

MedData Point

MedData Point Shares How Physicians Engage on Facebook

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.

Social media advertising is increasingly becoming a more popular method for reaching healthcare professionals online, and Facebook, in particular, is one of the most common channels for engaging physicians. In our latest survey, we asked physicians across specialties and practice sizes how they engage on Facebook, especially as it relates to professional content. The following survey data is reflective of 289 U.S. physicians.



Physicians were asked how often they were active on various social media channels

f 72%

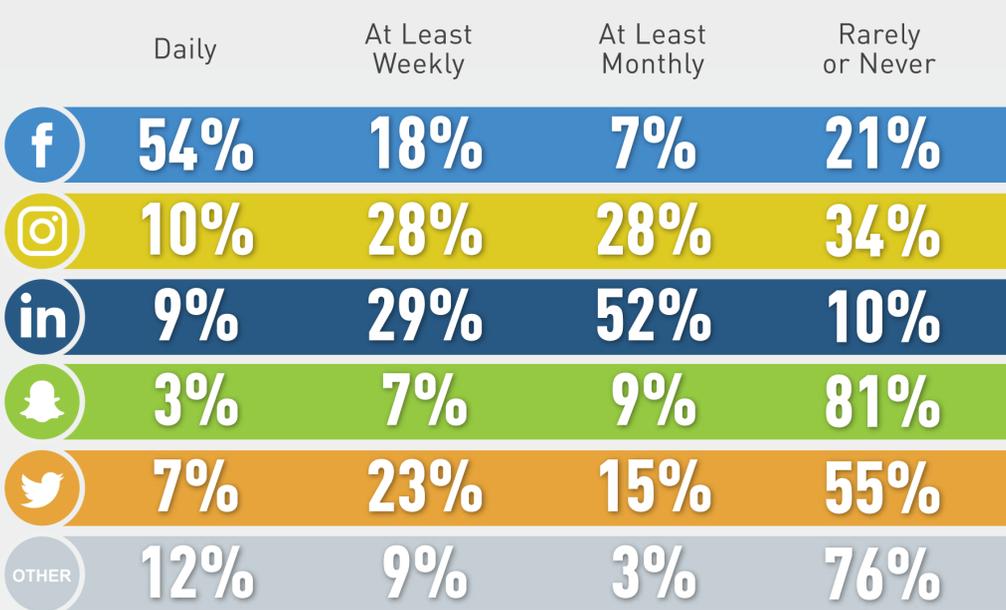
were active on Facebook weekly

@ 38%

were active on Instagram weekly

in 38%

were active on LinkedIn weekly



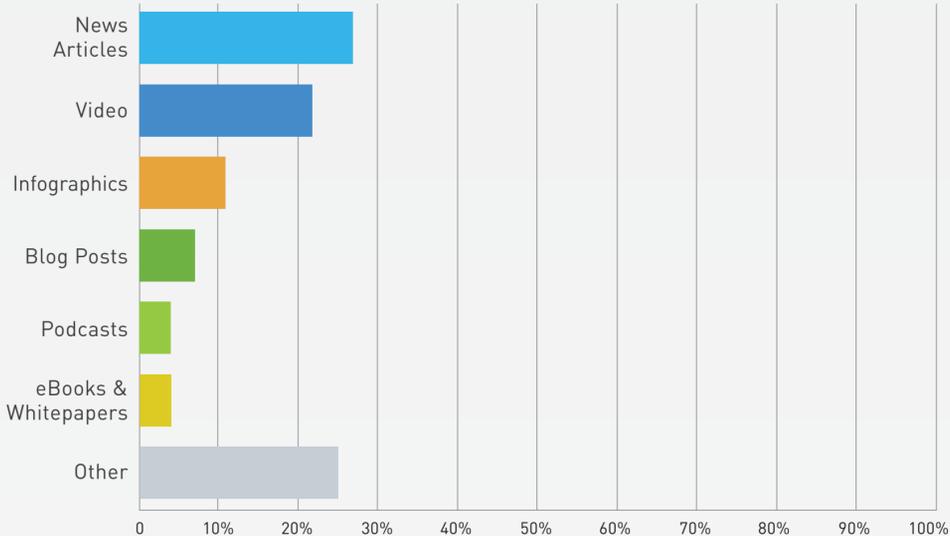
Content Physicians said they found most engaging on Facebook

📰 27%

News Articles and Videos

News articles and videos were the most popular forms of content that physicians say they consume on Facebook.

🎥 22%



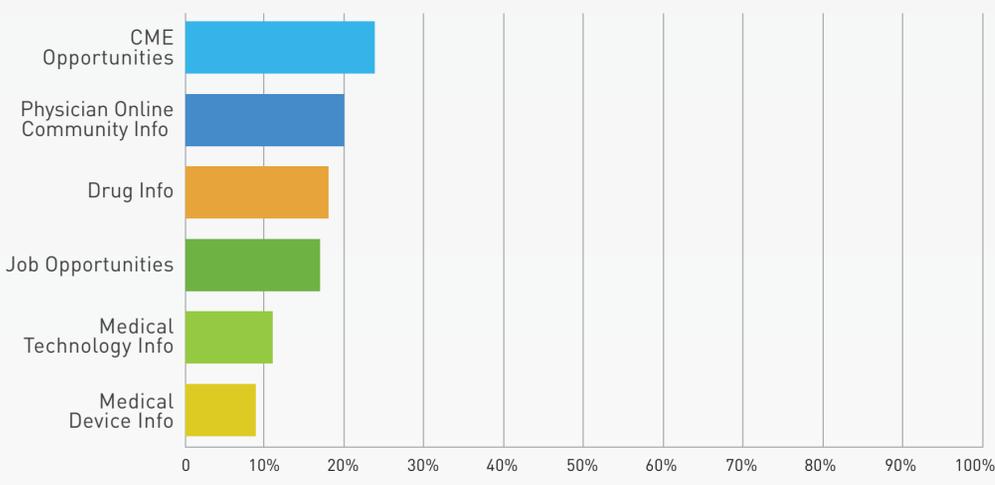
Types of professional content on Facebook that physicians are most likely to engage with (like, share, comment, etc.)

📄 37%

CME Opportunities

👤 31%

Physician Online Community Information



Physicians affiliated with small practices (1-10) were most likely to share, like and comment on professional content on Facebook.

MedData Group ensures that you're getting in front of the right HCPs with highly deterministic data that targets right down to the NPI level. Leveraging our database of more than 3.5 million healthcare professionals, segmented to your exact needs and then associated to their social IDs, gives you the keys to the right audience for your campaigns.

Contact us today to learn more about licensing MedData Group's data for social media advertising.



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an IQVIA business

MedData Group is the leading provider of healthcare professional data for digital marketing. We provide the highest quality data and innovative platforms to enable healthcare marketers to identify audiences, target, measure and optimize digital campaigns to ensure maximum ROI. MedData Group data powers email, programmatic, social, search and advanced TV campaigns. The quality, accuracy and depth of our data covering over 3 million US healthcare professionals ensures our clients' ability to deliver compliant digital advertising at scale. By maintaining our exclusive focus on healthcare professionals, we are able to better understand the needs of our customers and deliver unique solutions targeting physicians, nurse practitioners, physician assistants, allied health, pharmacists and hospital professionals. We offer extensive professional, demographic, prescribing, diagnosis and procedure data to support one-to-one level targeting to drive all forms of digital engagement. www.meddatagroup.com