

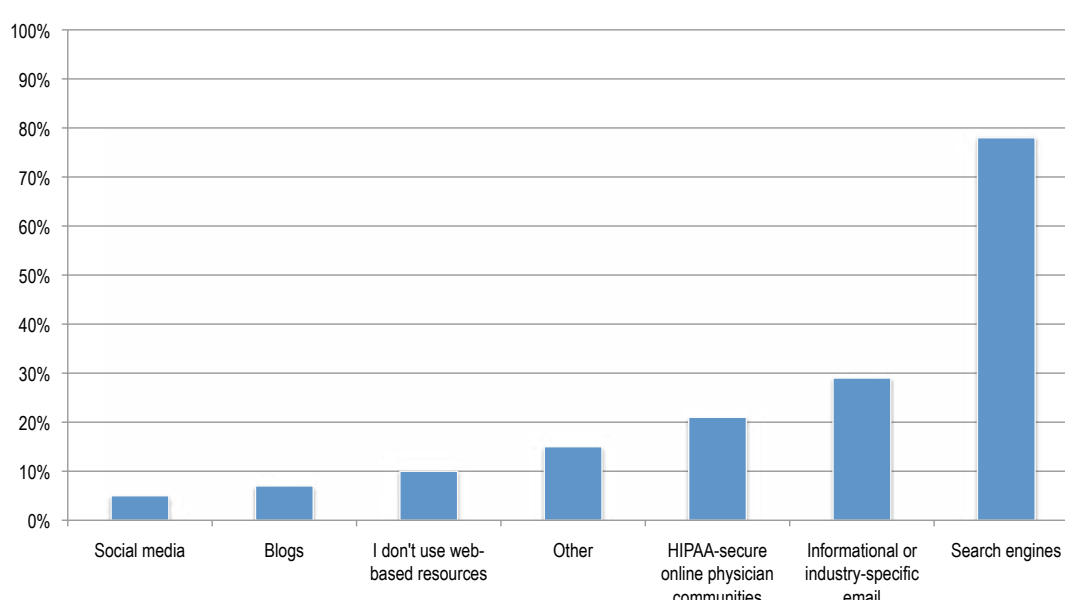
# MedData Point on Physician's Perceptions of the Health 2.0 Movement

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

## An Inside View into the Ways Physicians Embrace and Oppose Health 2.0

As the healthcare industry becomes more digitally-focused, physicians are relying on web-based resources to aid in medical decision-making. In this survey, MedData Group polled physicians across a variety of specialties and practice sizes to learn which web channels and resources physicians rely on most, as well as the greatest challenges to the plethora of medical information found online. The data below is reflective of the 164 physicians who participated.

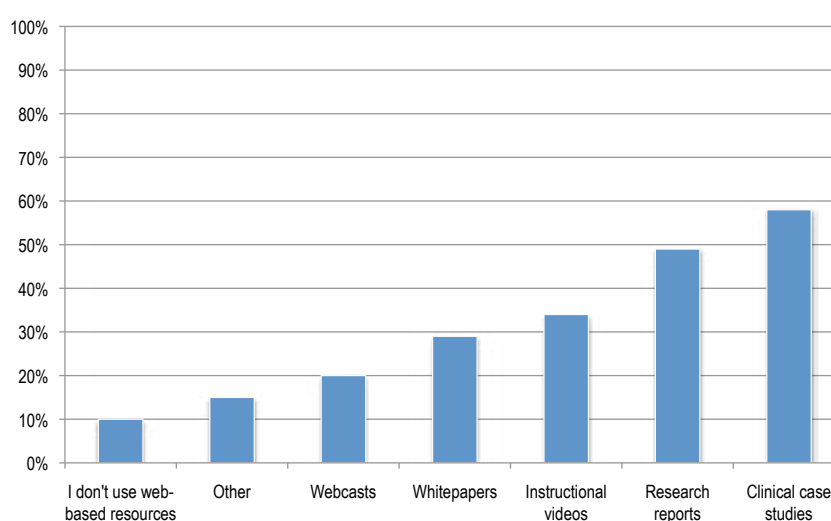
**Top web-based resources utilized by physicians in supporting their medical decision-making process**



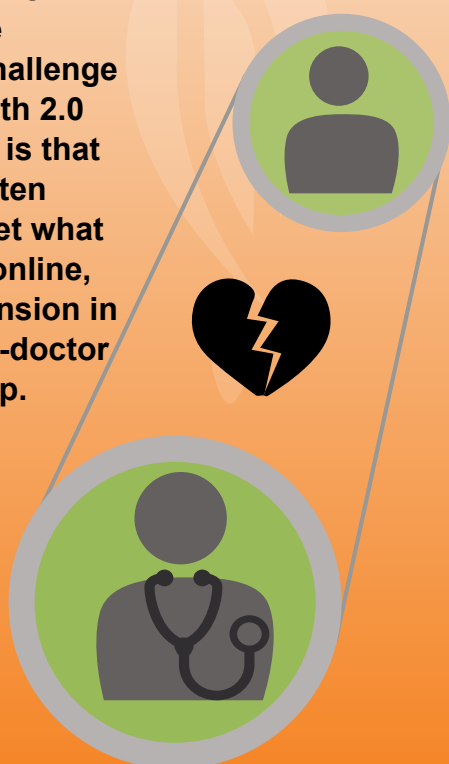
**Search engines and email were the top 2 web-based resources used by physicians to help make medical decisions**



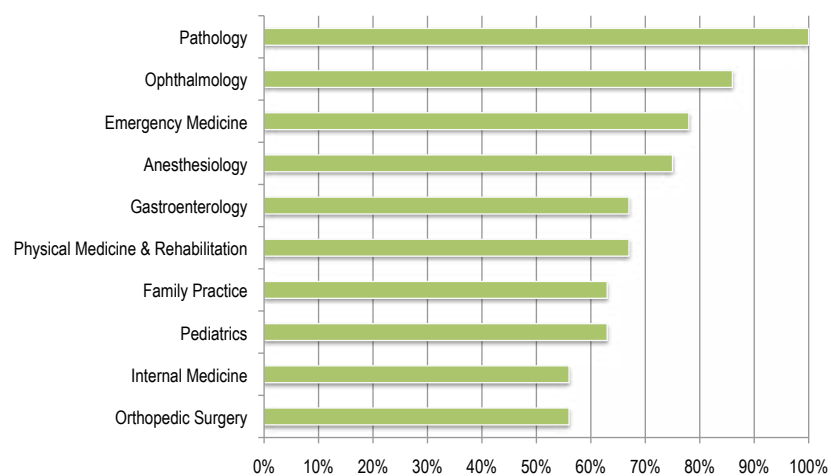
**Most popular types of web-based resources used by physicians**



**58%** of physicians believe the greatest challenge to the Health 2.0 movement is that patients often misinterpret what they read online, causing tension in the patient-doctor relationship.



**Top 10 specialties that identified tension in the patient-doctor relationship due to patients misinterpreting medical information on the web**



**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. Learn more about our services for healthcare marketers or contact us today.

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