

# MedData Point

## Hospital Professionals' Online and In-App Behaviors

**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 across a variety of job functions, specialties, and practice settings.

We surveyed a variety of hospital professionals from a number of job functions, including administration, finance, clinicians, education & development, and nurses, to understand how they're spending their time on the web and on mobile.

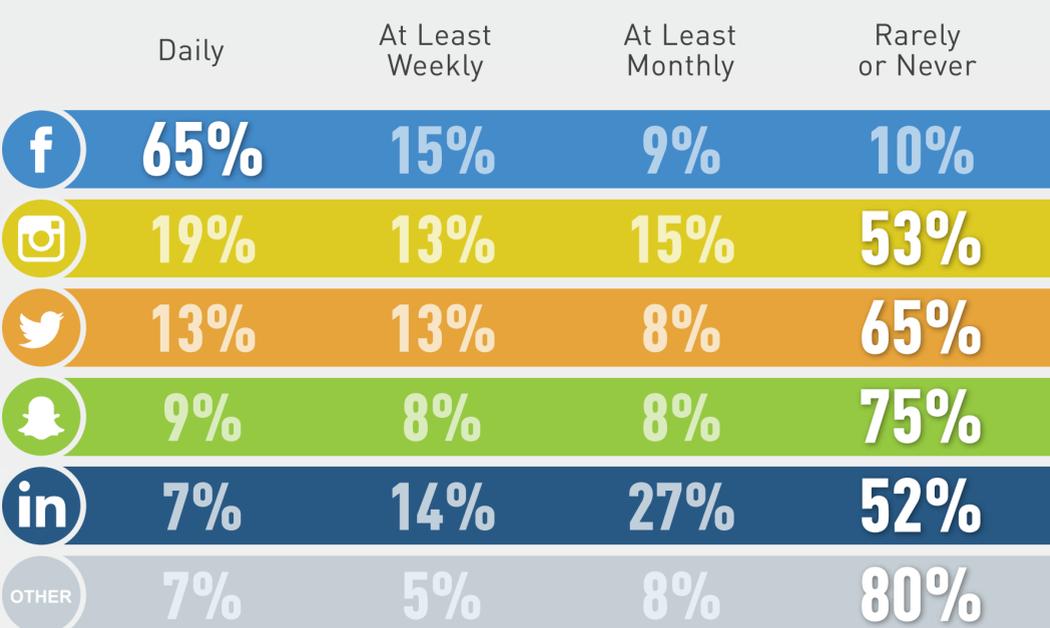


### Hospital professionals were asked how often they were active on various social media channels

**f 80%**  
use Facebook at least weekly

**26%**  
were active on Twitter weekly

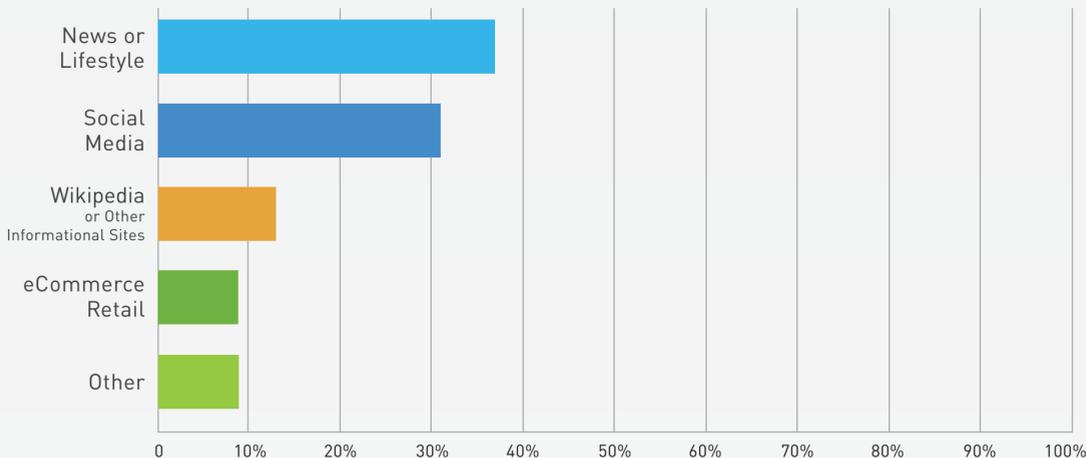
**in 21%**  
were active on LinkedIn weekly



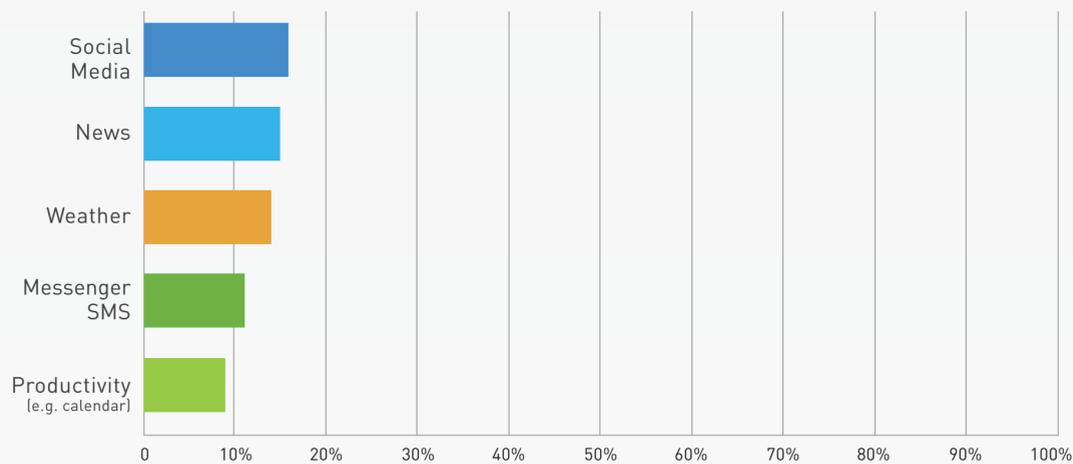
### Websites hospital professionals visit most frequently when they're not working

**37%**  
News and Lifestyle

**31%**  
Social Media



### Top 5 mobile apps hospital professionals say they use on a daily basis



It's clear that hospital professionals are frequently online and on their phones when they're not working, staying connected with their communities and with the world via social media, news sites, and messenger apps.

**Are you looking to target hospital professionals across the web or via mobile?**

**Contact us today to learn more about MedData Group's HCP targeting data.**

**MedData Group**  
an IQVIA business

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 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. [www.meddatagroup.com](http://www.meddatagroup.com)

Sample size: 75 hospital professionals