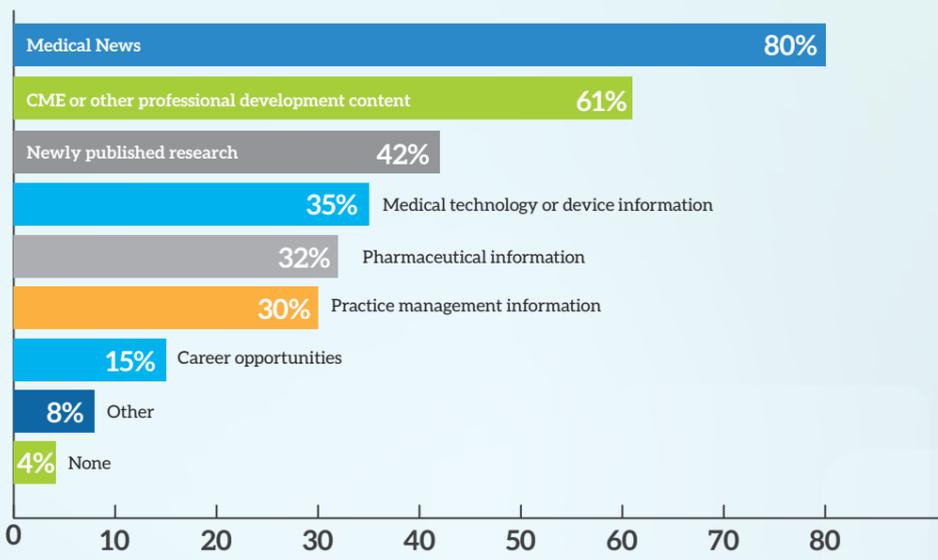


MedData Point is a market research program powered by MedData Group that collects and analyzes data to provide healthcare marketers with insights into the latest trends, technologies and perceptions in healthcare among physicians and other healthcare professionals and across a variety of specialties and practice sizes. The data below is reflective of 157 U.S. physicians.

How Physicians Engage with their Professional Email

Physicians rank the types of professional emails they read most often:



96% of physicians engage with opt-in and third-party professional email content.

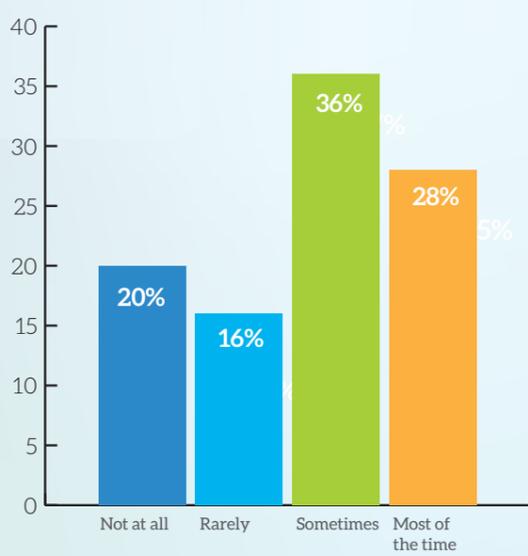


Small practices (1-15 physicians) were **2X as likely to read pharmaceutical emails** than large practices (16+ physicians.)

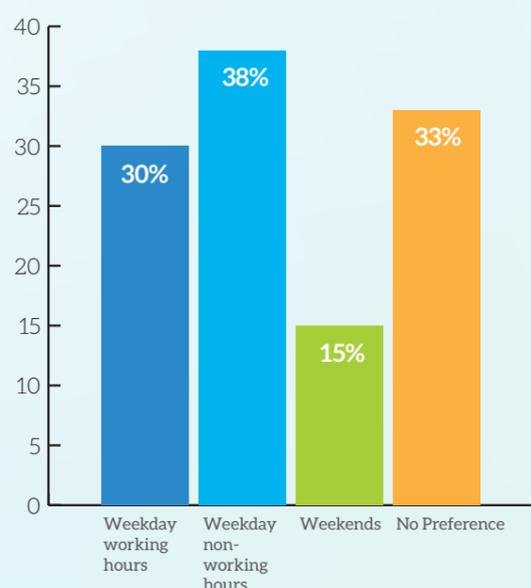


56% of physicians either have no preference or prefer receiving professional emails on their personal email addresses.

Physicians shared how often they are reading their professional emails on mobile devices:



When asked which times physicians most often read their professional emails, they said:



Physicians below the age of 45 were more likely to read their professional emails on a mobile device compared with older peers.



Large practices (16+ members) were **50% more likely to check their email during non-working hours** compared with small practices (1-15 members.)

About MedData Group: MedData Group provides demand generation, content marketing, and data services for providers of healthcare technology, medical devices, pharmaceuticals, 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.

