



# 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**

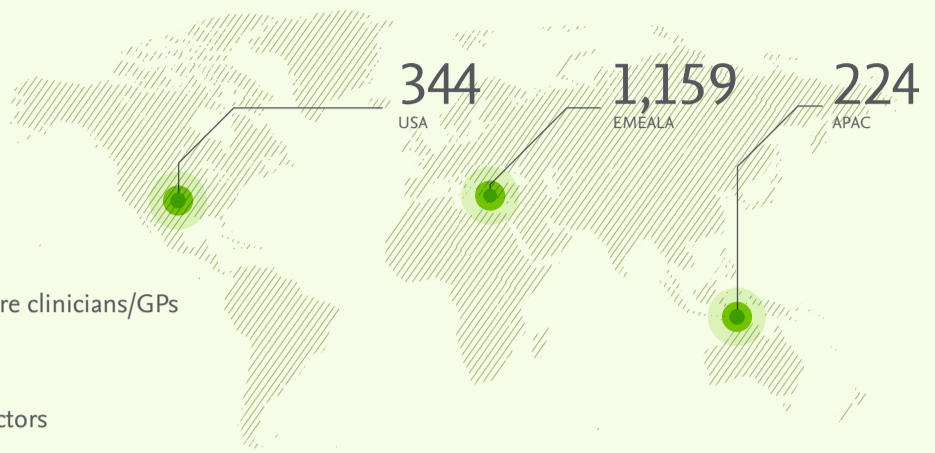
physicians participated in the survey

**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

x38

28 patients in Japan

x28

24 patients in China

x24

20 patients in Australia

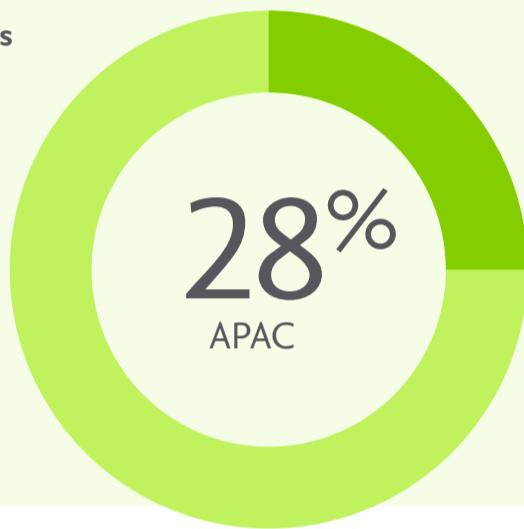
x20

### 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

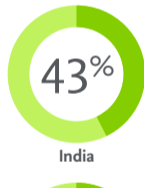
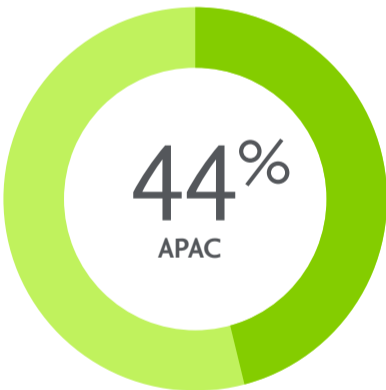


Physicians in APAC typically spend **19 minutes** searching online for medical information for each patient.



## Patient education materials help

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

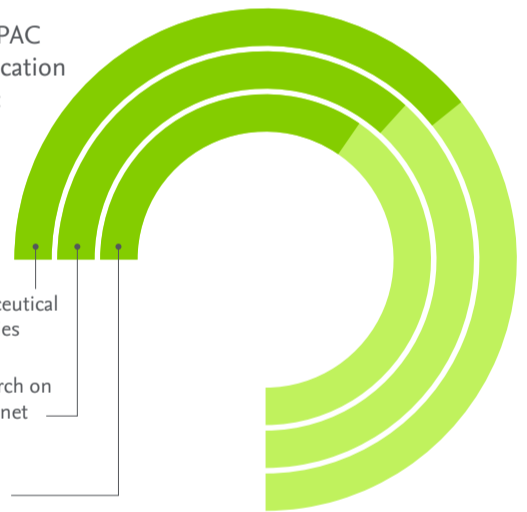


Physicians in APAC get patient education materials from:

**53%** Pharmaceutical companies

**49%** Free search on the internet

**44%** Medical societies

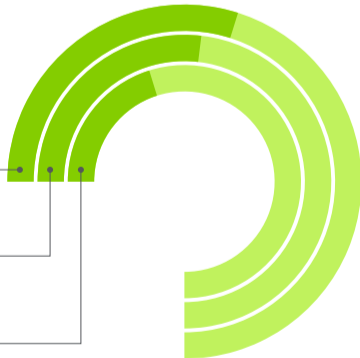


### Preferred providers of patient education materials among physicians in APAC:

**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



**64%**

Printed brochures



**40%**

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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