

We surveyed 1,307 physicians between October 2023 and January 2024 to understand how they use online resources and social media platforms for professional purposes.

CREDIBILITY AND CARE

Why are physicians online?



1,307

physicians responded

60%

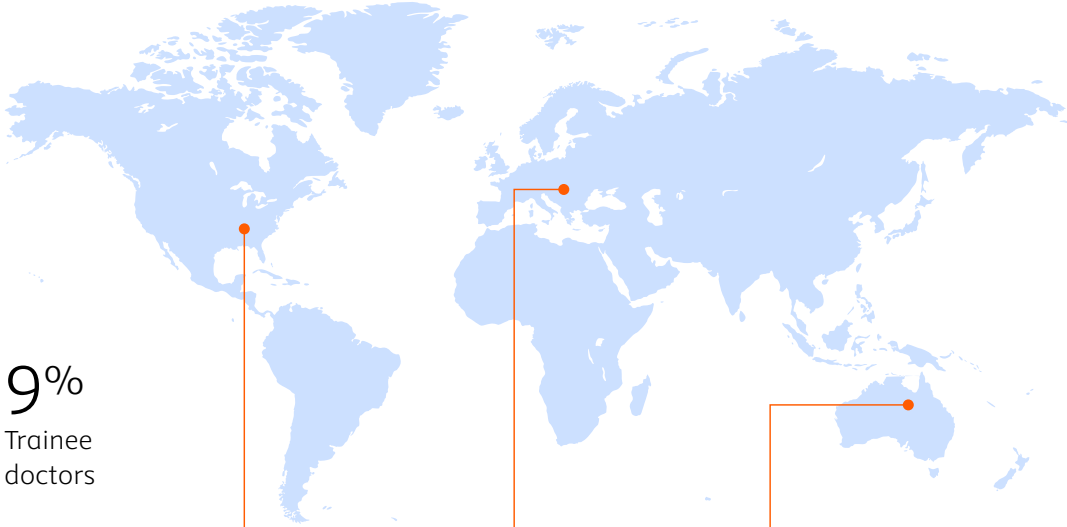
Secondary care clinicians

30%

Primary care clinicians

9%

Trainee doctors



297

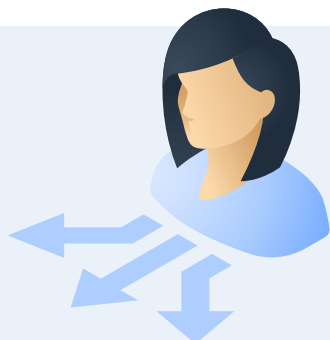
USA

698

EMEALA

312

APAC



Physicians are busier than ever

Number of patients physicians see on an average day

Globally

2024

24

Patients

2023

22

Patients



Regionally – 2024

USA

17

Patients

EMEALA

21

Patients

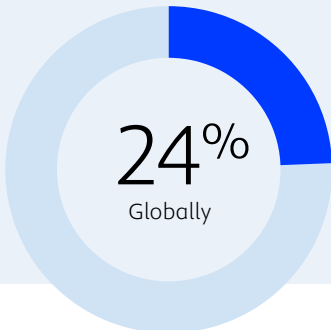
APAC

32

Patients

Patient care through online resources

Physicians search online for medical information for one-in-four of their patients



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



Most physicians use online medical journals

The 5 most important resources to physicians for staying informed

84%

Medical journal articles



56% | Online & print



38% | Online only



7% | Print only

83%

Treatment guidelines



52% | Online & print



42% | Online only



6% | Print only

75%

Journal article summaries and commentaries

68%

eCME

64%

Clinical trial information

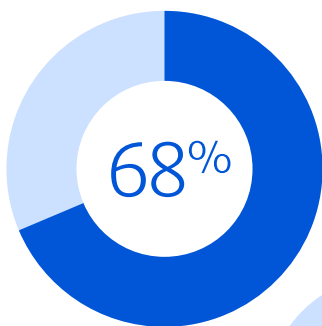
Physicians are interested in additional journal-related activities

70% Highlights or main take-aways of the article

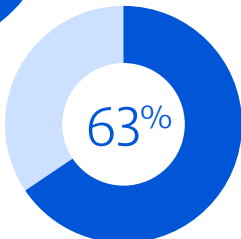
39% Comments & discussion forum with peers

36% Sharing of articles with peers or colleagues

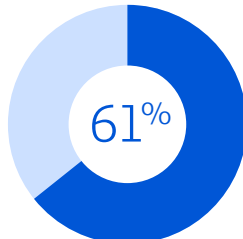
Top 3 digital resources used for professional purposes



1 Online medical journals

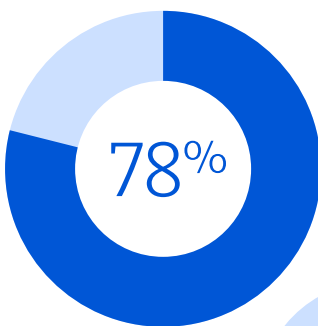


2 Clinical reference portals or apps

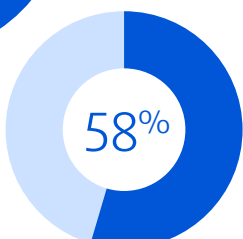


3 Google or other search engines

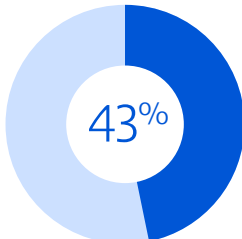
Top 3 channels for information about new medical developments



1 Professional conferences & symposia



2 Newsletters from medical associations



3 Colleagues



Credibility is still key

Top factors that are most likely to influence selection of resources



73%

Credible source



69%

Up-to-date information & research



51%

Ease of search & ease of navigation

Contact your sales representative to learn more
elsmediakits.com/home/get-in-touch

