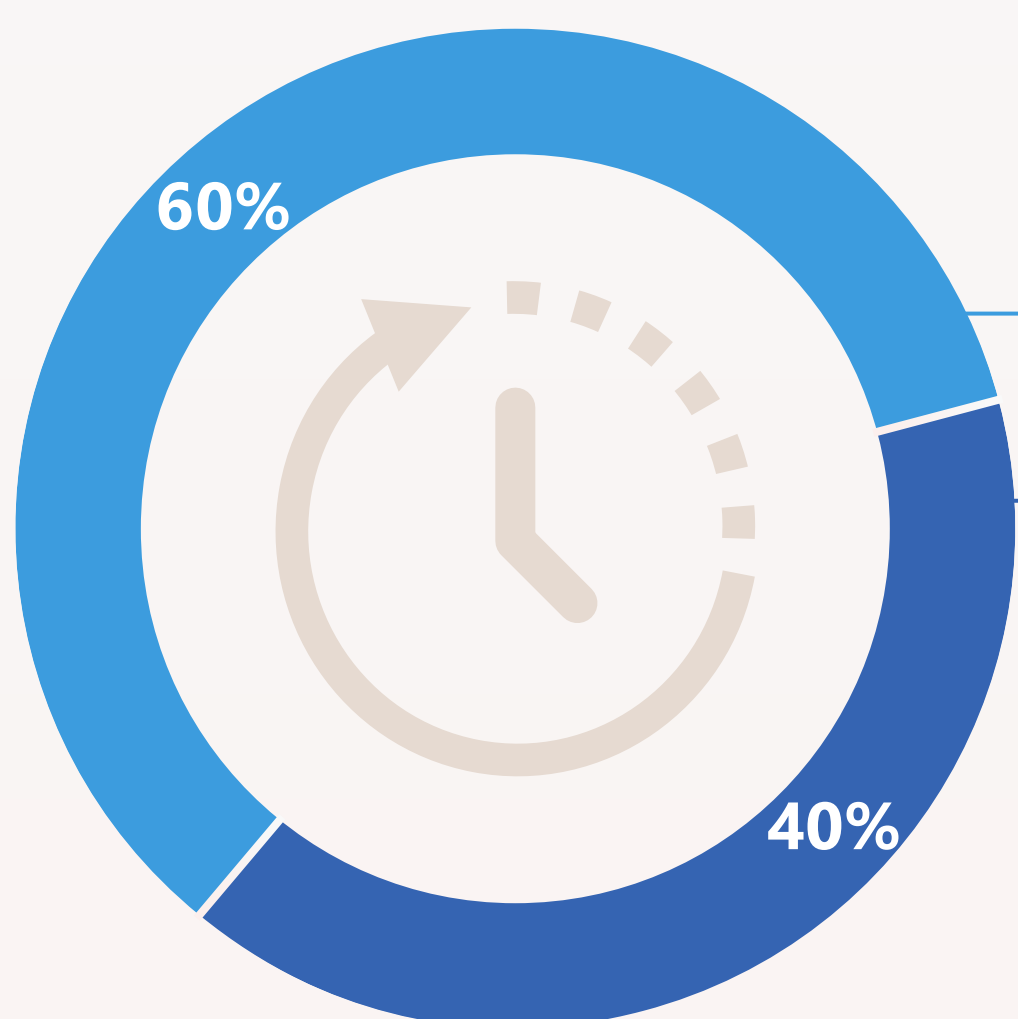




Are Physicians Open to Pharma on Social Media?

We surveyed 151 Canadian physicians to assess their behaviour and engagement levels with social media and other online technologies while also measuring their openness to communicating with pharma through these digital platforms.



How physicians spend their time online

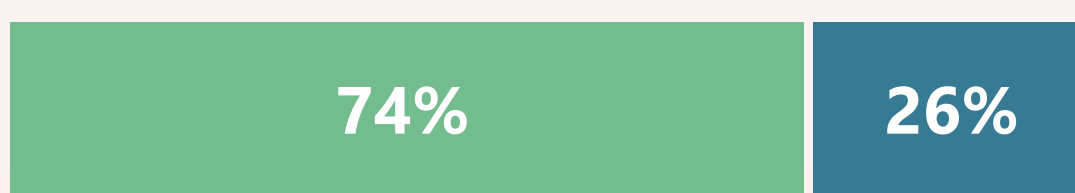
- LEISURE
 - PROFESSIONAL
- On average, physicians spend 2 hours a week on social media for professional use and 4–5 hours for leisure, with smartphones being the most commonly used device.

While most physicians browse online, not surprisingly younger physicians spend more time on social media.

Agreement with the following statements



"The growing use of social media in a professional setting will have a positive impact on the healthcare industry if utilized appropriately."



"I typically do not trust information I read online posted by a pharmaceutical/medical device manufacturer."



60% agree that the use of social media in a professional setting is **not** encouraged.

No significant differences between GPs and Specialists.



When asked whether it is appropriate for pharma to interact with physicians through social media (Twitter, Facebook, Instagram):



Overall, more than half of physicians agree there is a place for pharma in social media. However, the perceived reliability of information online from manufacturers remains an issue.

Additional barriers to overcome include a majority of physicians who agree that the use of social media is not encouraged in a professional setting, and that specialists are more likely to feel that social media is an inappropriate means of interacting with pharma.

Data based on survey of n=151 Canadian physicians. July 2019.

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