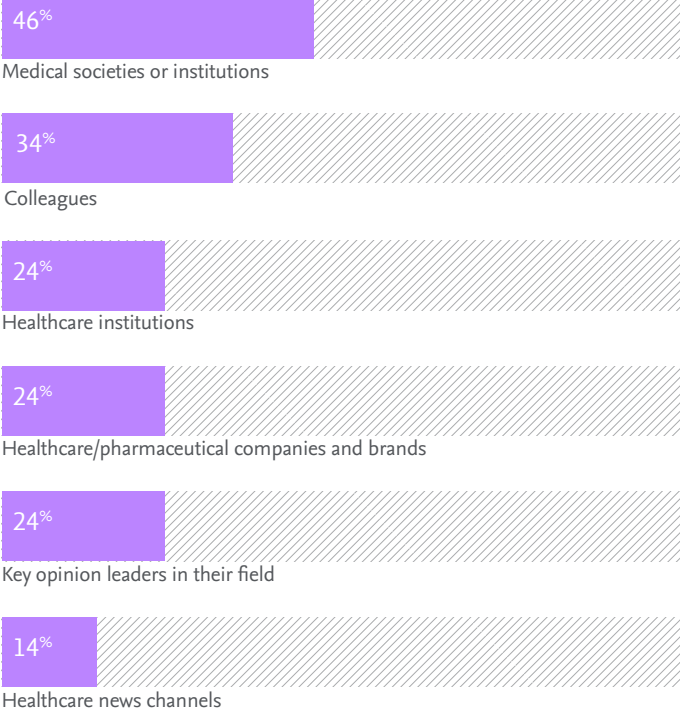


LinkedIn

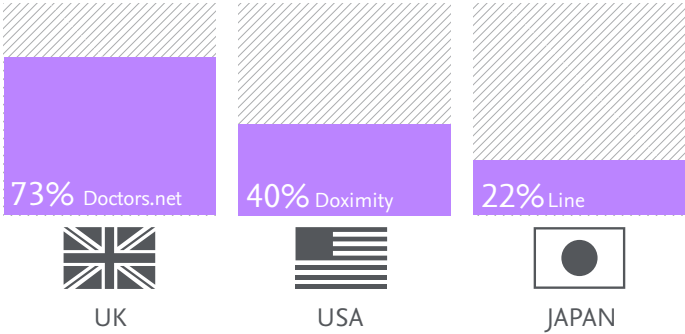


WhatsApp

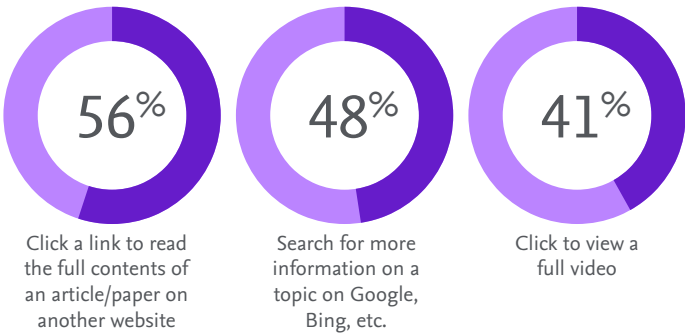
Physicians most commonly follow:



Some channels are specific to individual countries:



Medicine-related social media posts prompt physicians to take action:



52%

of physicians agree that social media can be beneficial for their professional careers. But they also have some concerns:

Top concerns related to social media:

76%

of physicians are concerned about security and privacy

69%

of physicians are concerned about separating professional and personal online activities



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

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