

MedData Point

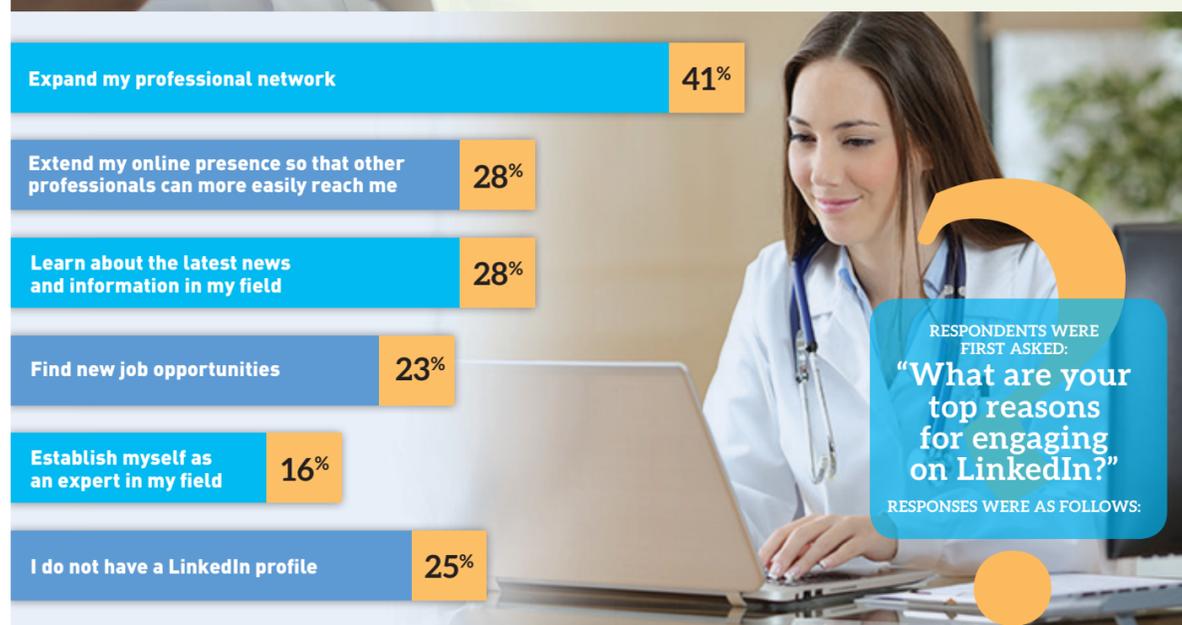
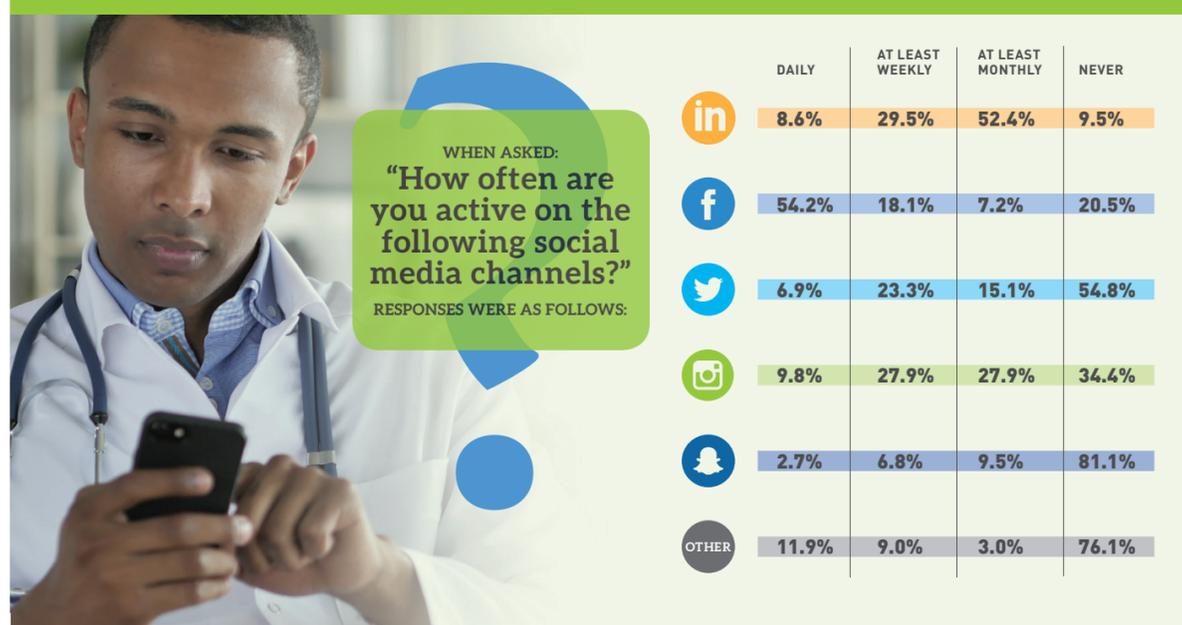
Shares How Physicians Engage on LinkedIn

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 other healthcare professionals and across a variety of specialties and practice sizes. The following survey data is reflective of 150 U.S. physicians.

Social media advertising is becoming an increasingly valuable channel for reaching and engaging healthcare professionals. While Facebook and Twitter are popular channels for HCP social media advertising, other social networks have found increasing levels of engagement among physicians. One in particular is LinkedIn.



PHYSICIAN ENGAGEMENT ON SOCIAL MEDIA



87% of physicians who report not having a LinkedIn profile are over the age of 45.



Of the physicians who report having a LinkedIn account, **85%** say they post on LinkedIn.



Contact us today to learn more about how **MedData Group** can fuel your social media advertising campaigns



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MedData Group is the leading provider of healthcare professional data for digital marketing. We provide the highest quality data and innovative platforms to enable healthcare marketers to identify audiences, target, measure and optimize digital campaigns to ensure maximum ROI. MedData Group data powers email, programmatic, social, search and advanced TV campaigns. The quality, accuracy and depth of our data covering over 3.5 million US healthcare professionals ensures our clients' ability to deliver compliant digital advertising at scale. By maintaining our exclusive focus on healthcare professionals, we are able to better understand the needs of our customers and deliver unique solutions targeting physicians, nurse practitioners, physician assistants, allied health, pharmacists and hospital professionals. We offer extensive professional, demographic, prescribing, diagnosis and procedure data to support one-to-one level targeting to drive all forms of digital engagement.

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