

What do doctors *really* do on the internet?

Gary Burd¹, Nicole Strangman¹, Andi Schmid², Kent Bhupathi², Caitlin Schoensiegel², Shubham Sarcar², and Heather Figlar²

¹Caudex, a division of IPG Health Medical Communications, New York, NY, USA ²Solve(d), an IPG Health Company, New York, NY, USA

Objective

To investigate, using a digital tracking tool, where HCPs go online for medical information, and for how long.

Conclusions

- HCPs engage with medical publications infrequently, but more frequently than other avenues of medical content.
- The time spent on medical publications is less than other avenues of medical content; medical videos are particularly “sticky.”
- Providing alternative learning/multichannel/omnichannel to medical publications could engage more HCPs.
- Potential limitations:
 - Also tracks activity in “background” windows
 - Software only downloaded to one device
 - Firewalls may have restricted software installation on work devices
 - HCP specialties and geography mean broad applicability cannot be assumed

Background

- Previous studies presented at ISMPP have used surveys to capture doctors' self-reported online activity and engagement.¹
- Tools exist to track activity online in real-time, including web analytics tools, social media analytics tools, ad tracking tools, browser extensions, and virtual private networks.

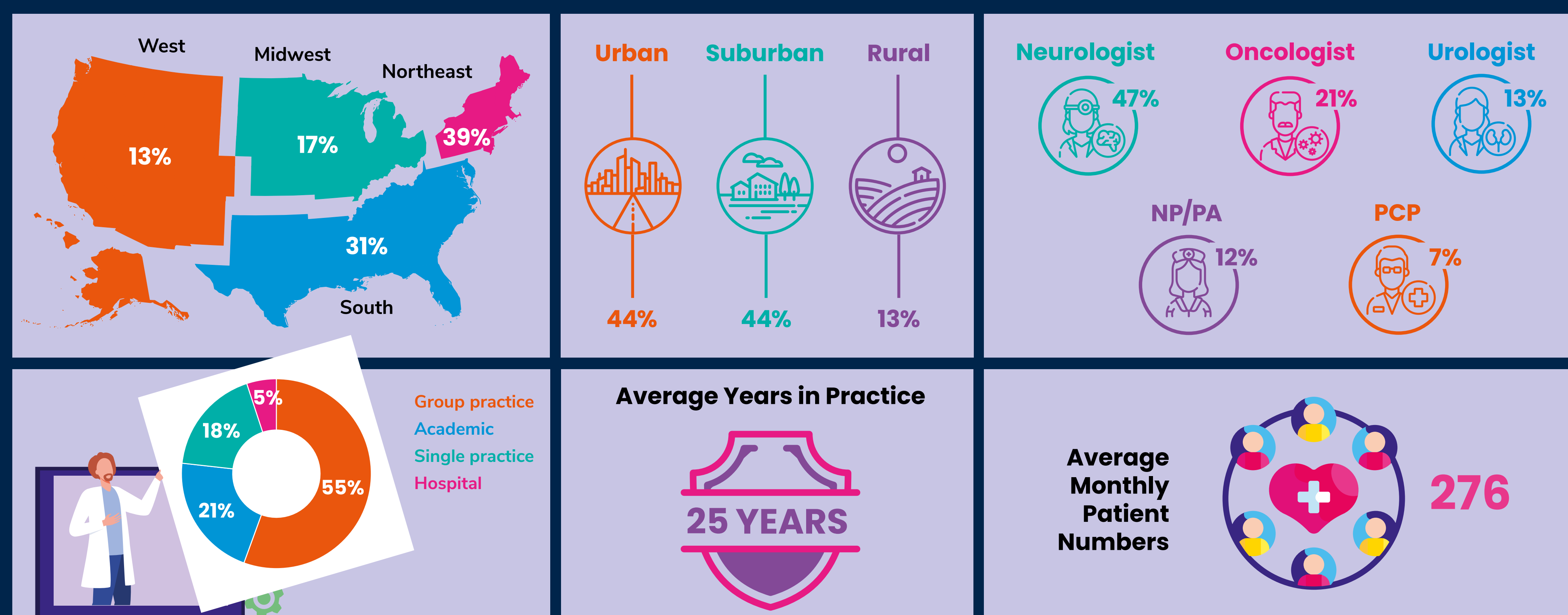
Methods

- We used a proprietary online tracking method, unique within the life sciences, called “passive tracking.”

Passive Tracking Methodology



Baseline Demographics

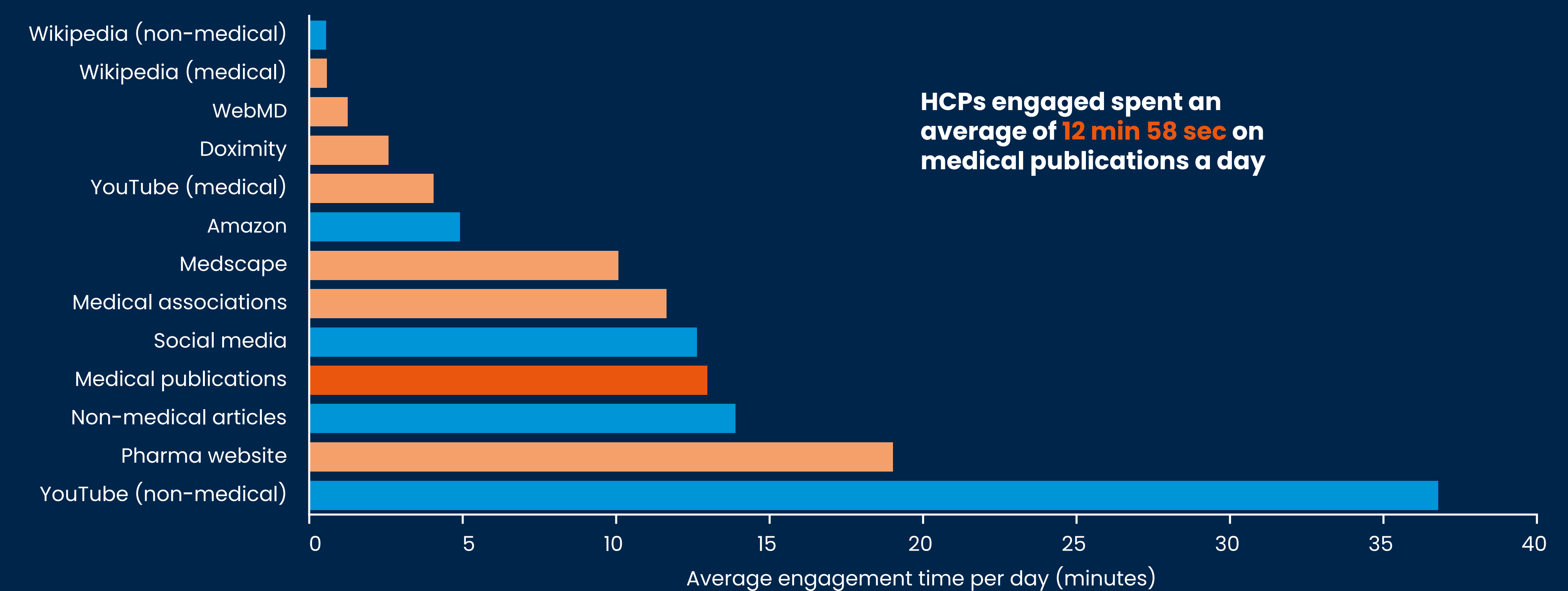


NP, nurse practitioner; PA, physician's assistant; PCP, primary care physician.

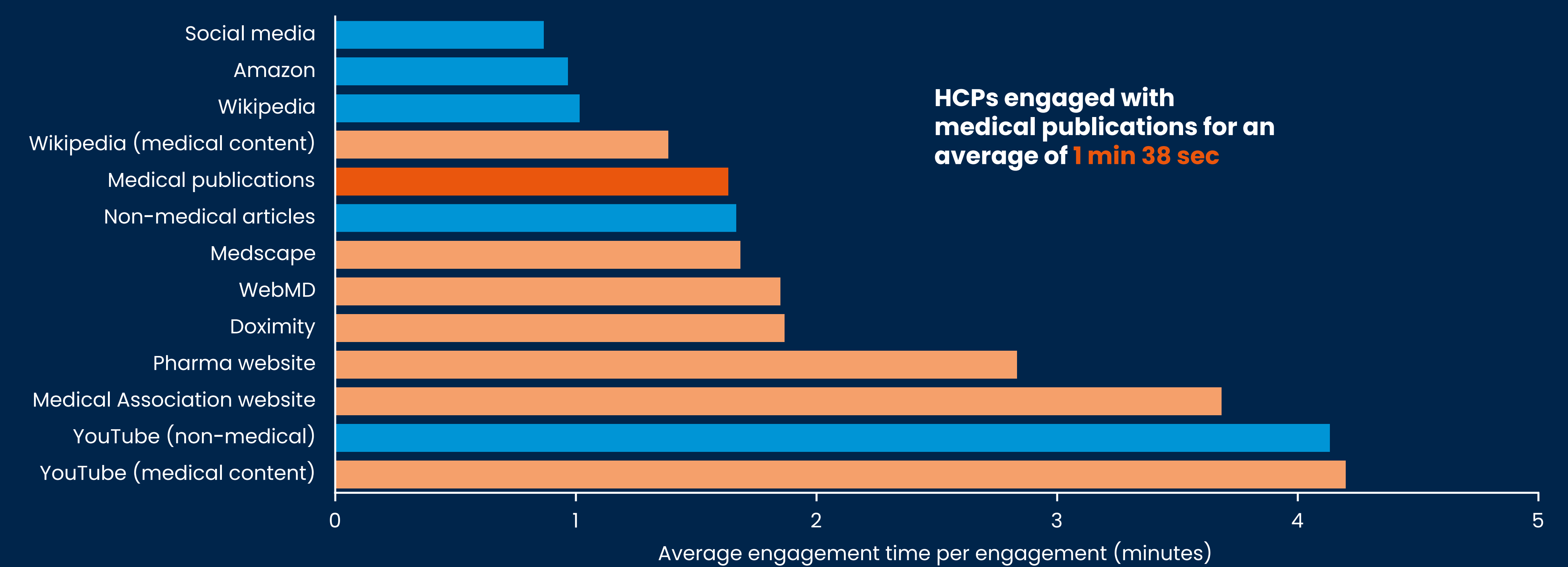
Results

- 313 US HCPs were recruited from December 1, 2021, to April 1, 2022, and followed for 4 weeks.
- Passive tracking recorded an average of 29 hours of online behavior per day per HCP. This is high because people leave multiple windows open for extended periods and that time is logged as activity.

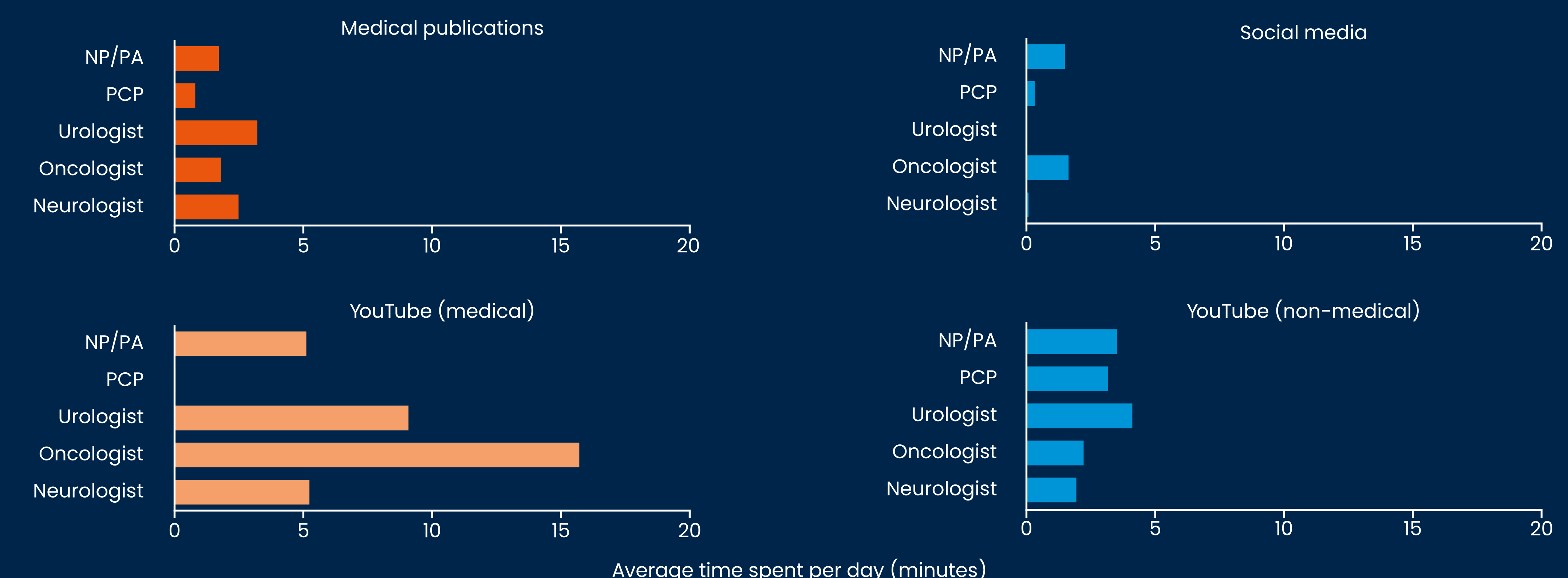
Average Time Spent Per Day on a Selection of Activities



Average Engagement Time Per Engagement for a Selection of Activities



Average Engagement Time Per Engagement for Certain Activities by Specialty



Reference

1. Thompson M, et al. Original Abstracts from the 14th Annual Meeting of ISMPP. *Curr Med Res Opin.* 2018;34(S1):24.

Conflict of Interest Statement

All authors are employees of IPG Health Medical Communications.