



Content can support patient care in APAC – 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

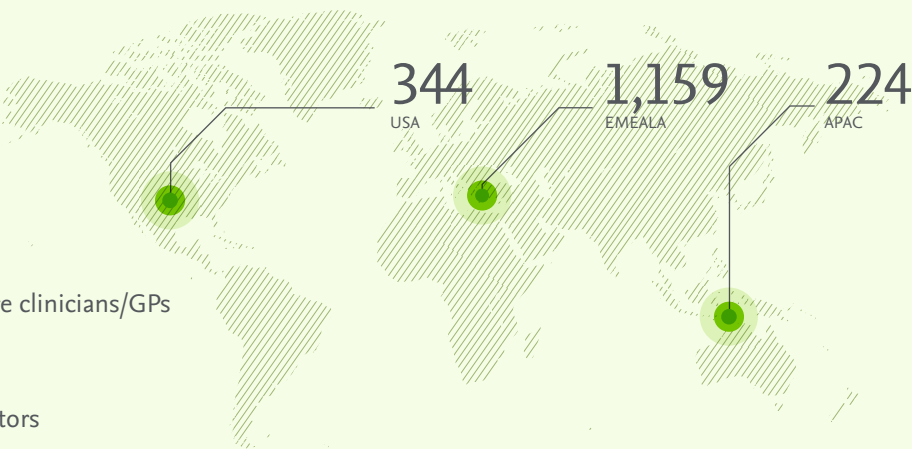
1,727 physicians participated in the survey

44% age 50 or younger

21% primary care clinicians/GPs

70% secondary care clinicians

8% trainee doctors



Physicians in APAC are busy

Patient volume

Physicians see an average of

27 patients per day

38 patients in India

28 patients in Japan

24 patients in China

20 patients in Australia

x38

x28

x24

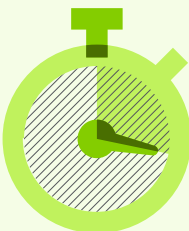
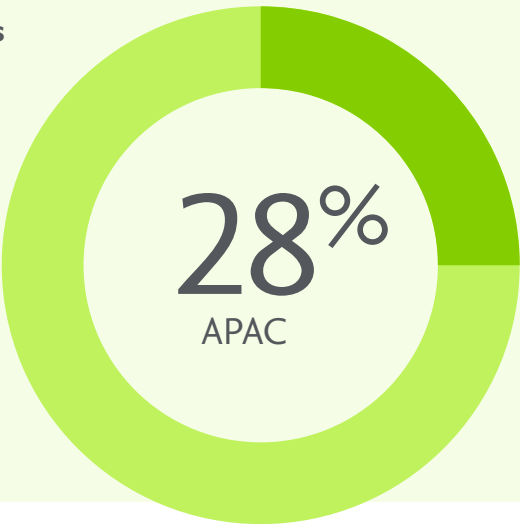
x20

Patient care through online resources

APAC physicians search online for medical information for 28% of their patients globally.

In Japan, physicians search online for medical information for

33% of patients

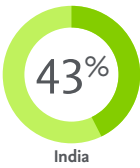
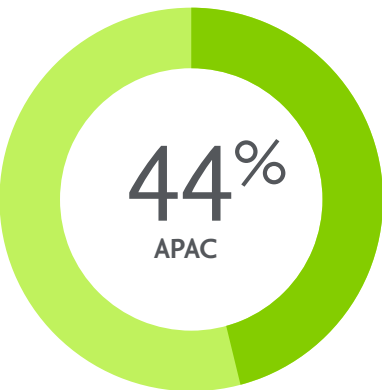


Physicians in APAC typically spend 19 minutes searching online for medical information for each patient.



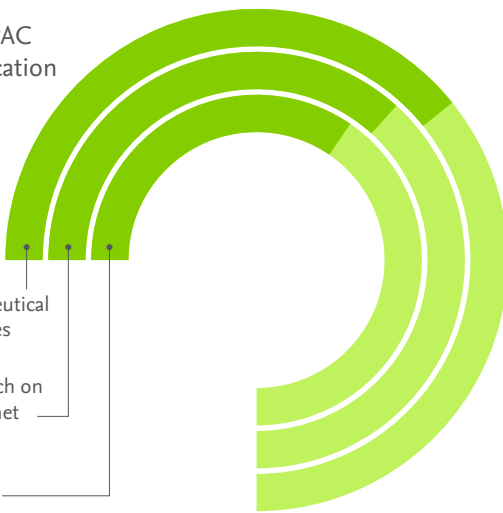
Patient education materials help

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



Physicians in APAC get patient education materials from:

53% Pharmaceutical companies
49% Free search on the internet
44% Medical societies



Preferred providers of patient education materials among physicians in APAC:

36% Medical societies
32% Pharmaceutical companies
26% Medical publishers



The top factors influencing APAC physicians, selection of education materials:

75%

Credible source

62%

Up-to-date information or research

56%

Easily accessible/easy to find

Physicians usually share materials in-person

77%

In-person

30%

Email

24%

Personalized link

21%

Text message

Brochures are the most popular education material



65%

Printed brochures



38%

Online brochures

But there are exceptions:



55%-60%

of physicians in India are more likely to share images and videos

55%

of physicians in China are more likely to share 3D digital animations – compared to 27% globally



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