

Healthcare Information Technology Fact Sheet

Physician Internet Use Statistics

Physicians and Internet Use

- 21% of physicians use email to communicate with their patients.¹
- 7.6 million consumers are actively emailing with their physicians.²
- The number of U.S. physicians participating in electronic detailing (e-detailing) has nearly doubled in the past three years—from 141,000 physicians in 2002 to 246,000 in 2005.³
- Many younger physicians are attracted to hospitals that provide them with the technology to practice without paper.⁴
- According to Forrester, half of U.S. physicians owned a PDA in 2004, compared with 14% of the population overall...[and] doctors are increasingly using the devices for more-complex tasks. Sixty-five percent of physicians who use PDAs say they use them to check medications, according to the AMA and Forrester.⁵
- A survey conducted by closerlook revealed the following data about doctors online behavior:
 - o 98% of doctors are online
 - o 87% go online monthly
 - o 80% said they had changed their prescribing behavior as a result of pharma information obtained online

Doctors spend at least 50 minutes per night online researching disease information, drug information, and, to a lesser degree, CME information.⁶

¹ Implementation of Health Information Technology Solutions, ACME Paper, 2004

² Manhattan Research, Consumer Health Interactivity Module, October 2005

³ Electronic Detailing: Trends in Adoption and Use of Web-based Applications—Manhattan Research, LLC

⁴ HealthCast Tactics PWC, 2001

⁵ Borzo, Jeanette, “A New Physicians Assistant,” Wall Street Journal, October 10, 2005

⁶ Where the Doctors Are, ePharmaceuticals, July 2005