

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 148 U.S. physicians.

Patients vs. Physicians: Opinions on Physician Reputation Management

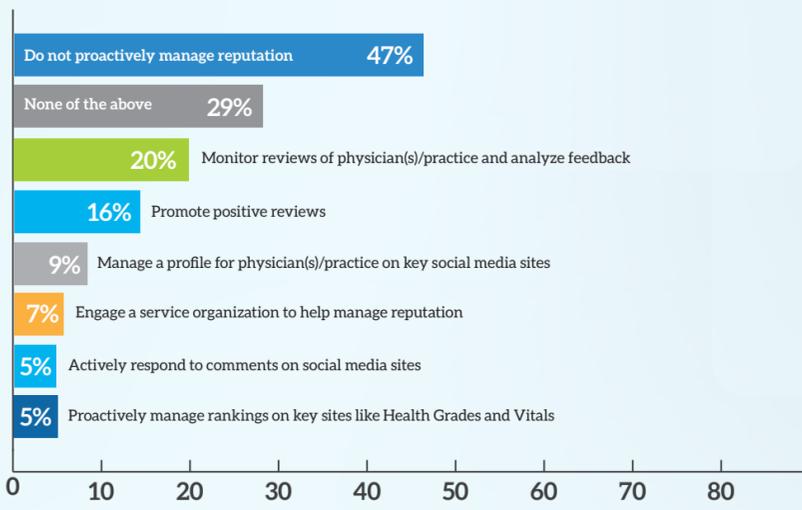


47% of the patients say that the reputation of a doctor matters to them when choosing a new healthcare provider.*

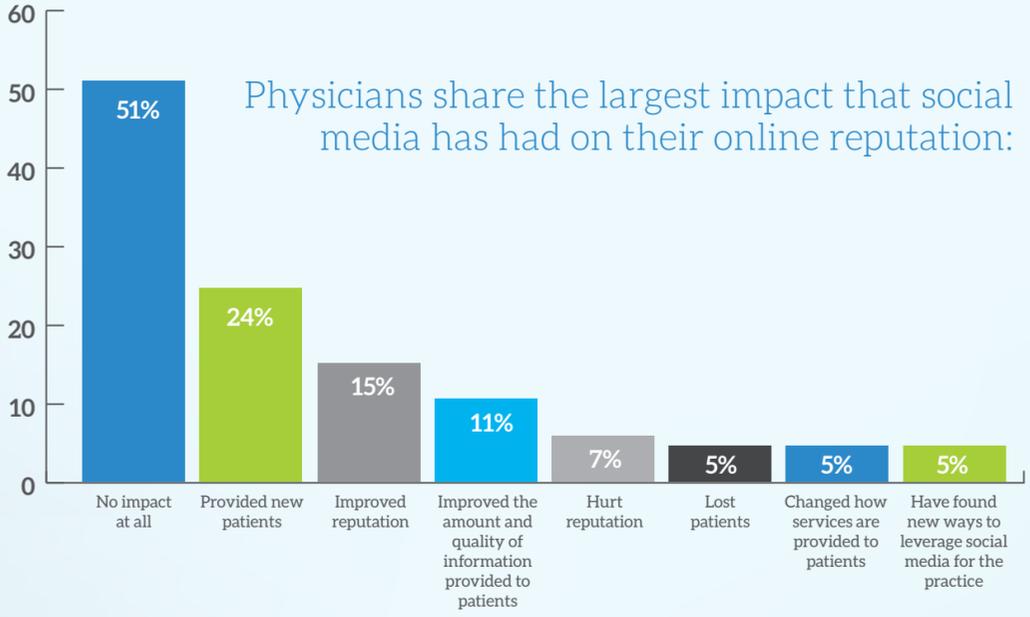
— HOWEVER —

Almost half of physicians surveyed do not actively manage their online reputation.

Top ways physicians manage their **online reputation**:



Twice as many physicians in their 30s manage their online reputation compared with physicians in their 50s and 60s.

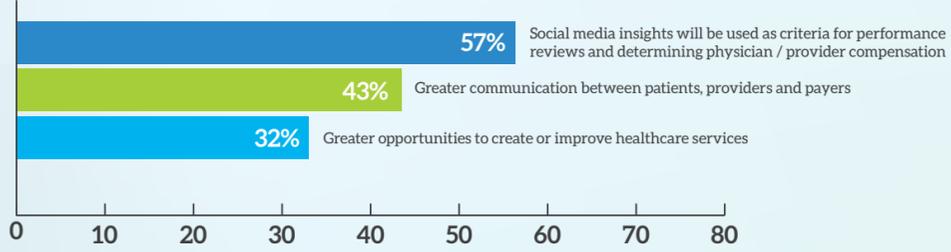


More than half of physicians state that social media has had no impact on their online reputation.

— HOWEVER —

35% of patients are reading online reviews before making decisions on which physician to choose.*

Biggest impact physicians believe **social media** will have on the healthcare industry:



From the mouths of physicians... Other industry impacts include:

“Further negatively impact patient-doctor relationship”

“I have received higher reimbursement in contract negotiations due to positive feedback on social media.”

“Promote the dissemination of false and inaccurate information”

