APAC physicians are busy

Physicians in APAC see an average of 21 patients per day. Physicians in APAC search online for medical information for 28% of their patients. 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.

APAC physicians need to stay informed

Top types of content
To keep up-to-date with the latest advances, APAC physicians look to:
- Treatment guidelines: 88%
- Journal article summaries and commentaries: 83%
- Medical journal articles: 80%

Top sources for medical practice information
APAC physicians want to get information on the latest medical developments from:
- National guidelines: 84%
- International guidelines: 77%
- International Medical Society websites: 44%

Credibility is still key

Key criteria for using online resources according to physicians:
- Credible source: 81%
- Up-to-date information/research: 71%

APAC physicians are online – here’s why:

Between August and October 2022, 2,727 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% are 50 or younger
- 70% are secondary care clinicians
- 21% are primary care clinicians/GPs
- 8% are trainee doctors

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