Social media can help APAC physicians stay up-to-date – 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 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.

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

**Top concerns related to social media:**

- 28% of physicians in APAC agree that social media can be beneficial for their professional careers.
- But they also have some concerns:
  - 67% of physicians in APAC are concerned about security and privacy.
  - 66% of APAC physicians are concerned about separating professional and personal online activities.