



Social media helps 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%

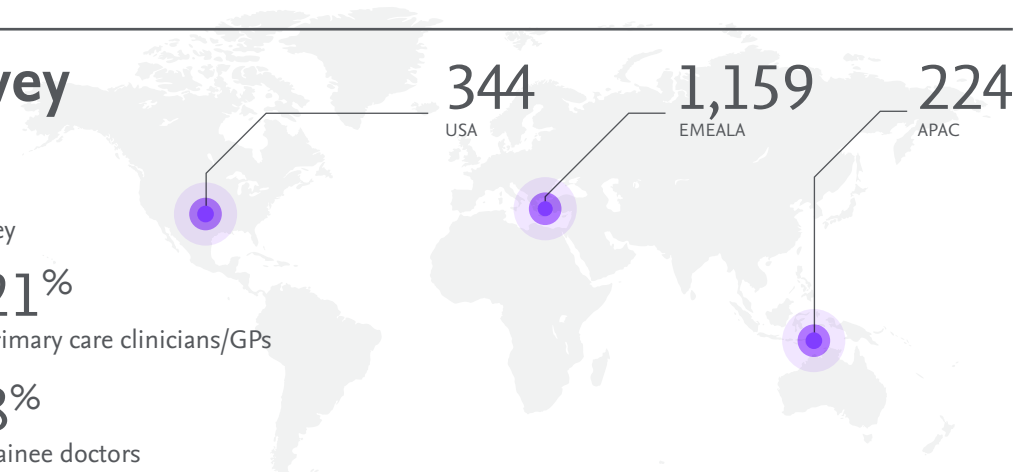
primary care clinicians/GPs

70%

secondary care clinicians

8%

trainee doctors



Physicians are busy

Patient care through online resources

Physicians search online for medical information for 25% of their patients globally.

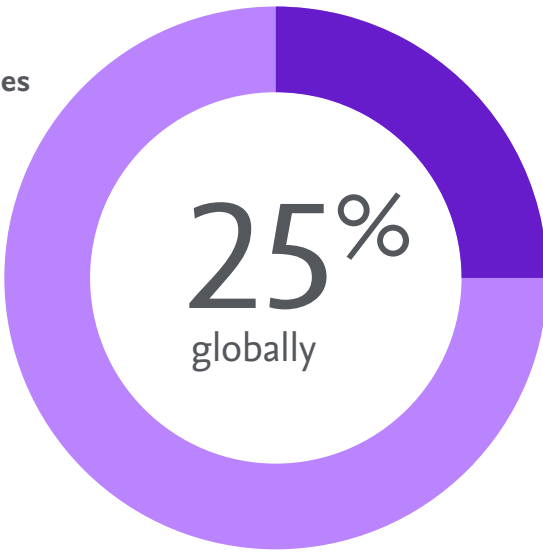
In Japan, China, and Brazil, physicians search online for medical information for

30%

of patients



Physicians typically spend **15 minutes** searching online for medical information for each patient.



Patient volume

Physicians see an average of

22

patients per day

15 patients in the UK

x15

38 patients in India

x38



Social media can help physicians keep up-to-date

Top uses for social media

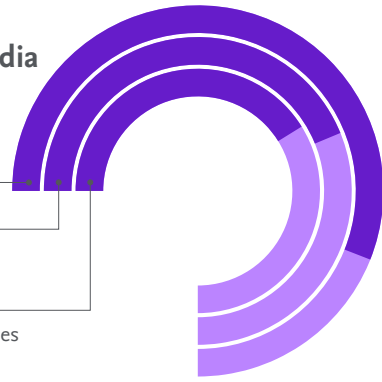
71%

 News about medical specialty or practice

55%

 General news on the topic of healthcare

53%

 Information about conferences or congresses

Top social media platforms for physicians



1

YouTube



2

LinkedIn



3

WhatsApp

Physicians most commonly follow:

46%

Medical societies or institutions

34%

Colleagues

24%

Healthcare institutions

24%

Healthcare/pharmaceutical companies and brands

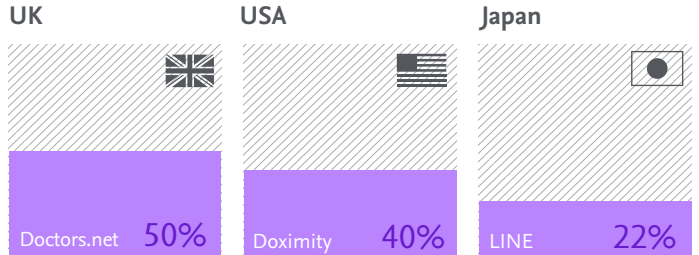
24%

Key opinion leaders in their field

14%

Healthcare news channels

Some channels are specific to individual countries:

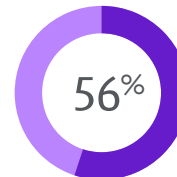


50% use Doctors.net for both personal and professional use

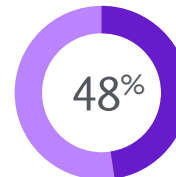
40% use Doximity for professional use only

22% use LINE for both personal and professional use

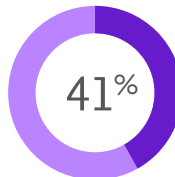
Medicine-related social media posts prompt physicians to take action:



Click a link to read the full contents of an article/paper on another website



Search for more information on a topic on Google, Bing, etc.



Click to view a full video

52%

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

Top concerns related to social media:

76%

of physicians are concerned about security and privacy

69%

of physicians are concerned about separating professional and personal online activities



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