

# PERQ/HCI

## Insights Into Physician Internet Usage

*Detailed Physician Behavior For Good Measure*

This unique study **delivers an accurate analysis of the way healthcare professionals in sixteen different specialties use the Internet for their work.** The 2006 study has been enhanced to incorporate input from advertisers, agencies and publishers, capturing the changing Internet habits of medical professionals. Its authoritative data will help you make intelligent decisions about the online components of your marketing plan.

You'll learn how physicians use medical Web sites and, most importantly, details on what actions they take based on what they see.

### General Internet Usage Analysis Includes:

- How often do physicians use the Internet – and how much time do they spend per session?
- What are the most frequent reasons physicians access professional sites?
- How important are features like patient info, physician-only access, amount of advertising, links to other sites to physicians?
- What is the value of medical portals, manufacturer, publisher, drug specific, CME, association, disease and reference sites?
- How is the Internet involved in their CME?
- What wireless devices do they use, and for what purposes?

### The Value of Medical Journal Sites

- What motivates physicians to visit journal sites?
- How do they use print and the online versions?
- Does the usefulness of the site affect the overall perception of the journal?

### The Value of Pharmaceutical/Manufacturer Sites

- What motivates physicians to visit manufacturer sites?
- How often do they participate in e-detailing?
- How effective is e-detailing?

**Sign Up for a WebEx™ Presentation of Top-Line Results.  
Or Order Your Copy Today.  
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**Open-Ended Responses  
about Most Useful Sites!**

### Specialties Studied

Family Practice  
Internal Medicine  
Cardiology  
Oncology  
Diabetes/Endocrinology  
Obstetrics/Gynecology  
Psychiatry  
Neurology  
Pediatrics  
Gastroenterology  
General Surgery  
Orthopedic Surgery  
Urology  
Dermatology

### New for 2006

Infectious Disease  
Emergency Medicine

*Study results can be purchased  
in total or by specialty.*