



Social media helps APAC 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

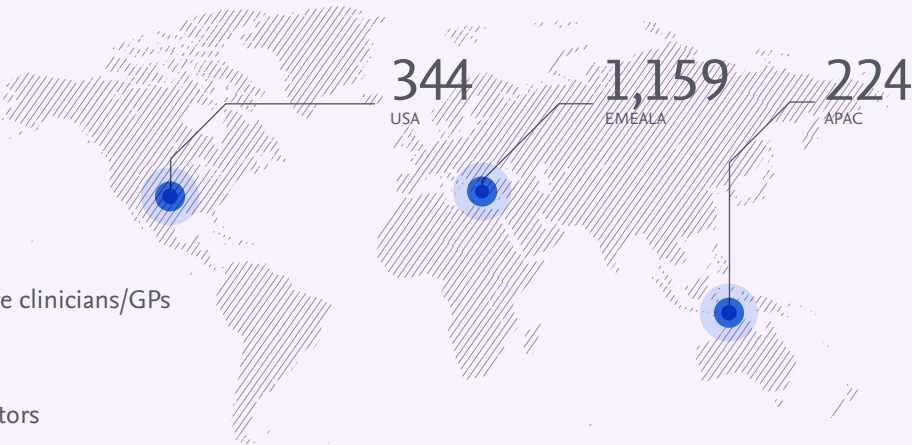
physicians participated in the survey

44%
age 50 or younger

21%
primary care clinicians/GPs

70%
secondary care clinicians

8%
trainee doctors



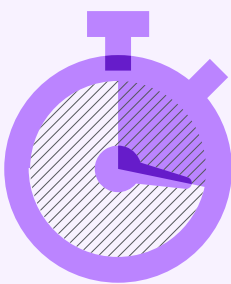
Physicians in APAC are busy

Patient care through online resources

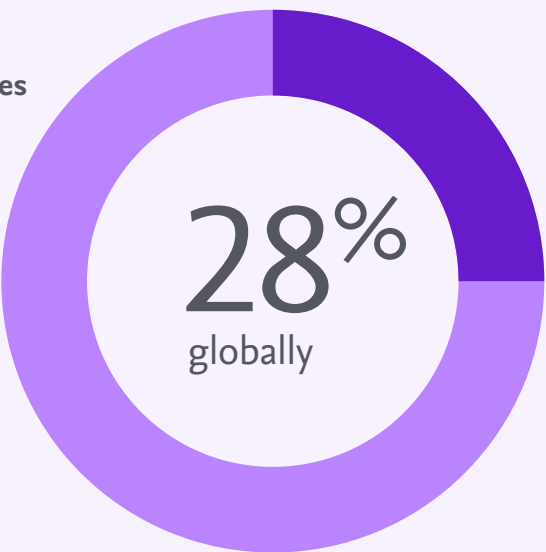
APAC physicians search online for medical information for 28% of their patients globally.

In Japan, physicians search online for medical information for

33%
of patients



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



Patient volume

Physicians see an average of

27
patients per day

38 patients
in India

28 patients
in Japan

x38

x28

24 patients
in China

20 patients
in Australia

x24

x20



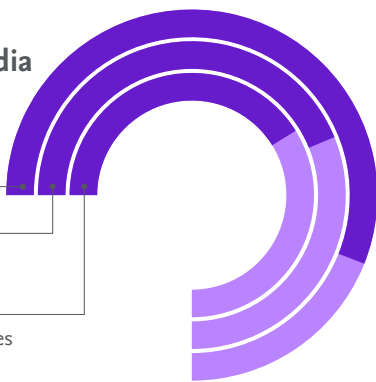
Social media can help physicians in APAC keep up-to-date

Top uses for social media

78% News about medical specialty or practice

57% General news on the topic of healthcare

59% Information about conferences or congresses



Top social media platforms for APAC physicians



YouTube

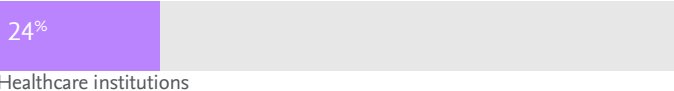
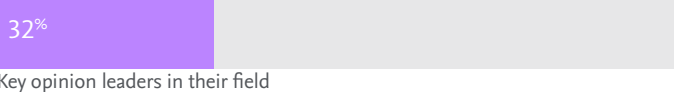
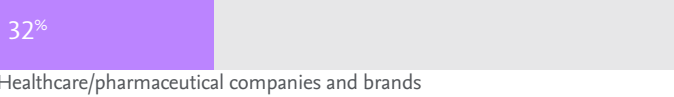


LinkedIn

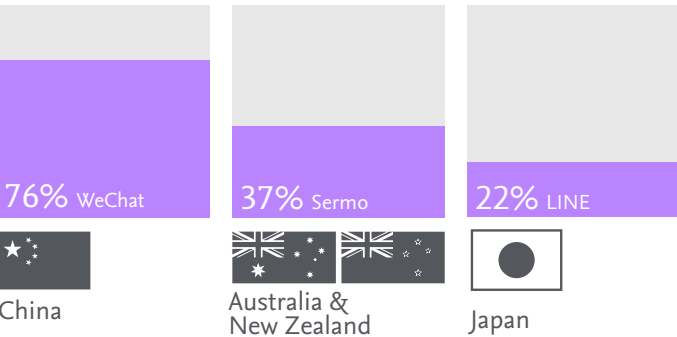


WhatsApp

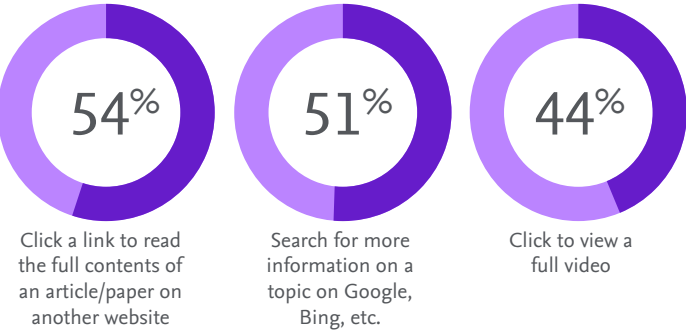
Physicians in APAC most commonly follow:



Some channels are specific to individual countries:



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



67%

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

Top concerns related to social media:

80%

of APAC physicians are concerned about security and privacy

66%

of APAC 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.
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