

Physician Adoption of Social Media

Q2 2014

Physician Opinions and Challenges of Using Social Media in the Workplace



Introduction

With the abundance of social media networks available today, physicians have mixed opinions around leveraging these channels in the workplace. While some physicians are just beginning to use these networks to communicate and engage, others are skeptical of the value that it brings to them professionally.

Research Methodology

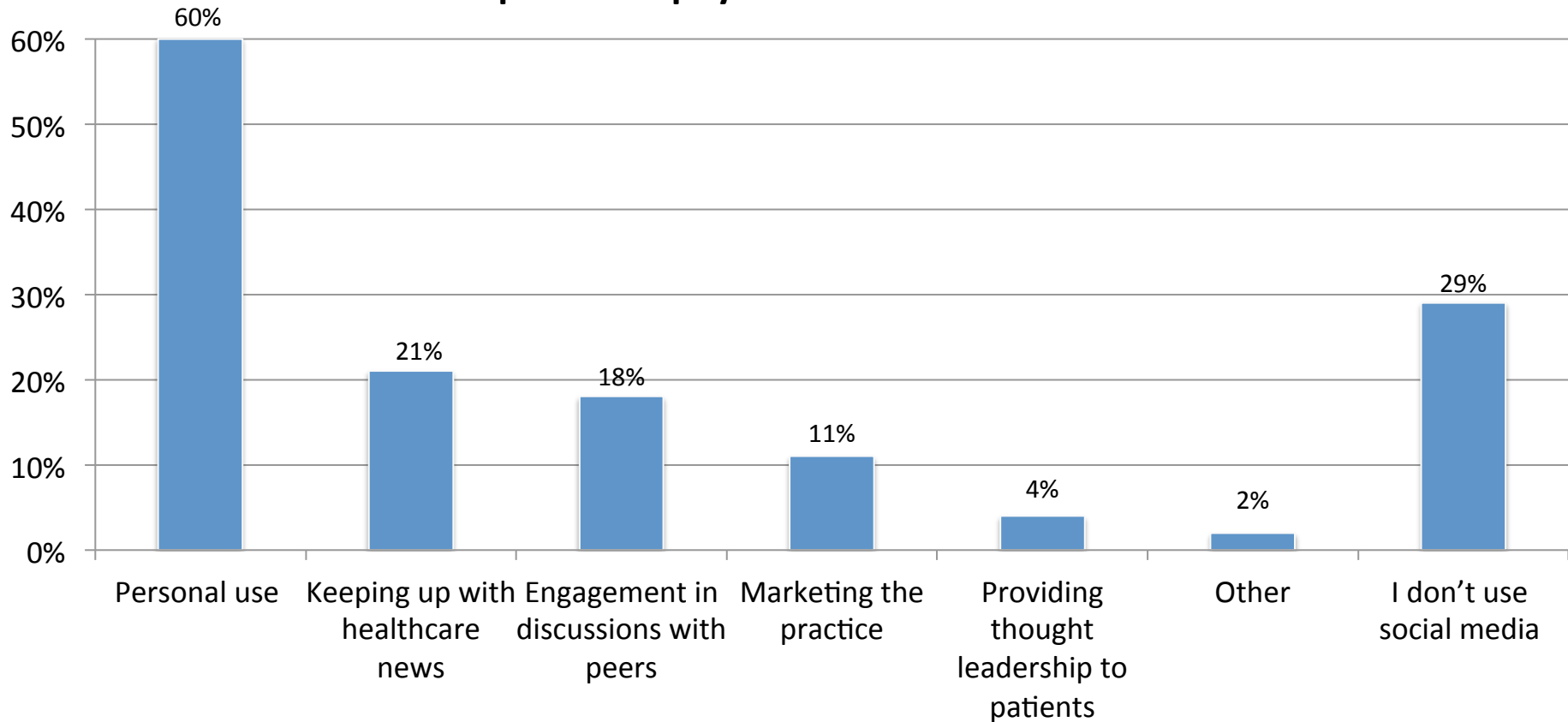
As part of an ongoing research program, MedData Group regularly surveys physicians across specialties and practice sizes from around the U.S. to gauge physician perceptions, challenges, and behaviors. The results of these findings are intended to provide healthcare professionals with insights into physician trends and opinions.

This report includes results from a survey conducted by MedData Group in June 2014 and comprises a total of 257 survey responses.



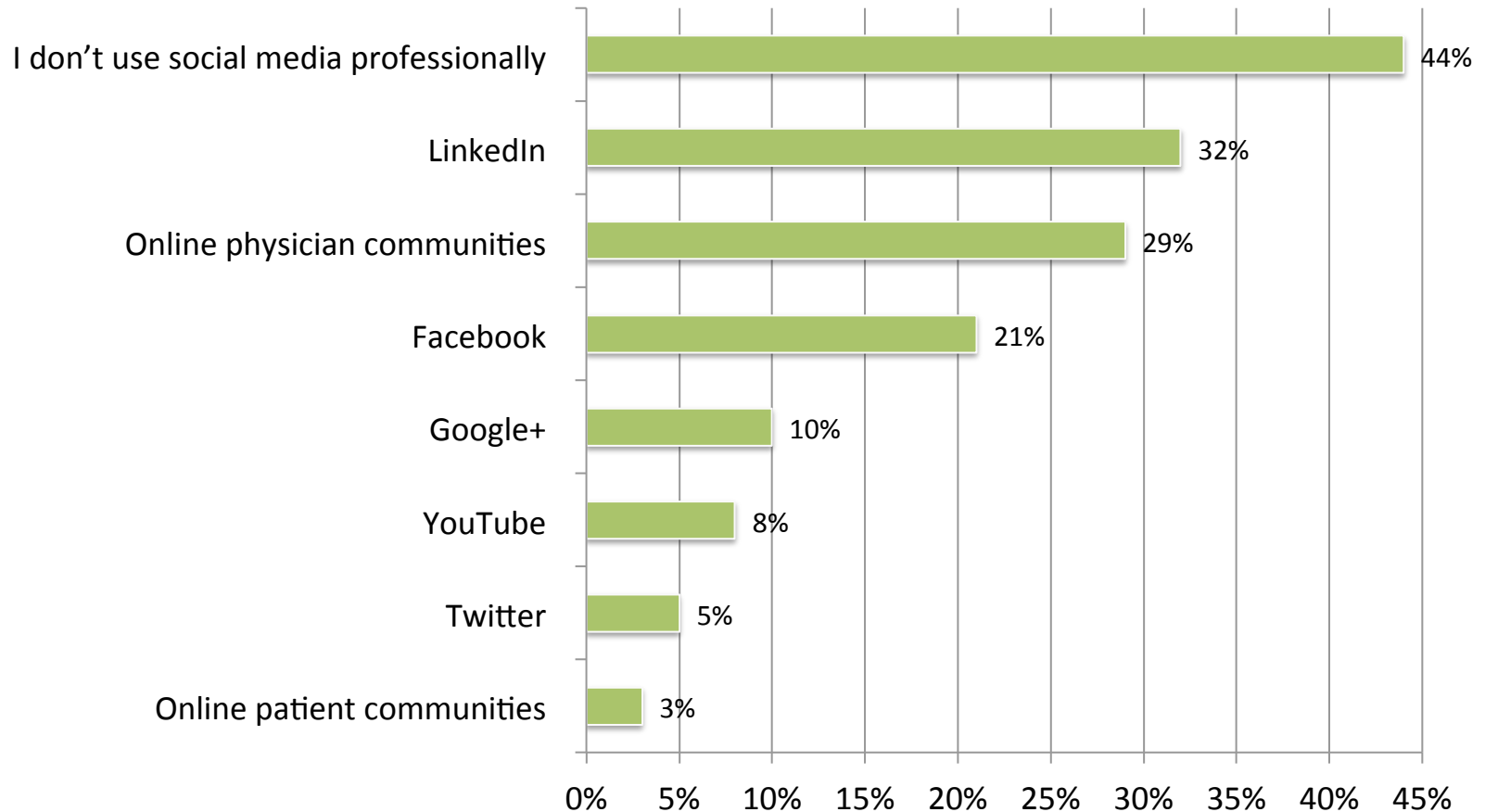
Top Reasons Physicians Use Social Media

Top reasons physicians use social media

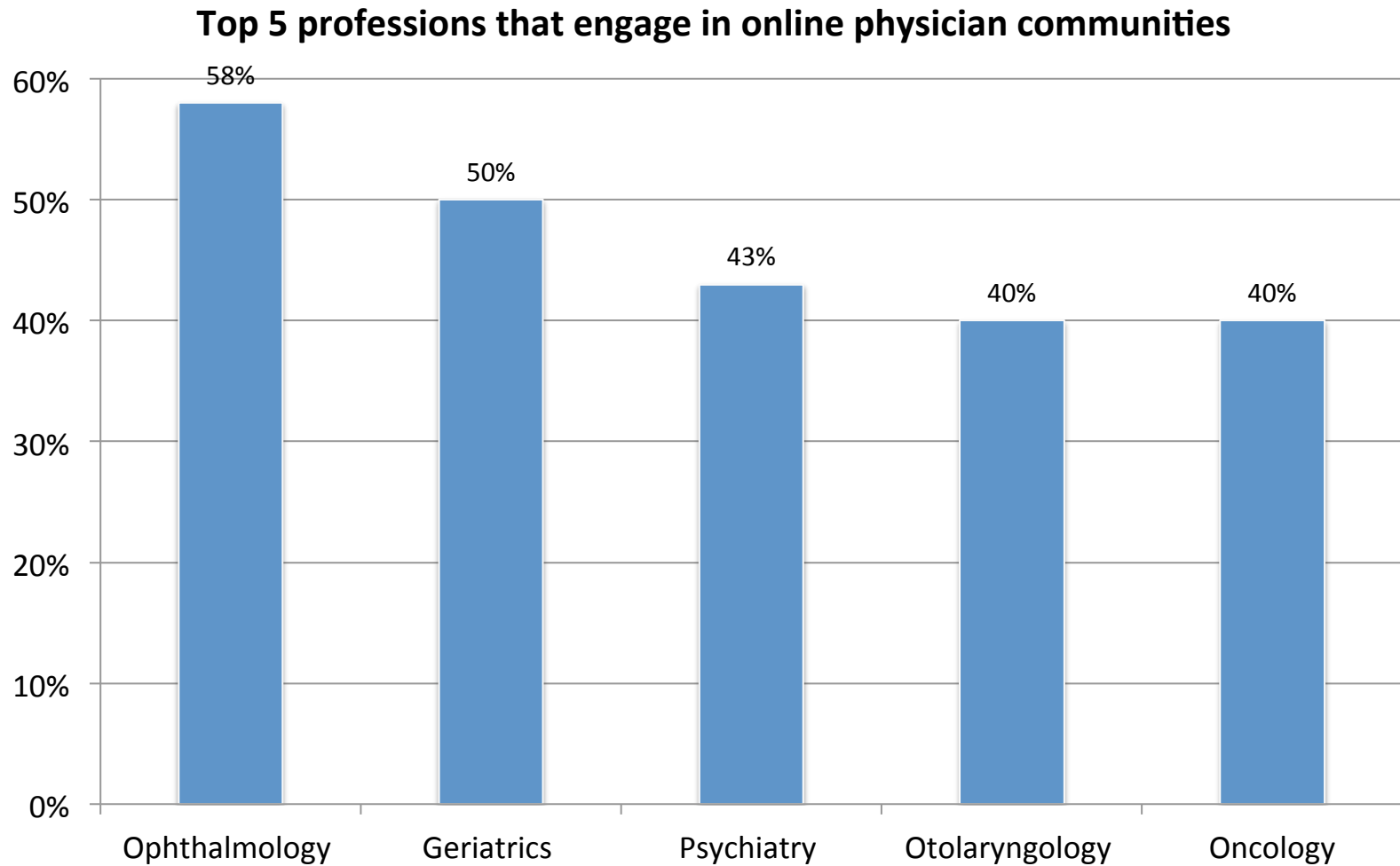


Top Social Networks that Physicians Use for Professional Reasons

Top social networks that physicians use for professional reasons

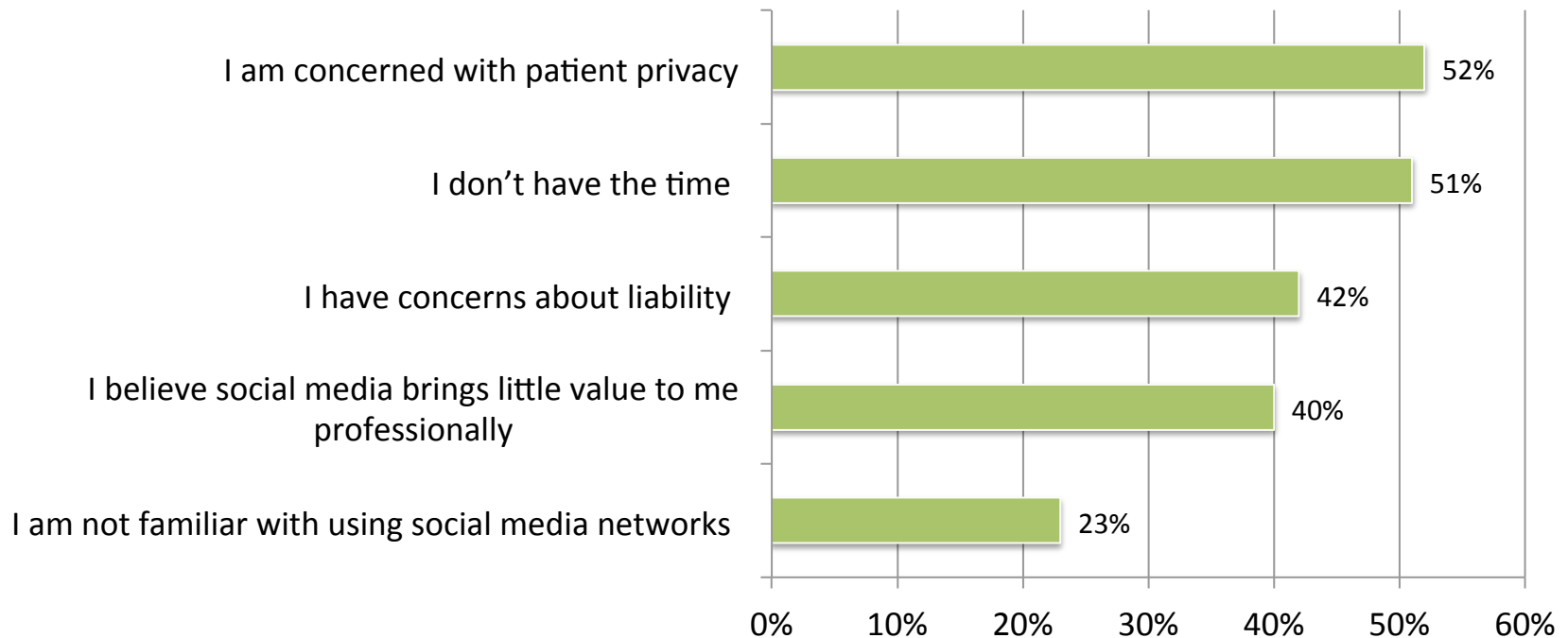


Top 5 Professions that Engage in Physician Online Communities



Top Concerns Preventing Physicians from Using Social Media for Professional Reasons

Top concerns preventing physicians from using social media for professional reasons



From the Mouths of Physicians: Direct Quotes on Why Physicians Are Not Using Social Media

"I am concerned about my own privacy."

"I worry it may allow patients into my private life."

"I'm taking classes to learn how to use it for work."

"I'm not sure how to approach it."

"I want to keep my social life separate from my professional life."

About MedData Point Reports

MedData Point is a market research program powered by MedData Group that collects and analyzes data to provide healthcare professionals with insights into the latest trends, technologies, and perceptions in healthcare among physicians across a variety of specialties and practice sizes.

This data is provided for informational purposes only. Any usage of the data should cite MedData Group as the source of information. For press inquiries, please contact media relations listed below.

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About MedData Group

MedData Group provides demand generation and data services for providers of healthcare technology, medical devices, medical education and others looking to engage with hard-to-reach physicians and other healthcare professionals by using a fundamentally unique approach.

MedData Group publishes Medical Product Guide, the industry's go-to resource that provides clinicians and healthcare professionals with meaningful vendor, product and industry information. By distributing meaningful content to healthcare professionals, we are able to collect more data, glean deeper insights, and reach larger audiences than any other demand generation service. Using behavioral analytics and big-data techniques, our proprietary content and lead management system produces unrivaled insights that we apply to best-in-class marketing practices to achieve unmatched results towards helping our clients reach their business goals.