

MedData Point on Physician Preferred Methods for Researching New Technologies

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.

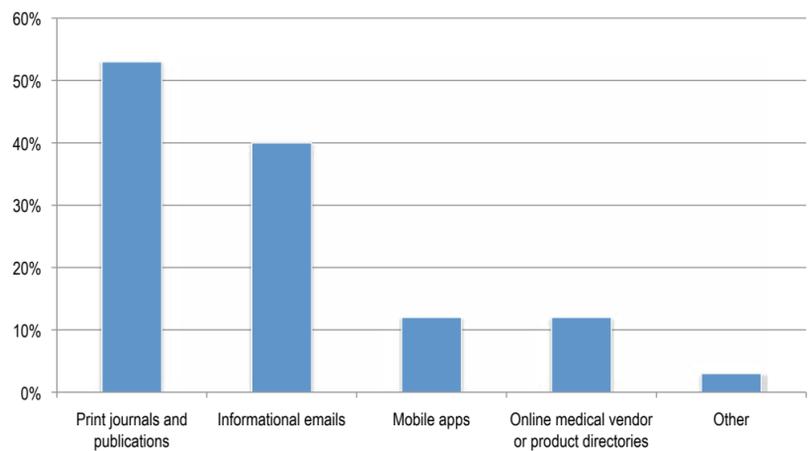
Insights for Marketers: How Physicians Prefer to Learn About New Medical Technologies

Healthcare technologies and devices are being developed at a greater rate than ever before. With the abundance of new medical products on the market, many physicians are employing different methods for learning about new technologies for their practices.



Email was the top digital channel preferred by physicians for researching new medical technologies

Top online and print-based channels used by physicians for researching and collecting information on new products, devices, and technologies



70%

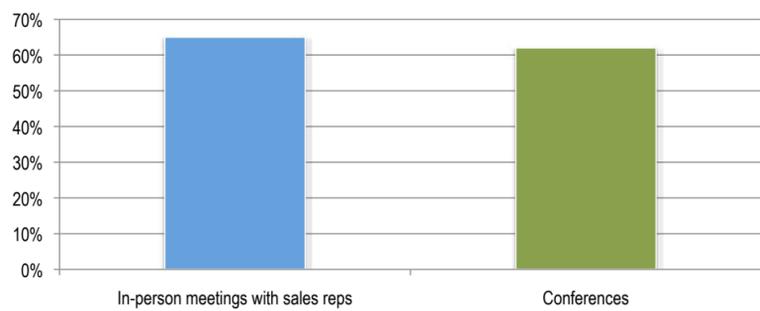
OF PHYSICIANS AT SMALL PRACTICES (1-15 MEMBERS) PREFER IN-PERSON SALES MEETINGS



40%

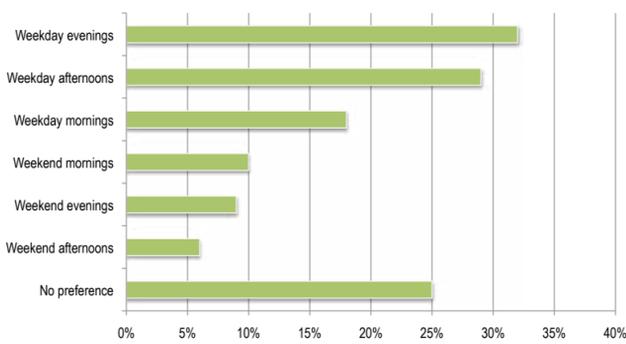
OF PHYSICIANS FROM LARGE PRACTICES (16+ MEMBERS) PREFER IN-PERSON SALES MEETINGS

Top face-to-face channels used by physicians for researching and collecting information on new products, devices, and technologies

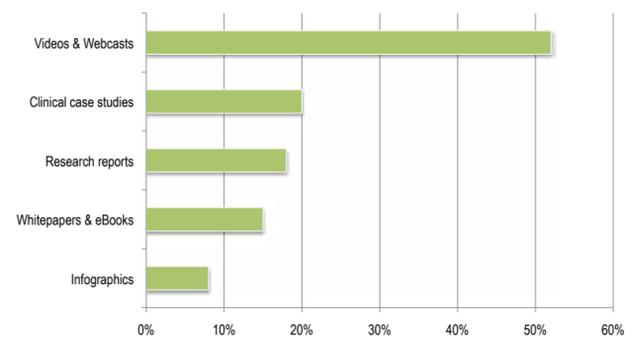


Weekday afternoons and evenings are the top times that physicians prefer to learn about new medical technology.

Best time of week for physicians to learn about new medical products, devices, and technologies



Top resources used more now than 2-3 years ago for learning about new medical products, devices, and technologies



Videos and webcasts gained the most traction with physicians in the last 2-3 years as a means for learning about new medical technologies.

About MedData Group: MedData Group provides demand generation 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.

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