



APAC physicians are online – here’s why

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

70%
secondary care clinicians

21%
primary care clinicians/GPs

8%
trainee doctors



Physicians in APAC are busy

Patient volume

Physicians see an average of

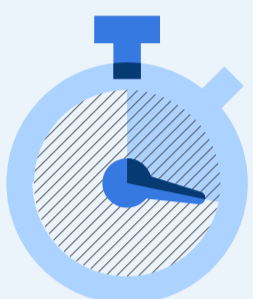
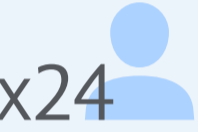
27

patients per day

38 patients in India



24 patients in China



Physicians in APAC typically spend

19 minutes

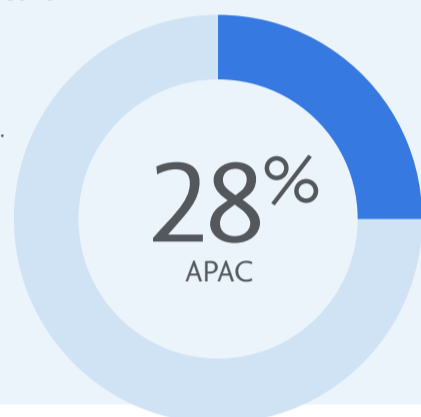
searching online for medical information for each patient.

Patient care through online resources

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



APAC physicians need to stay informed

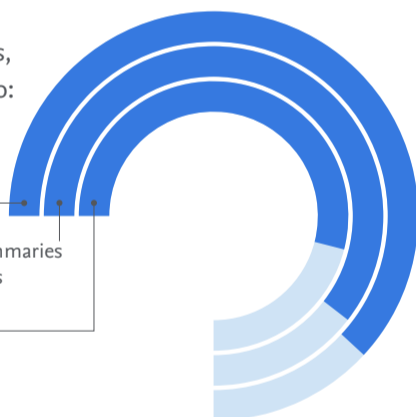
Top types of content

To keep up-to-date with the latest advances, APAC physicians look to:

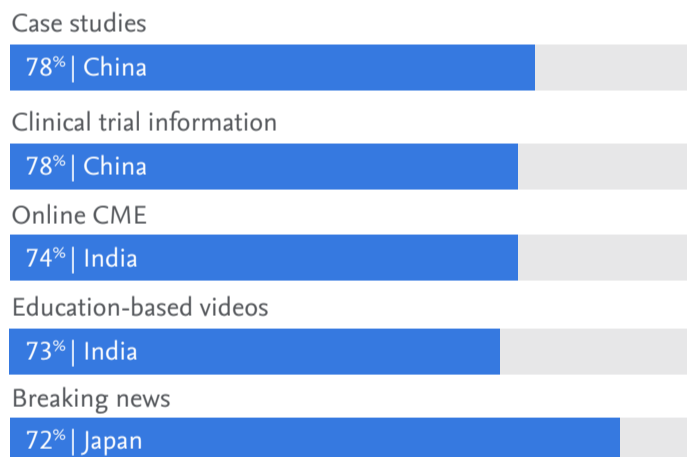
88% Treatment guidelines

83% Journal article summaries and commentaries

80% Medical journal articles



Some sources are considered more important in different countries:



Top sources for medical practice information

84%

National guidelines



77%

International guidelines



44%

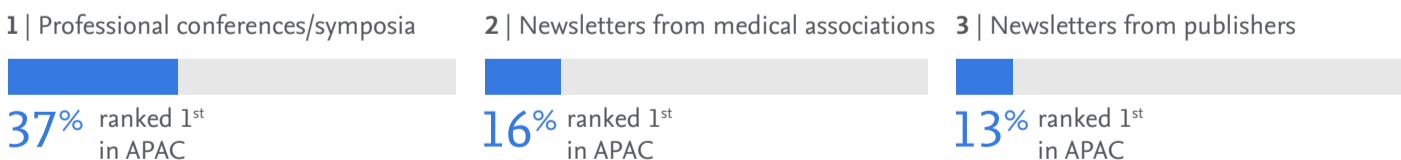
International Medical society websites



Preferred sources of medical practice information vary in APAC countries



APAC physicians want to get information on the latest medical developments from:



Credibility is still key

Key criteria for using online resources according to physicians

When APAC physicians choose their preferred sources of information, **credibility is still the driving influence**, with up-to-date information/research a close second. Other factors include ease of search/ease of navigation and familiarity of the source.

81%
Credible source

71%
Up-to-date information/research



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