### About the survey

1,727 physicians participated in the survey.
- 44% are age 50 or younger
- 70% are secondary care clinicians
- 21% are primary care clinicians/GPs
- 8% are trainee doctors

### Physicians are busy

Patient care through online resources

In Japan, China, and Brazil, physicians search online for medical information for 30% of their patients.

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

### Top uses for social media

- 71% have heard about medical specialty or practices
- 55% have heard about conferences or congresses
- 53% have heard about new products or services

### Top social media platforms for physicians

- YouTube 344
- LinkedIn 1,159
- WhatsApp 224

### Some channels are specific to individual countries:

- **UK**
  - Doctors.net: 50%
  - Doximity: 40%
  - LINE: 22%

- **USA**
  - Doctors.net: 50%
  - Doximity: 40%
  - LINE: 22%

- **Japan**
  - Doctors.net: 50%
  - Doximity: 40%
  - LINE: 22%

### Top concerns related to social media

- 52% of physicians agree that social media can be beneficial for their professional careers.
- 76% of physicians are concerned about security and privacy.
- 69% of physicians are concerned about separating professional and personal online activities.

### 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.