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.

IN FACT, OVER 70%

The Internet has long been a valuable resource for physicians seeking information regarding treatment of their patients. According to the 2017 Media Vitals™ Study by CMI/Compas, we know that search, medical websites, online reference tools and even social media rank highest in use during physician work hours. When not working, physicians report their top sites visited as news and lifestyle sites (84%), followed by Wikipedia or other informational sites (52%). (MedData Point, Physician Online and In-App Behavior)

Other Prominent Search Topics Include:

- **Dosage Information (65%)**
- **Safety/Side Effects (51%)**
- **Medical Research (47%)**
- **Indications & Contraindications (45%)**
- **Efficacy Information (45%)**

(CMI/Compas Media Vitals™, 2018)

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Top Work-Related Searches

While at work, physicians report searching online for:

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Finally, when physicians were asked whether they notice professionally appropriate advertisements when browsing the web, social media, and mobile apps, 56% said yes.

Physician Engagement with Social Media

<table>
<thead>
<tr>
<th>Website Type</th>
<th>Daily Use</th>
<th>At Least Weekly Use</th>
<th>At Least Monthly Use</th>
<th>Never Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical News</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Social Media</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Wikipedia or Other Informational Sites</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

Types of Websites Physicians Visit Most Frequently When They’re Not Working.

<table>
<thead>
<tr>
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<td>✓</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

Top 5 Types of Apps Physicians Say They Use on a Daily Basis

<table>
<thead>
<tr>
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<th>At Least Weekly Use</th>
<th>At Least Monthly Use</th>
<th>Never Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>News or Lifestyle</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Weather</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Utility</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Educational</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>SMS</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
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</table>

It’s clear that physicians are using the Internet for work and leisure. Whether working, physicians are staying engaged on medical, political, and social media. In research treatment options for their patients. But outside of professional use, physicians are stepping beyond their communities and with the world social media news, news sites, in any aggregate.

MedData Group Shares Physician Online and In-App Behaviors

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