

## MedData Group Shares Physician 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 and across a variety of specialties and practice sizes.

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 sources rank highest in use during physician work hours.

**IN FACT,  
OVER  
70%**



**of all physicians responding to their survey believe the Internet is very/extremely important for researching treatment options for their patients.**

(CMI/Compas Media Vitals™, 2017)

### Top Work-Related Searches



**While at work, physicians report searching online for:**



Other Prominent Search Topics Include:



(CMI/Compas Media Vitals™, 2018)

### But What Are Physicians Doing Online When They're Not Seeing Patients?



**A 2018 survey by MedData Group found that physicians are very active on social media.**

**f 80%**

reported activity on Facebook at least once a month

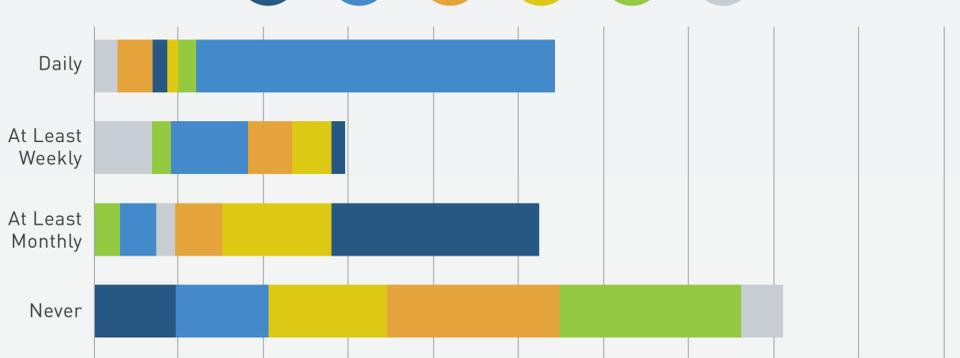
**in 90%**

report having a LinkedIn profile

(MedData Point, Physician Engagement with Pharmaceutical Content and Advertisements Across the Web)

### PHYSICIAN ENGAGEMENT ON SOCIAL MEDIA

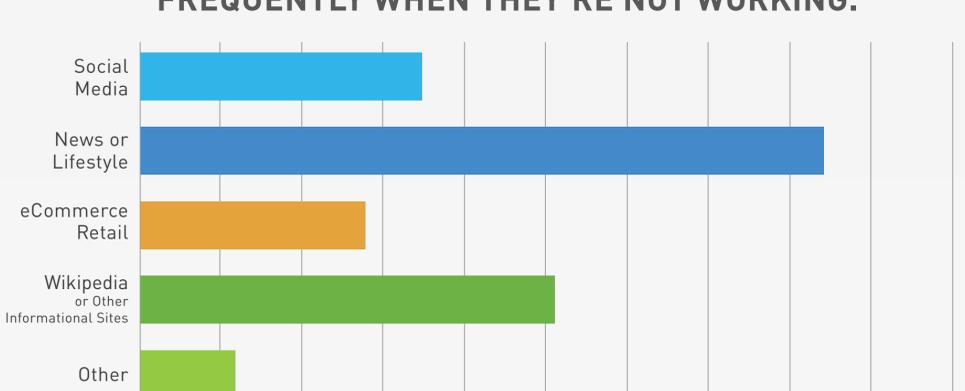
How often are physicians active on the following social media channels?



When not working, physicians report their top sites visited as **news and lifestyle sites (84%)**, followed by **Wikipedia or other informational sites (52%)**.

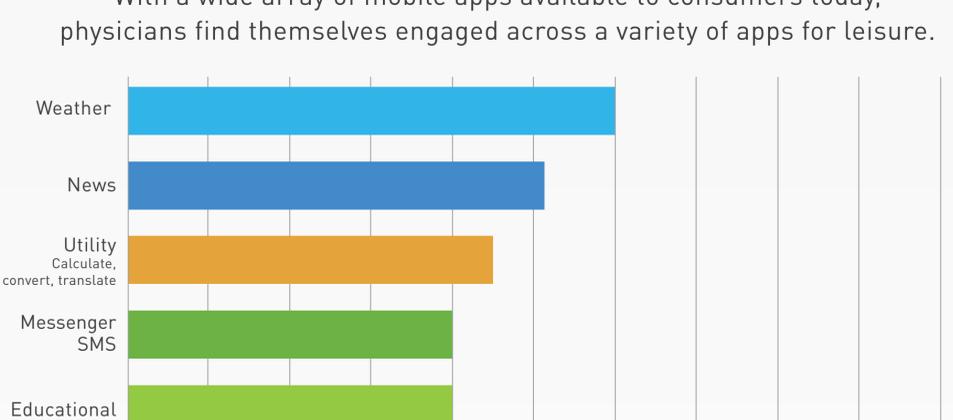
(MedData Point, Physician Online and In-App Behavior)

### TYPES OF WEBSITES PHYSICIANS VISIT MOST FREQUENTLY WHEN THEY'RE NOT WORKING.



### TOP 5 TYPES OF APPS PHYSICIANS SAY THEY USE ON A DAILY BASIS

With a wide array of mobile apps available to consumers today, physicians find themselves engaged across a variety of apps for leisure.



Finally, when physicians were asked whether they notice **professionally appropriate advertisements when browsing the web, social media, and mobile apps,**

**56% SAID YES**

(MedData Point, Physician Online and In-App Behavior)

It's clear that physicians rely heavily on the Internet for work and leisure. While working, physicians are leveraging search engines, medical websites, and social media to research treatment options for their patients. But outside of professional use, physicians are staying connected with their communities and with the world via social media, news sites, and messenger apps.

**Are you looking to target physicians or other healthcare professionals across the web or via mobile?**

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