This study is brought to you courtesy of

www.google.com/think/insights
Connecting with Physicians Online

Searching for Answers
Google/Hall & Partners
U.S., Nov 2009
Background

Demonstrates how physicians use the internet and search in their clinical practices.

Research Objectives:

- Understand how physicians use the Internet in clinical practices
- Outline how physicians use search
- Determine the impact of online searches
- Evaluate physicians perceptions of the Internet
Two Part Study Methodology

**Vendor:** Hall & Partners

**Survey field dates:** May 20, 2009 – June 8, 2009

**Number of Interviews:** 411 physicians (PCP/GP, Endo, Cardio and Psych) completed an online survey, including embedded internet search exercises

**In order to qualify for the survey, a respondent had to:**

- Reside in the United States
- Be in practice 2 – 30 years
- Spend at least 75% of their time in direct patient care
- See a minimum of
  - 75 patients/week for PCPs/GPs/Endo/Cardio
  - 50 patients/week for Psychiatrists

* PCPs/GPs n=104, Endocrinologists n=103, Cardiologists n=101, Psychiatrists n=103
**Patient Scenario Task Explained**

| Task Intro                                      | • Present a few clinical scenarios, which will require you to research using the Internet  
|                                                | • Scenarios are intended to mimic actual situations that you may experience |
| Task Explained                                 | • Read each scenario and proceed with your research  
|                                                | • Spend the same amount of time researching that you normally do for a clinical situation  
|                                                | • Continue to research until you feel satisfied that you have found the necessary information  
|                                                | • Assume you have never come across the scenarios before and are researching for the first time |
| Tasks Monitored                                | • Activities will be tracked within the survey environment  
|                                                | • Online activity will be kept confidential and will only be used for research purposes |

Note: Grey box indicates that the data came from the patient research scenario task.
Patient Scenario Task: Medication Question

You want to know if your patient suffering from bi-polar disorder should be switched from a newer-generation anti-epileptic medication to an older generation anti-epileptic medication. Specifically, you want to compare the trade-offs between safety risks and efficacy given the recent black box warning about suicidal ideation in newer generation anti-epileptic drugs.
You want to know the current diagnostic criteria for PMDD. The reason is that a 25 year old is asking for the birth control medication by brand name, which she heard may also help alleviate the severe emotional symptoms she typically experiences around her period.
Patient Scenario Task: Symptom Research

You want to learn more about the clinical implications of the ACCORD study in order to minimize the CVD risk for your patients with type 2 diabetes.
Go

Please complete the task you have been given, starting by typing in a website address in the box below.

http://
The Digital Physician

1 Internet Overview: The Internet is Integral to Practice

2 Search Overview: Search is Core to Online Clinical Research

3 Conclusions and Recommendations
1. The Internet is Critical to Clinical Practice
The Internet Is the Top Health Resource

86% of physicians have used the Internet to gather health, medical, or prescription drug information.

The Internet far exceeds the following resources for gathering health, medical, or prescription drug information:

- Training – 78%
- Peer Reviews Journals – 77%
- Pharmaceutical sales representatives – 77%
- Colleagues – 67%
- Books – 56%
- Health-related organization/association – 54%
- Magazines – 35%
- Video/DVDs – 20%

Note: Blue box indicates that the data came from online survey.
Base: Total Physicians n=458
Source: Hall & Partners and Google Custom HCP Study, August 2009
Physicians Access the Internet Across Locations

Places Used to Access the Internet for Medical Information

- 92% in office/clinical setting
- 88% at home
- 59% on a mobile device
- 21% in patient exam room

Questions: In which of the following places do you access the internet to research medical or clinical information? You mentioned that you access the Internet in your office or clinical setting. Specifically, where do you do so? Do you use a mobile device (e.g. cell phone, PDA, Blackberry) to access clinical information? 

Base: Total Physicians n=411
Source: Hall & Partners and Google Custom HCP Study, August 2009
Most Physicians Access the Internet Daily

58% More than once per day

70% Spend 3 minutes or less researching a patient scenario

65% of PCPs access the Internet more than once per day

Questions: Which of the following best describe how often you use the internet in your clinical practice to gather health medical or prescription drug information?
Approximately how many times per week do you use search engines to research clinical information?

Base: Total Physicians n=411
Source: Hall & Partners and Google Custom HCP Study, August 2009
### Types of Websites Used

<table>
<thead>
<tr>
<th>Website Type</th>
<th>Usage Percentage</th>
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</thead>
<tbody>
<tr>
<td>Search Engines</td>
<td>81%</td>
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<tr>
<td>General Health Websites</td>
<td>74%</td>
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<tr>
<td>Health.org Websites</td>
<td>65%</td>
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<tr>
<td>Drug-specific Websites</td>
<td>59%</td>
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<tr>
<td>Pharma Co. Websites</td>
<td>55%</td>
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<tr>
<td>Hospital or Clinic Websites</td>
<td>36%</td>
</tr>
<tr>
<td>Medical Device Websites</td>
<td>29%</td>
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<tr>
<td>Chat Rooms, Message Boards</td>
<td>14%</td>
</tr>
<tr>
<td>Video Websites</td>
<td>11%</td>
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</table>

**92%** use Google

**13%** use Google Scholar

Questions: Which of the following online resources do you use to research or gather health, medical or prescription drug information? How useful are the following online resources to you as you research or gather health, medical or prescription drug information?

Base: Total Physicians n=411

Source: Hall & Partners and Google Custom HCP Study, August 2009
Physicians Look for Info on Variety of Topics

Reasons for Conducting Online Research

<table>
<thead>
<tr>
<th>Patient/ Conditions</th>
<th>Drug/Treatments</th>
</tr>
</thead>
<tbody>
<tr>
<td>General condition information</td>
<td>Specific drug information</td>
</tr>
<tr>
<td>Information for patients</td>
<td>Treatment side effects</td>
</tr>
<tr>
<td>Information to aid diagnosis</td>
<td>Drug safety information</td>
</tr>
</tbody>
</table>

| | New medications | 64% |
| | Contraindications | 59% |
| | Medication in development | 45% |
| | Clinical trial information | 45% |

Question: For which of the following reasons do you use the internet to research health, medical or prescription drug information?

Base: Total Physicians n=411

Source: Hall & Partners and Google Custom HCP Study, August 2009
Physicians Research on Multiple Sites

Number of Unique Websites Visited During Patient Research Task

- 1 website: 22%
- 2 websites: 23%
- 3 to 4 websites: 32%
- 5+ websites: 23%

Base: Physicians who used websites n=389
Source: Hall & Partners and Google Custom HCP Study, August 2009
Physicians Research Further on Websites

Source: Hall & Partners and Google Custom HCP Study, August 2009
Physicians Take Action as a Result of Online Research

**Question:** How often do you take the following actions as a result of gathering clinical information online? Top 2 box (always /often).

**Base:** Total Physicians n=411

**Source:** Hall & Partners and Google Custom HCP Study, August 2009

<table>
<thead>
<tr>
<th>Action</th>
<th>Physicians</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conduct further research myself</td>
<td>48%</td>
</tr>
<tr>
<td>Print out information or direct a patient to a website to learn more</td>
<td>45%</td>
</tr>
<tr>
<td>Recommend a patient change behavior or habits (e.g., lifestyle)</td>
<td>38%</td>
</tr>
<tr>
<td>Recommend further tests based on symptoms</td>
<td>32%</td>
</tr>
<tr>
<td><strong>Make a change in a patient's medication</strong></td>
<td>31%</td>
</tr>
<tr>
<td><strong>Initiate treatment (e.g., write a prescription for a new course of treatment)</strong></td>
<td>30%</td>
</tr>
<tr>
<td>Ask another colleague for his/her opinion</td>
<td>28%</td>
</tr>
<tr>
<td>Request more information about a product or medication</td>
<td>25%</td>
</tr>
</tbody>
</table>
Physicians Believe the Internet is a Benefit

**86%** Quality of online information has **improved** over the last few years.

**80%** Use the Internet to **verify information** from a patient.

**73%** Consider the Internet to be a **standard part** of clinical practice.

**83%** Rely more on the Internet than in the past for clinical practice.

**78%** Believe the Internet has made **practicing medicine easier**.

**69%** Trust clinical information online.

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Question: Using the scale below, please indicate how much you agree or disagree with each of the following statements about using the internet in your clinical practice? Top 2 box.
Base: Total Physicians n=411
Source: Hall & Partners and Google Custom HCP Study, August 2009
2. Search is Core to Online Clinical Research
Physicians Start with Search

How Physicians Start Patient Research

- 71% Search Engine
- 29% Website

*Note: 'Where search starts' includes what the 1st step was that respondents took when executing the task. 'Total search engine use overall' includes the use of search engines overall, across scenarios and searches.

Base: Total Physicians n=411, Physicians who use a search engine n=294
Source: Hall & Partners and Google Custom HCP Study, August 2009
Physicians Search on Multiple Words

Base: Physicians who use a search engine n=294
Source: Hall & Partners and Google Custom HCP Study, August 2009

Numbers of Word Used Per Search

- 1 word: 10%
- 2 words: 24%
- 3 words: 28%
- 4-5 words: 26%
- 6+ words: 12%

Base: Physicians who use a search engine n=294
Source: Hall & Partners and Google Custom HCP Study, August 2009
One-Third of Physicians Search on Branded Meds

Types of Search Terms Physicians Use

- **57%** Conditions
  - e.g., cardiovascular disease, post traumatic stress disorder

- **36%** Treatments / Trials
  - e.g., diabetes type II treatment, antiplatelet therapy trials

- **33%** Branded Medication
  - e.g., Boniva, Pristiq

Base: Physicians who use a search engine n=294
Source: Hall & Partners and Google Custom HCP Study, August 2009
Physicians Typically Conduct 1 – 2 Searches

Number of Searches Made During Patient Research Task

64% Conduct 1 search

21% Conduct 2 searches

15% Conduct 3+ searches

Base: Physicians who use a search engine n=294
Source: Hall & Partners and Google Custom HCP Study, August 2009
Almost Half Don’t Change Search Terms While Searching

Physicians Who Conduct Multiple Searches

- Search terms do not change: 47%
- Search terms get MORE specific: 36%
- Search terms get LESS specific: 12%

Base: Physicians who use a search engine n=105
Source: Hall & Partners and Google Custom HCP Study, August 2009
Physicians Find Answers Quickly

Number of Search Pages Viewed

1
52%

2
24%

3+ 24%

Base: Physicians who use a search engine n=294
Source: Hall & Partners and Google Custom HCP Study, August 2009
Physicians Click at the Top of the Page

Percent of Physicians That Clicked

Base: Physicians who use a search engine n=294
Source: Hall & Partners and Google Custom HCP Study, August 2009
Emphasis is Placed on Relevancy and Familiarity

Importance of Factors to Determine Which Search Results to Select

- **Relevancy**: 80%
- **Description**: 68%
- **Familiarity with Website**: 67%
- **Page Result is Located on**: 41%
- **Rank**: 40%

Question: Still thinking about using search engines to find clinical information online, please indicate how important each of the following are in helping you determine which results to select on a search engine results page?

Base: Total Physicians n=411

Source: Hall & Partners and Google Custom HCP Study, August 2009
Physicians Find Search Engines Are Useful & Relevant

- **88%** Search engines have made looking for information online easy.
- **77%** Rely more on search engines than in the past.
- **73%** Search engine results tend to be relevant to my query.
- **69%** Tend to use search engines throughout the research process.
- **60%** Search engines are my “go to” online source.
- **57%** Trust the results listed in the search engine results page.

**Question:** Using the scale below, please indicate how much you agree or disagree with each of the following statements about using the search engines when researching clinical information online? Top 2 box.

*Base: Total Physicians n=411*

*Source: Hall & Partners and Google Custom HCP Study, August 2009*
## Perceptions Differ Based on Search Usage

**Searchers Rely on the Internet More Than Non-Searchers**

<table>
<thead>
<tr>
<th></th>
<th>Searchers</th>
<th>Non-Searchers</th>
</tr>
</thead>
<tbody>
<tr>
<td>The quality of online clinical information has improved over the last few years.</td>
<td>90%</td>
<td>79%</td>
</tr>
<tr>
<td>I find myself relying more on the internet than I have in the past.</td>
<td>87%</td>
<td>77%</td>
</tr>
<tr>
<td>I have used the internet to verify Information from a patient.</td>
<td>84%</td>
<td>75%</td>
</tr>
<tr>
<td>The internet has made practicing medicine easier.</td>
<td>81%</td>
<td>71%</td>
</tr>
<tr>
<td>When I find the clinical information I'm looking for, I tend to consult other, non-online sources to verify the information.</td>
<td>39%</td>
<td>49%</td>
</tr>
</tbody>
</table>

**Question:** Using the scale below, please indicate how much you agree or disagree with each of the following statements about using the internet in your clinical practice? Top 2 box.

**Base:** Total Physicians n=411

Source: Hall & Partners and Google Custom HCP Study, August 2009
Conclusions & Recommendations
Conclusions

- Internet is an integral part of physicians clinical practice
- Physicians use the Internet round the clock in short bursts of time
- Search is a gateway to online health information but also used throughout the research process
- Physicians find what they are looking for using search:
  - Using three words per query, they do one search and click on the top of the page on a result that is relevant to their query
- The Internet and Search have transformed medical practice today
Physician Campaign Recommendations

• Ensure you have separate physician-specific campaigns set up to capture your target audience

• Include a robust range of keywords, from more general brand and condition terms to more specific ones unlikely to be part of consumer searches:

  - treating arthritis
  - treat arthritis
  - arthritis treatment
  - arthritis research
  - zinaxa precautions
  - zinaxa prescribing info
  - zinaxa interactions
  - zinaxa clinical trials

• Always make sure ad copy is clearly targeted to HCPs:

  - **Arthritis Physician Site**
    Antirheumatics & Joint Longevity:
    Healthcare Professionals Only
    www.PhysicianArthritisResource.com

  - **ZINAXA ® Physician Site**
    Prescribing Info & Education Tools
    Healthcare Professionals Only
    www.ZINAXA.com

• Land physicians on professional content on your site

• Maintain top positions in order to syndicate across Google’s search partners to distribute your message across the web
Appendix
PCP Research Scenarios

**SCENARIO 1**

**GOAL:** Understand how physicians research a diagnosis

25 year old patient asks for a birth control medication by brand name, which she heard may also help alleviate the severe emotional symptoms.

**SCENARIO 2**

**GOAL:** Understand how physicians research symptoms

Physician struggles with a firm diagnosis after multiple evaluations.

**SCENARIO 3**

**GOAL:** Determine how physicians research medications

50 year old male is currently taking a brand for depression and is experiencing erectile dysfunction and lowered sex drive.
Cardiologist Research Scenarios

**SCENARIO 1**

**GOAL:** Understand how physicians research treatments

Physician wants to learn about clinical implications of the ACCORD study to minimize the CVD risk for your patients with Type 2 diabetes.

**SCENARIO 2**

**GOAL:** Understand how physicians research clinical trial data

Physician needs to review latest clinical trial data on antiplatelet therapies to access if any patients will benefit from it.

**SCENARIO 3**

**GOAL:** Determine how physicians research medications

Physician struggles with whether to treat with ambrisentan or clopidogrel bisulfate.
Psychiatrist Research Scenarios

**SCENARIO 1**

**GOAL:** Understand how physicians research medications

Physician wants to determine whether patient suffering from bipolar disorder should be switched from a newer-generation to an older-generation anti-epileptic medication.

**SCENARIO 2**

**GOAL:** Determine how physicians research medications & check contraindications

64 year old Caucasian female patient suffers from chronic depression and want to understand if you should prescribe Pristiq and if any contraindications will occur.

**SCENARIO 3**

**GOAL:** Understand how physicians research medications

Physician wants to understand whether to prescribe Chantix for a patient you are currently treating for post-traumatic stress disorder and ensure there won’t be any conflicts.
# Search Terms

## Conditions
- Diabetes/ Diabetes type II/ DM2
- PTSD/ PTSD/ Post traumatic stress disorder
- IGF/ IGF-1/ Growth disorder in children/ IGFD/ Primary IGFD and IGF-1
- PMDD/ Premenstrual mood disorder
  - Chronic fatigue
- ED/ Erectile Dysfunction
- Anxiety Disorder
- Bipolar Disorder
- PAD/ Peripheral arterial disease
  - Pancreatitis
- Birth Control
- Osteoporosis
  - SSRI
- CVD/ Cardiovascular disease
- Depression
- Atherosclerosis
- Hypertension
- PVD

## Branded Medications
- Chantix
- Pristiq
- Byetta
- Celexa
- Yaz
- Boniva
- Plavix
- Tegretol

## Non-Branded Medications
- Ambrisanten
- Clopidogrel
- Citalopram
- Desvenlafaxine

## Branded Medications
- Antiplatelet drugs/ medication
- Antiepileptic drugs/ AEDS
- Switching medications/ Changing to new medications
  - Anticonvulsants/
  - Anticonvulsant drugs/ medication
- Antiseizure drugs/ medication
- Antidepressants
- Bipolar disorder drugs/ medications
### Search Terms

#### Treatments / Trials
- Accord study/ trials/ results/ CVD risk/ Diabetes
  - Diabetes/ Diabetes type II treatment/ medications for Hispanic patients
  - Antiplatelet therapy trials/ clinical trials/ new antiplatelet therapies
  - ACE/ American College of Endocrinology guidelines on Byetta
  - IGF-1 growth failure treatment/ treatment for IGF-1/ IGF-1 growth failure
  - ED drugs/ medications/ treatment options
    - PAD therapy
    - PMDD treatments
  - ACS/ American Cancer Society

#### Branded Medications
- Chantix
- Pristiq
- Byetta
- Celexa

#### Non-Branded Medications
- Ambrisantan
- Clopidogrel

#### Branded Medications
- Yaz
- Bonivia
- Plavix
- Tegretol
- Citalopram
- Desvenlafaxine

#### Branded Medications
- Antidepressants
  - Bipolar disorder drugs/ medications

#### Antiseizure drugs/ medication
- Anticonvulsants/ Anticonvulsant drugs/ medication
- Antiepileptic drugs/ AEDS
- Switching medications/ Changing to new medications
# Search Terms

## Treatments / Trials
- Accord study/ trials/ results/ CVD risk/ Diabetes
- Diabetes/ Diabetes type II treatment/ medications for Hispanic patients
- Antiplatelet therapy trials/ clinical trials/ new antiplatelet therapies
- ACE/ American College of Endocrinology guidelines on Byetta
- IGF-1 growth failure treatment/ treatment for IGF-1/ I GFD/ Hormone therapy
- ED drugs/ medications/ treatment options
  - PAD therapy
  - PMDD treatments
- ACS/ American Cancer Society

## Safety/ Contraindications
- Byetta deaths/ Byetta safety/ Byetta and Pancreatitis
- Safety/ contraindications
- Antiepileptic drugs/ medications and suicide ideation
  - Pristiq contraindications/ Pristiq safety
  - Black box warning on antiepileptic drugs/ medications
- Black box warnings on anticonvulsant/ antiseizure drugs/ medications
- Black box warnings on Bipolar drugs/ medications
  - Anticonvulsant and suicide ideation
  - Bipolar disorder and anticonvulsant/ antiepileptic/ antiseizure medications
  - Bipolar drugs/ medications and suicide ideation

## Drug Interactions
- Pristiq drug interactions/
  - Beta blockers/ Boniva
- Drug Interactions (NS)
- Ambrisanten and Clopidogrel
- Ambrisanten and Plavix

## Side Effects
- Side Effects (NS)
- Celexa side effects
- Byetta side effects
- Prestiq side effects
- Chantix side effects
### Websites

<table>
<thead>
<tr>
<th>Medical Reference</th>
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<tbody>
<tr>
<td>Medscape.com</td>
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<td>Drugs.com</td>
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<tr>
<td>Webmd.com</td>
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<tr>
<td>Epocrates.com</td>
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<tr>
<td>Uptodate.com</td>
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<tr>
<td>Healthcentral.com</td>
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<tr>
<td>Depression.emedtv.com</td>
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<tr>
<td>Theheart.org</td>
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<tr>
<td>Ehealthme.com</td>
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<td>Medicinenet.com</td>
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<td>Mediafact.com</td>
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<td>Rxlist.com</td>
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<td>Emedicine.com</td>
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<tr>
<td>PDR.net</td>
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<tr>
<td>Psychiatryonline.com</td>
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<tr>
<td>Mdconsult.com</td>
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<td>Healthsquare.com</td>
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<tr>
<td>Psychiatrictimes.com</td>
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<td>Dlife.com</td>
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<tr>
<td>Healthline.com</td>
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<td>Sciencedirect.com</td>
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<td>Merckmedicus.com</td>
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<td>Modernemedicine.com</td>
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<td>Naturalnews.com</td>
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<td>Eddrugs.com</td>
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<td>Marketresearch.com</td>
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<td>Psychcentral.com</td>
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<td>Netwellnes.org</td>
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<td>News-medical.net</td>
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<td>Newsrx.com</td>
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<tr>
<td>Furiousseasons.com</td>
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<tr>
<td>Healthboards.com</td>
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<tr>
<td>Healthpartners.com</td>
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<tr>
<td>Wrongdiagnosis.com</td>
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<tr>
<td>Andrebergermd.com</td>
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<tr>
<td>Psychosomaticmedicine.org</td>
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<tr>
<td>Diabetesmonitor.com</td>
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<td>Mdnet.com</td>
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<tr>
<td>Thomsonhc.com</td>
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<tr>
<td>Aidsmeds.com</td>
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<td>Medweb.com</td>
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<td>Everydayhealth.com</td>
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<td>Naturalnews.com</td>
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<td>Eddrugs.com</td>
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<td>Marketresearch.com</td>
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# Websites

## Government

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<td>FDA.gov</td>
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<td>NCBI.NLM.NIH.gov</td>
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<td>Medline/medlineplus.gov</td>
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<td>NDEP.NIH.gov</td>
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<td>Pubmed.gov</td>
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<td>NIH.gov</td>
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<tr>
<td>CDC.gov</td>
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<td>Dailymed.NLM.NIH.gov</td>
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## Pharma Branded

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<thead>
<tr>
<th>Website</th>
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<tbody>
<tr>
<td>Chantix.com</td>
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<tr>
<td>Yaz.com/Yaz-US.com</td>
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<tr>
<td>Plavix.com</td>
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<tr>
<td>Celexa.com</td>
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<td>Amylin.com</td>
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<td>Pristiq.com</td>
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<td>Ambrisentan.com</td>
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<td>Wyeth.com</td>
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<td>Pfizer.com</td>
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<td>Lilly.com</td>
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## Academic/ Medical Association

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<tbody>
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<tr>
<td>ACC.org</td>
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<tr>
<td>PMDD.Factsforhealth.org</td>
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<td>ADA.org</td>
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<tr>
<td>Americanheart.org</td>
</tr>
<tr>
<td>Americanpsychiatricassociation.com</td>
</tr>
<tr>
<td>Endo-society.org</td>
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<tr>
<td>Stanford.wellsphere.com</td>
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<td>Bipolar.org</td>
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<tr>
<td>TIGC.org academic</td>
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<tr>
<td>Universityofcalifornia.edu</td>
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<td>AMA.org</td>
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<tr>
<td>WPIC.pitt.edu</td>
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<td>UMM.edu</td>
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<td>CME.com</td>
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<tr>
<td>Endocrinesociety.org</td>
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<tr>
<td>epilepsyfoundation.org</td>
</tr>
<tr>
<td>Library.musc.edu</td>
</tr>
</tbody>
</table>
# Websites

## Medical Journals
- NEJM.org
- Karger.com
- Medicalnewstoday.com
- Bio-medicine.org
- Springerlink.com
- Sagepub.com
- Diabetesjournals.org
- Cardiosource.com
- Neurologyreviews.com
- BMJ.com
- AHA.org
- Escientenews.com
- DMD.aspetjournals.org
- JAMA.AMA.ASSN.org
- Journals.cambridge.org
- BJM.org
- CCJM.org
- EMEA.europa.eu
- AJP.psychiatryonline.org
- CIRC.ahahjournal.org
- Onlinejacc.org

## General News
- Newsinferno.com
- CBS TV.com
- Blogs.WSJ.com
- News.moneycentral.msn.com

## General Search Engine
- Wikipedia.org/en.wikipedia.org
- Google Scholar
- Linkinghub.elsevier.com
- About.com
- Answers.yahoo.com
- Books.google.com
- Archive.org
## Websites

### Pharma Unbranded
- Diabetes.com/org
- PMDD.com

### Clinical Trials
- Clinicaltrials.gov
- Accordtrial.org
- Centerwatch.com
- Clinicalstudies.info.NIH.gov

### Hospital or Clinic
- Mayoclinic.com
- Cat.inist.FR
- Clevelandclinic.org

### Legal
- Houston.injuryboard.com
- Reichandbinstock.com
- Yourlawyer.com
- AAA.aboutlawsuits.com
- Patentstorm.us
- Byetthalawsuit.com

### Condition Specific Foundation/Organization
- Cfids.org
- Epilepsy.com
- Igfdforum.com
- Magicfoundation.org
- Epilepsyfoundation.org
- Hgfoudned.org
# Websites

## Insurance Company
- aetna.com
- bcbs.com

## Online Community
- sermo.com

## Medical Search Engine
- Aolhealth.com

## Other Miscellaneous
- Diabetes.EMEDTV.com
- Pslgroup.com
- Fatigue.com
- Pad.com
How Physicians Moved Through Their Research

Base: Total Physicians n=411
The Majority of Physicians Use Google

Question: Which of the following search engines, if any, do you use in your clinical practice to research or gather health, medical or prescription drug information?
Base: Total Physicians n=411
Source: Hall & Partners and Google Custom HCP Study, August 2009
Physicians Click on Higher Search Results

Likelihood to Click on Type/Location of Results

Question: While researching clinical information using a search engine, which of the following are you likely to click on?

Base: Total Physicians n=411
Note: Physician self-reported data
Source: Hall & Partners and Google Custom HCP Study, August 2009
Medical Sites Used for Research

Types of Websites Physicians Used During Patient Scenario Tasks

- **71%** Medical Reference
  - e.g., Drugs.com
- **30%** Government
  - e.g., NIH.gov
- **27%** Pharma Branded
  - e.g., Pfizer.com
- **21%** Academic / Medical Associations
  - e.g., AmericanHeart.org
- **21%** Medical Journals
  - e.g., BioMedicine.org

Base: Physicians who used websites n=389
Source: Hall & Partners and Google Custom HCP Study, August 2009
Over Half of Physicians Belong to an Online Physician Community

Membership in Online Communities

- **Sermo**: 49%
- **Doctornetworking.com**: 4%
- **Social MD**: 2%
- **Clinical Village**: 2%
- **Other Communities**: 10%

**Question**: Which of the following online communities, if any, are you a member of?
**Base**: Total Physicians n=411
**Source**: Hall & Partners and Google Custom HCP Study, August 2009
Like what you learned?
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www.google.com/think/insights