

Constant Contact Survey Results

Survey Name: 2016 Health Care Professional Survey copy 09-30-2016

Response Status: Partial & Completed

Filter: None

Oct 14, 2016 9:09:23 AM

Please indicate the type of Health Care Professional you are.

	Response Ratio
Physician	63.6%
Nurse	9.0%
Nurse Practitioner	9.0%
Physician Assistant	0.0%
Imaging/Lab Technician	9.0%
Other	9.0%
No Responses	0.0%
Total	100%

What is your therapeutic area of expertise?

	Response Ratio
Cardiology	0.0%
Oncology	0.0%
Diabetes	9.0%
Neurology	0.0%
Endocrinology	0.0%
Anesthesia	0.0%
Rheumatology	9.0%
Ophthalmology	0.0%
Hematology	9.0%
Nephrology	0.0%
Immunology	0.0%
Gastroenterology	0.0%
Urology	18.1%
Psychiatry	9.0%
Internal Medicine	36.3%
Other	9.0%
No Responses	0.0%
Total	100%

When engaging with patients regarding disease education or management, which do you find to be the most effective tool? Please select all that apply.

	Response Ratio
Models and wall charts	36.3%
iPad/Tablet digital applications	45.4%
Tear pads, Pocket cards, flipbooks, etc.	36.3%
A combination	54.5%
Other	9.0%
Total	100%

What are the most effective medical education tools for you? Please select all that apply.

	Response Ratio
Textbooks	36.3%
Journals & Journal Reprints	36.3%
Web-based Resources (Up-to-Date, Practice Update, Clinical Key, etc.)	54.5%
Reference Handbooks	27.2%
Coding Guides	0.0%
Digital Applications	18.1%
CME	18.1%
Other	27.2%
Total	100%

How much time in your daily practice do you spend online?

	Response Ratio
5-10%	27.2%
15-20%	9.0%
20-30%	9.0%
30-40%	18.1%
40-50%	18.1%
Over 50%	18.1%
No Responses	0.0%
Total	100%

How do you keep up to date with the latest treatment guidelines, modalities, and trends within your specialty?
Please select all that apply.

	Response Ratio
Conference/Symposiums	54.5%
Speaker Programs	9.0%
New Drug Alerts/Indication Announcements	27.2%
Print & online Newsletters	63.6%
Professional Associations	45.4%
Total	100%

What type of online content do you find most useful in your daily practice?

	Response Ratio
Publisher Resources (Elsevier, Wolters Kluwer, Springer, Demos, etc.)	9.0%
Online Journals (NEJM, The Lancet, JAMA, etc.)	27.2%
General reference websites (Mayo Clinic, etc.)	36.3%
Physician sites (PubMed, etc.)	27.2%
Other	0.0%
No Responses	0.0%
Total	100%

What types of online websites do you direct your patients to so they can learn more about their condition? Please select all that apply.

	Response Ratio
General reference websites (WebMD, Medscape, Mayo Clinic, etc.)	63.6%
Transitional care websites	27.2%
Pharmaceutical company websites	18.1%
Other	27.2%
Total	100%

Would you be more inclined to read or distribute patient education that was created and/or endorsed by an expert content source such as Elsevier, Lippincott Williams Wilkins, etc.?

	Response Ratio
Yes	72.7%
No	18.1%
Not sure	9.0%
No Responses	0.0%
Total	100%

Do you prefer print or digital medical education resources for use in your daily practice?

	Response Ratio
Print	54.5%
Digital	9.0%
I use a combination of both	36.3%
No Responses	0.0%
Total	100%

Do you think patient education and pharmaceutical Direct to Consumer (DTC) advertising are equally important?

	Response Ratio
Yes	36.3%
No	54.5%
Not sure	9.0%
No Responses	0.0%
Total	100%

You have answered "Yes" to thinking patient education and pharmaceutical DTC advertising are equally important. Can you tell us why?

4 Response(s)

You have answered "No" to thinking patient education and pharmaceutical DTC advertising are equally important. Can you tell us why?

6 Response(s)

What does the phrase "Patient Centricity" mean to you?

11 Response(s)

When you attend conventions, what do you think is the most effective giveaway?

	Response Ratio
Patient education for office use	9.0%
An educational resource for you	27.2%
A medically relevant eBook subscription or App download	9.0%
All of the above	36.3%
None of the above	18.1%
No Responses	0.0%
Total	100%

Please describe what you think would be an effective giveaway:

2 Response(s)

Thank you for participating in our survey. Please select the educational resource you would like to receive

	Response Ratio
Harrison's Manual of Medicine, 18th Edition	81.8%
Braunwald's Heart Disease: A Textbook of Cardiovascular Medicine, 10th Edition,	18.1%
No Responses	0.0%
Total	100%

Please provide your shipping address. Please note: we cannot ship books to a P.O. Box. We respect your privacy - your information will only be used for the purpose stated above.

First Name	11
Last Name	11
Work Phone	11
Address 1	11
Address 2	1
City	11
State/Province (US/Canada)	11
Postal Code	11