Content can support patient care in APAC – here’s how

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 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

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
- 40% Free search on the internet
- 44% Medical societies

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

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

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:
- 77% Credible source
- 57% Up-to-date information or research
- 56% Easily accessible/easy to find

Physicians usually share materials in-person
- 77% in-person
- 30% email
- 24% printed brochures
- 21% text message

Brochures are the most popular education material
- 40% Online brochures
- 64% Printed 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

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

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.

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