

# 10 Facts Healthcare Marketers Should Know About **Physicians' Use of Mobile**

Insights at the Intersection of Healthcare and Mobile

**MedData** Group



There's no doubt that the use of mobile technology has spread worldwide and across many different industries—and the healthcare industry is no exception. While it's no secret that physicians have embraced smartphones and other mobile technologies for professional use, **understanding what, when, and how they're engaging on mobile is crucial information for healthcare marketers.**

A female physician with brown hair, wearing a pink scrubs and a stethoscope, is shown in profile from the chest up. She is looking down at a white tablet computer she is holding with her right hand. The background is a blurred clinical setting with another person in blue scrubs sitting at a desk.

More than **75%** of physicians use smartphones and tablets for professional reasons and **checking email is their top reason for using mobile devices in the workplace.**

Sources:

- <http://www.imedicalapps.com/2011/10/34-doctors-smartphones-tablets-work>
- <http://medcitynews.com/2013/06/what-are-top-five-things-physicians-are-doing-on-their-tablets-and-smartphones>



Email was identified as the top digital channel for physicians researching and collecting information on new products, devices, and technologies.

40%

Informational emails

12%

Mobile apps

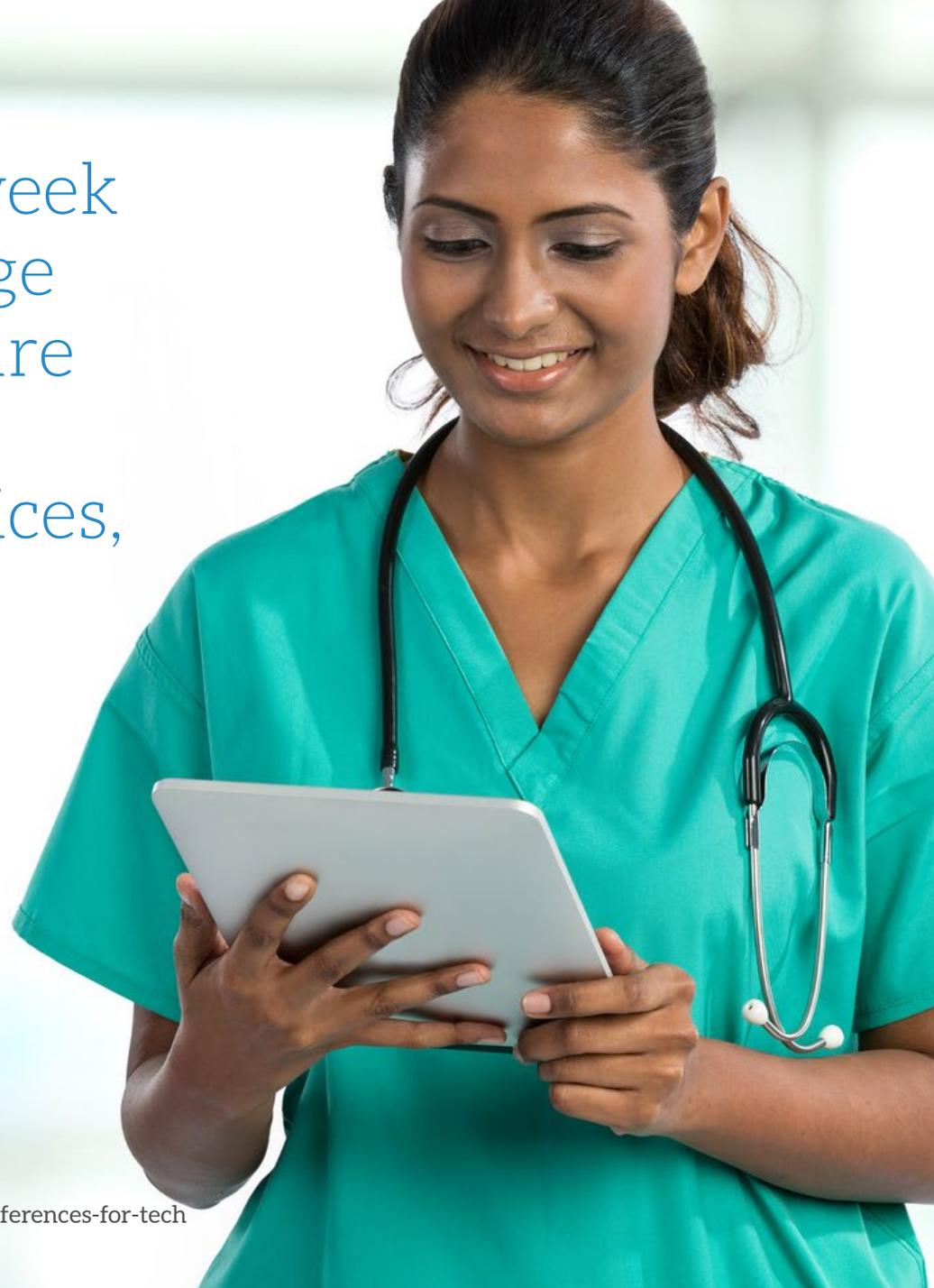
12%

Online medical vendor  
or product directories

3%

Other

The best time of the week for marketers to engage with physicians to share information on new medical products, devices, and technologies is **weekday evenings and afternoons.**



# Physicians use their mobile devices to consume various types of work-related content.

30%

New technologies  
in their fields

29%

Specialty-specific  
content

24%

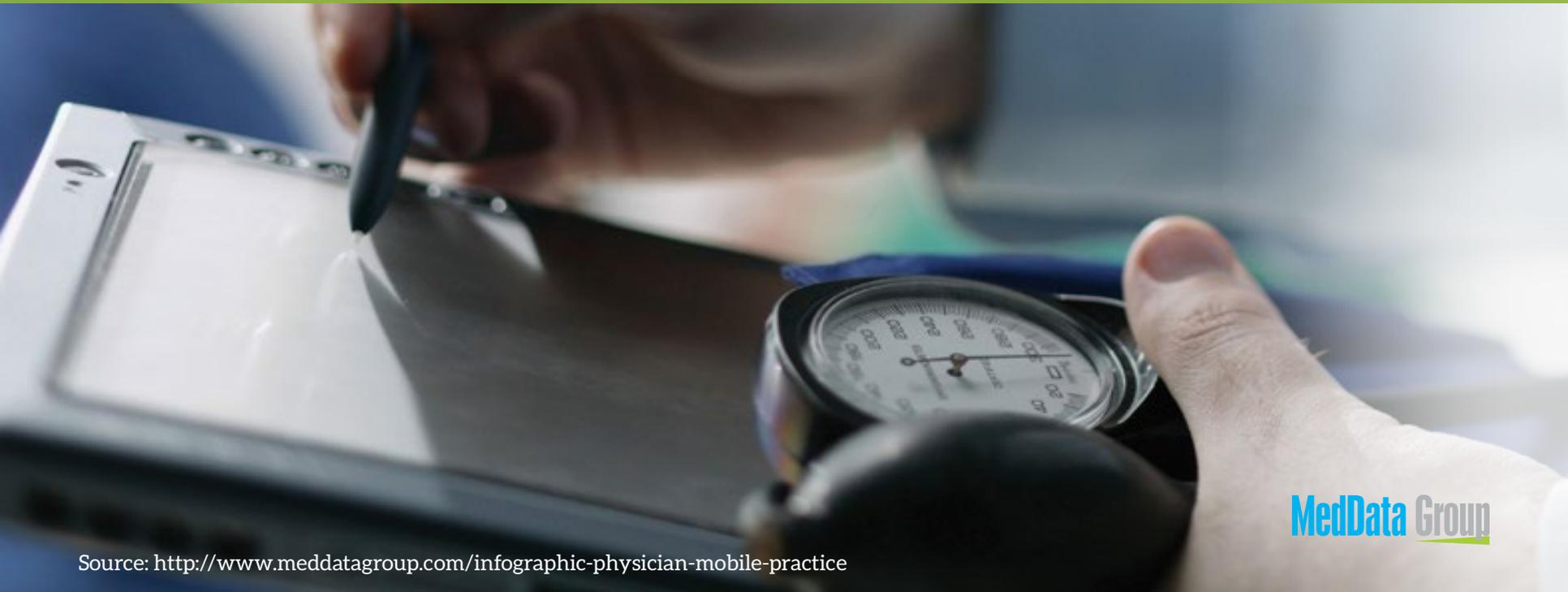
CME articles

11%

Practice  
management

7%

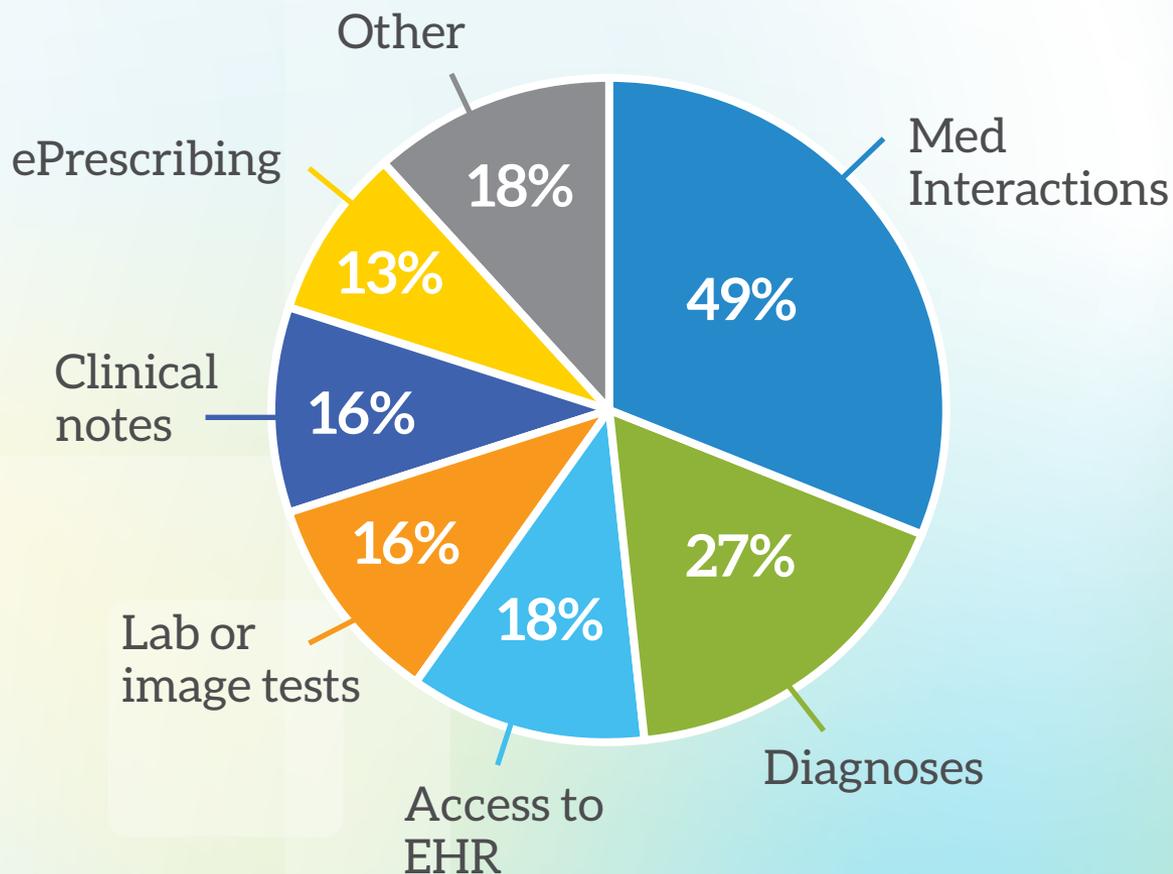
Other



**76%** of physicians use **mobile healthcare applications** at work.



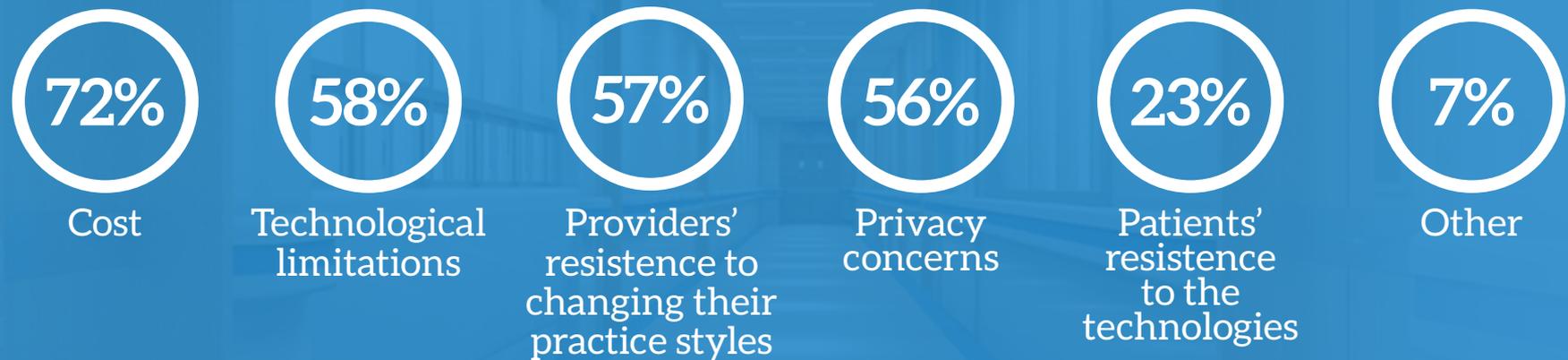
# Top mobile healthcare applications used by physicians across specialties



A person in a hospital hallway, seen from behind, wearing a surgical cap and mask. The hallway is brightly lit with blue and white light trails, suggesting a futuristic or high-tech environment. The person is walking away from the camera down the center of the hallway.

**Time efficiency** was identified as the number one reason for physician adoption of mobile health.

Despite widespread acceptance of mobile health, there are still obstacles to achieving a fully connected healthcare environment.



# Physician predictions on when a fully connected healthcare environment will be achieved



Physicians are embracing mobile technology in the workplace. Whether it's to check email, learn about new medical technologies, or understand medication interactions, physicians are hungry for mobile apps that will help them become more efficient. Despite their adoption and positive outlook on mobile, physicians are skeptical that a fully connected healthcare environment will be achieved in the near future.

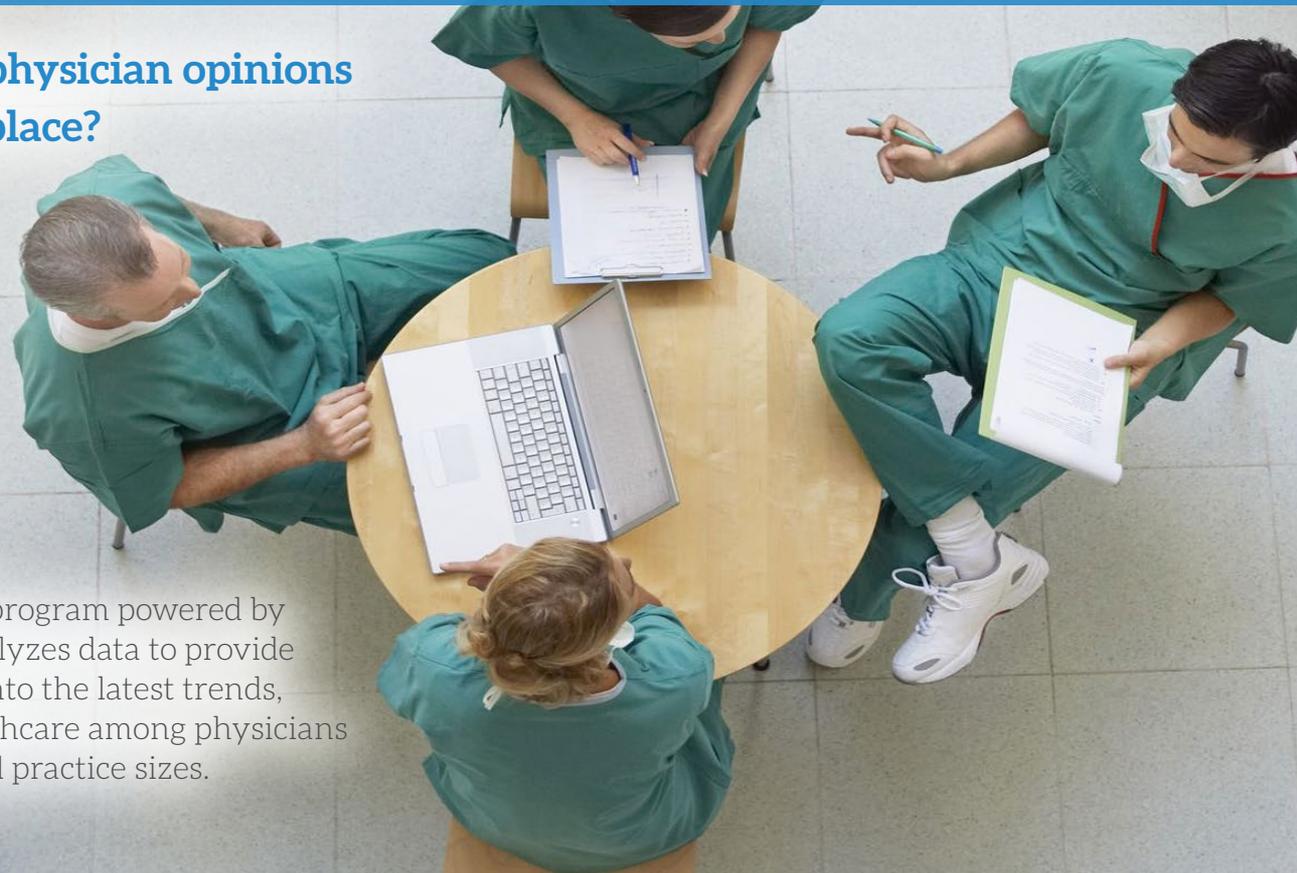
Want to learn more about physician opinions and behaviors in the workplace?

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**MedData Point**

**About MedData Point:**

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 across a variety of specialties and practice sizes.



# Want to learn more physician-oriented research discoveries by MedData Group?

Download the following resources:

- Physician Preferred Methods for Researching New Technologies
- Medical Technology Marketing Industry Trends: The Effectiveness of Email Marketing for Lead Generation
- Physician Perception of Mobile and Connected Health



## **About MedData Group:**

MedData Group provides demand generation, content marketing, and data services for providers of healthcare technology, medical devices, 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. Follow us on [Twitter: @MedDataGroup](#)