Physicians are busy

Physicians are busy. 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 their patients.

Physicians need to stay informed

Physicians need to stay informed. Physicians typically spend 15 minutes searching online for medical information for each patient.

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

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.

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.

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

Top sources for medical practice information

National guidelines

National medical society websites

International guidelines

81% ranked 1st globally

59% ranked 1st globally

58% ranked 1st globally

Some sources are considered more important in different countries:

- Breaking news: 90% Poland
- Case studies: 75% China
- Clinical trial information: 60% Brazil, China & Poland
- Online CME: 75% USA & Italy
- Education-based videos: 77% India

Credibility is still key

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.

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

1 | Professional conferences/symposia
2 | Newsletters from medical associations
3 | Colleagues

19% ranked 1st globally

12% ranked 1st globally

38% ranked 1st globally

Top criteria for using online resources according to physicians:

Credible source

Up-to-date information/research

82%

72%