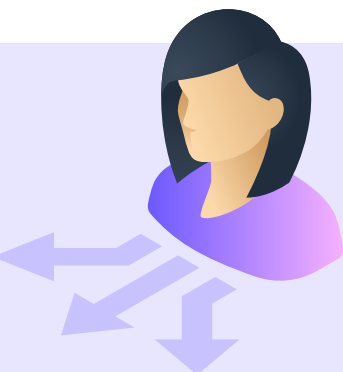
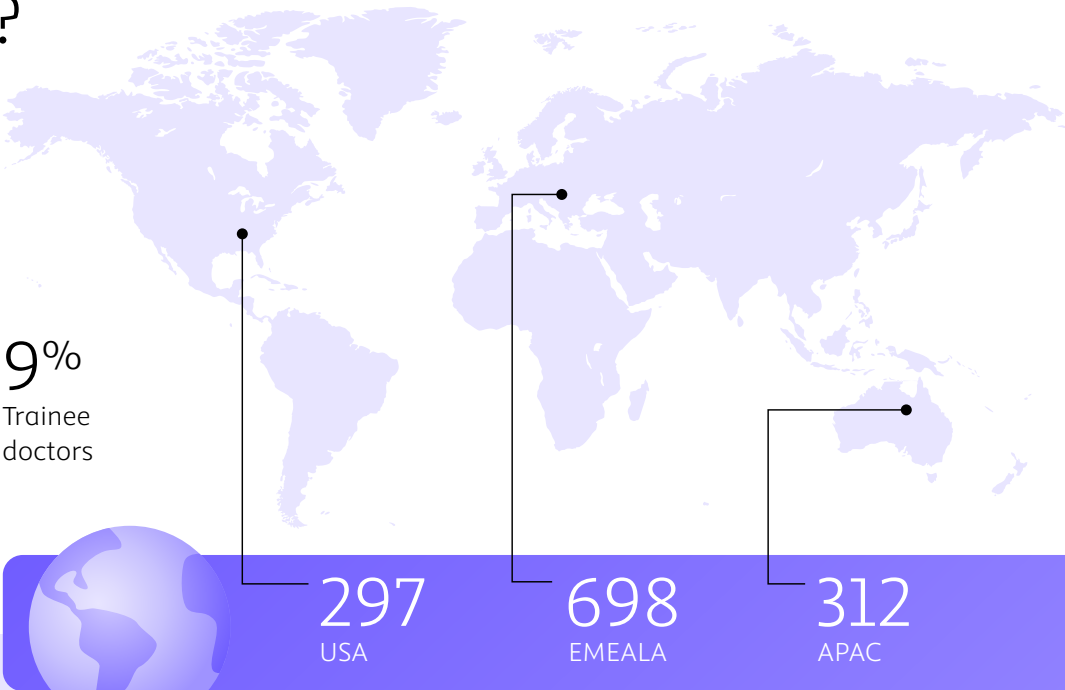


CONNECT & CARE

Why are physicians using social media?

1,307 physicians responded

60% Secondary care clinicians
30% Primary care clinicians
9% Trainee doctors



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



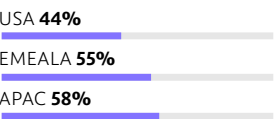
Physicians are heading to social media for information

When asked about their preferred channel for new medical developments, 18% of physicians ranked social media in the top 3

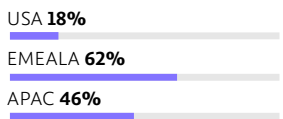
Most common social media platforms used by physicians



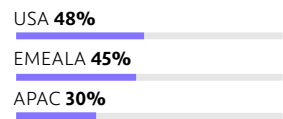
YouTube
52%



WhatsApp
42%



LinkedIn
41%



Some of the top platforms are specifically for medical professionals

Doximity
52% USA

Sermo
49% UAE
43% Poland

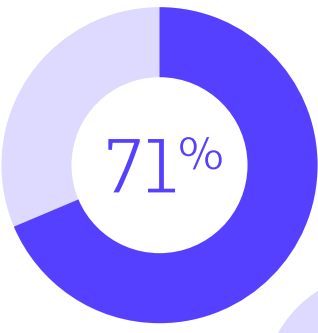
DailyRounds
32% UAE
21% India

Doctors.net.uk
55% UK

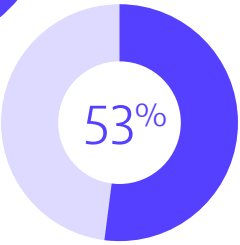


Why are physicians using social media?

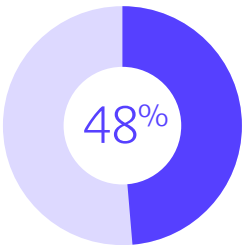
To keep up to date with



News in their medical specialty or practice

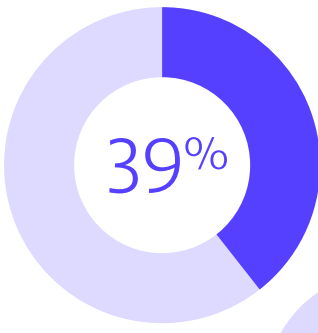


General healthcare news

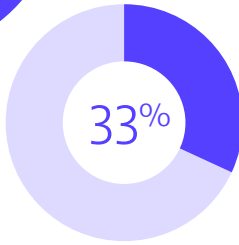


Information about conferences or congresses

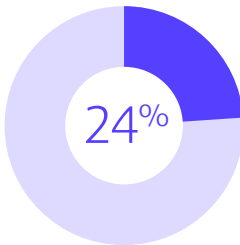
And to follow



Medical societies or institutions



Colleagues



Healthcare institutions

After reading a medical-related post, physicians take action by



47%

Clicking a link to read the full contents of an article/paper



45%

Using a search engine such as Google or Bing to learn more about the topic



35%

Reading responses of others on a post



Most physicians are concerned about privacy and security



74%

are concerned about the security of their private information



62%

like to keep their personal and professional social media activity separate



50%

believe social media can be beneficial for their professional career

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

