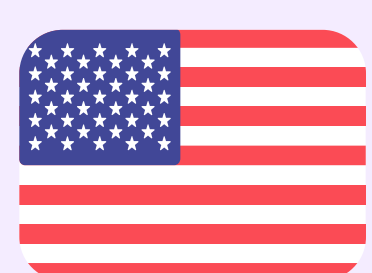


WHAT DIGITAL MEDIA DO PHYSICIANS USE?

On average, physicians spend **over 12 hours each week** (more than half a day!) using online and digital media for professional purposes. In this infographic we explore where they spend that time.



US

Hours spent on online/digital media for professional purposes in a typical week

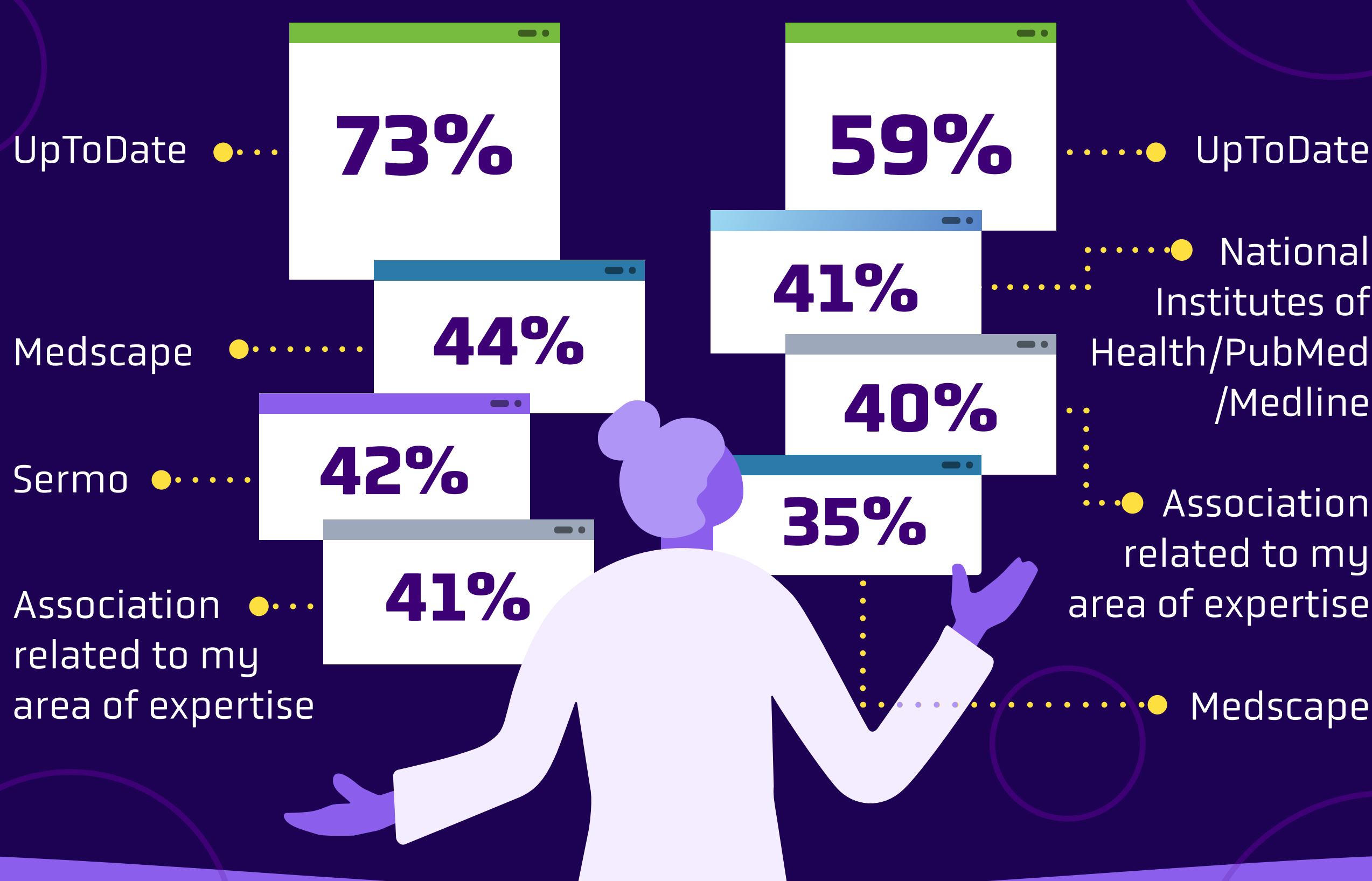
Mean



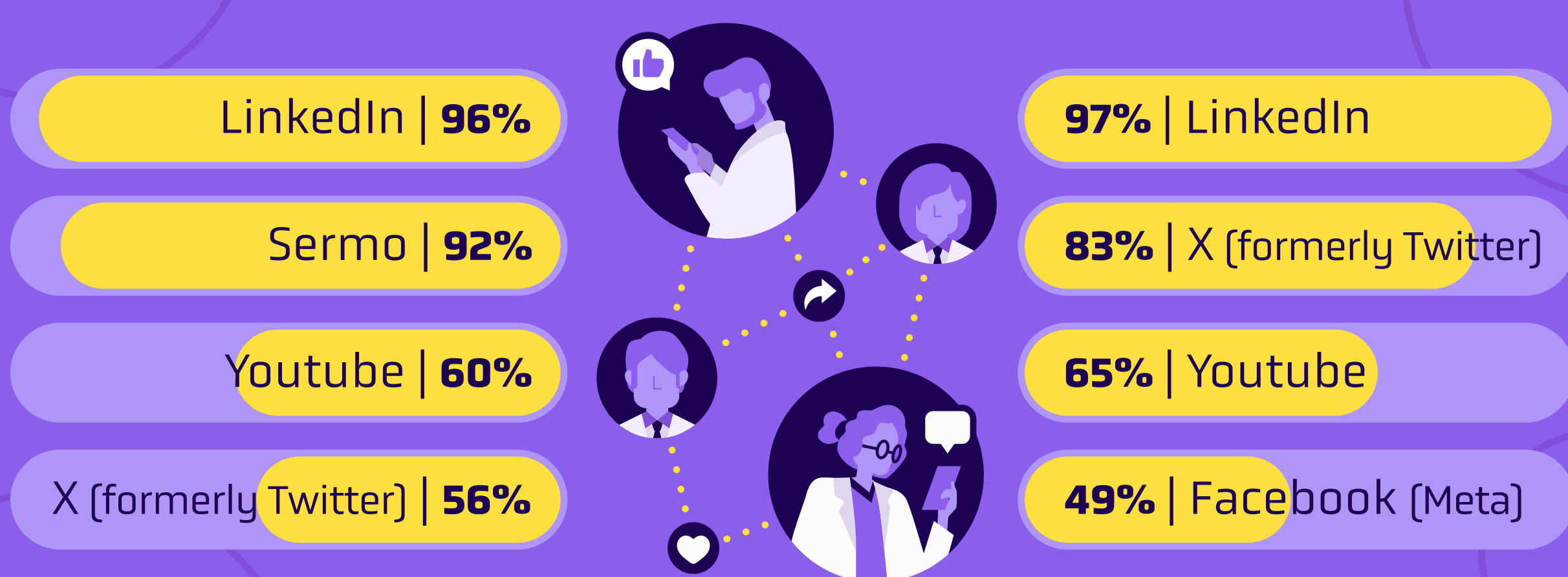
CA



Websites used most often for professional purposes



Social media used for professional purposes



Social media most appropriate for pharma companies to interact with physicians on



Data based on survey of physicians in the US (n=150) and Canada (n=140) recruited in August 2023. In the US, the sample includes 50 Primary Care Physicians and 100 Specialists. In Canada, the sample includes 49 General Practitioners and 91 Specialists.

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