



For over 35 years, PERQ/HCI has surveyed physicians to understand their readership of specific professional media. The **2007 Insights into Physician Media Usage** study was designed for pharmaceutical companies, their agencies and the media that serve them to help advertisers allocate resources to their overall media mix. This year, a new edition of PERQ/HCI's Insights into Physician Media Usage study clearly illustrates the range of media that advertisers must employ in order to fully engage the medical audience.

PERQ/HCI gathered data June-August, 2007, from over 2,300 doctors across 16 specialties, which is representative of the 443,000 practicing US doctors in these specialties. Respondents provided new input on the importance they place on 35 different sources of information for helping them "stay abreast of new medical developments." Participants also reported if they are exposed to these various media daily, weekly, quarterly, annually, or not at all.

Medical journals scored first on importance and had the highest percent of reach to respondents.

The **top four media for mean annual exposures** were:

- 1) Colleagues
- 2) Prescription pads
- 3) Patient record forms
- 4) Medical journals

Of particular interest is the **increasing importance of online platforms** for reaching physicians. According to study results, **83% of all physicians use the Internet for professional purposes**. Depending on specific medical specialty, **Internet usage ranges between 63% and 94% of physicians studied**.

Out of almost 20 specified purposes for using the Internet, **the top three purposes** among studied physicians were:

- 1) Information on drugs (73%)
- 2) Reading articles from medical publications (63%)
- 3) Completing CME credits (59%)

Additional information on the results of the 2007 Insights into Physician Media Usage study can be obtained by contacting **Dave Emery (847.375.5071 or Dave.Emery1@nielsen.com)**.