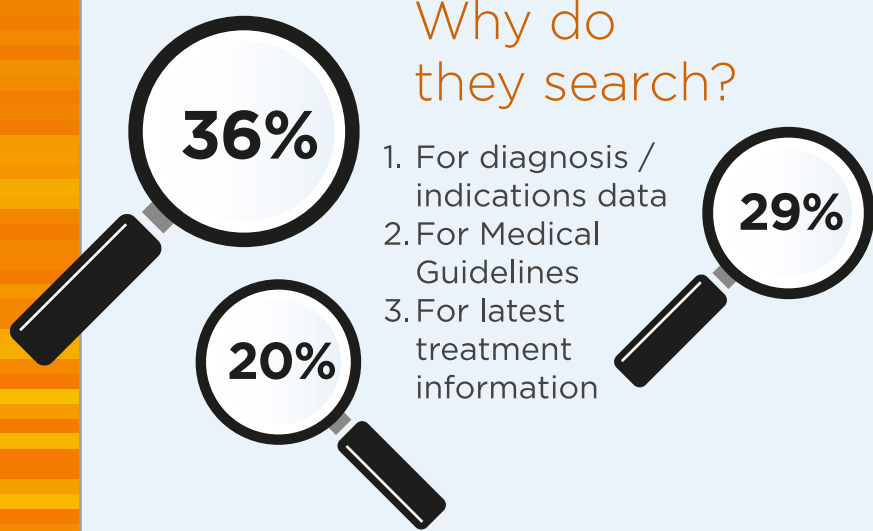


HOW EUROPEAN PHYSICIANS USE ONLINE RESOURCES

SEPTEMBER 2015

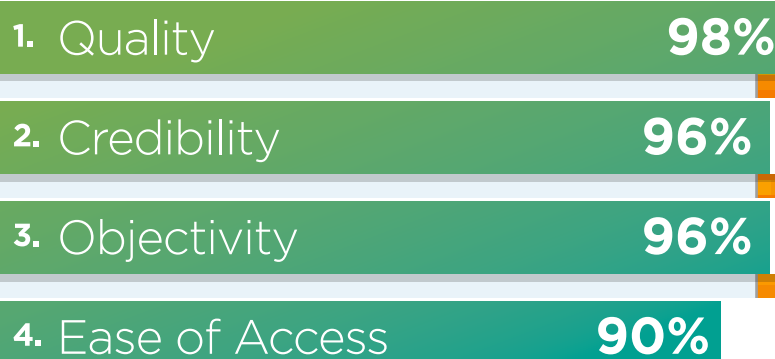
Why do they search?



The most trusted sources of online medical information are:



74% of all physicians look for medical information in English.



ARE THE MOST IMPORTANT CRITERIA APPLIED BY PHYSICIANS

More access at point of care: 40%

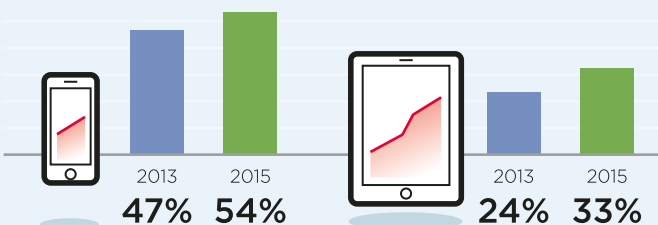
physicians access medical information at point of care with patient.



63%

of clinicians spend 6+ hours a week online for professional purposes.

Mobile access increasing:

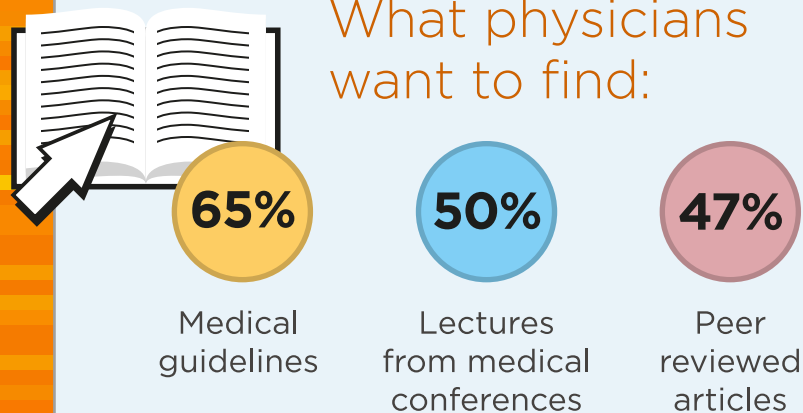


Medical videos top source of data 40%

Use Youtube to find medical information.



What physicians want to find:



How they use medical journals



97% consider online journals essential to their practice

69% regularly use online medical journals

...BUT many national differences:

UNITED KINGDOM	GERMANY	SPAIN	FRANCE	ITALY
1. • Medical guidelines 79%	1. • Medical guidelines 91%	1. • Medical guidelines 85%	1. • Congress info 61%	1. • Congress info 55%
2. • Diagnostic tools 56% • Checklists	2. • Lectures medical conferences 49%	2. • Peer reviewed articles 53%	2. • Peer reviewed articles 58%	2. • Lectures medical conferences 52%
3. • Lectures medical conferences 55% • Peer reviewed articles • Medical images	3. • Congress info 48% • Diagnostic tools and / or checklists	3. • Case studies 53%	3. • News 54%	3. • News 50%