

Health Care Professionals' Preferred Communication Channels: Findings from a National Survey

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Department of Health and Human Services
Centers for Disease Control and Prevention

Styles surveys

SpringStyles

SummerStyles
and YouthStyles

FallStyles

6,000 Adults

Lifestyles, technology, media use, politics, finance, causes, food and nutrition

4,000 Adults, 800 Youth

Parent-child dyad survey

Health and wellness focus

3,500 Adults

Health and wellness, program tracking



DocStyles

- Web-based survey of 1,000 Primary Care Physicians fielded in the summer
 - Additional samples are determined each year in the spring and have previously included pediatricians, nurse practitioners, ob/gyns, pharmacists, dieticians, and oncologists
- Samples drawn from SERMO's Global Medical Panel
 - Panelists are verified using a double opt-in sign up process with telephone confirmation at place of work
 - Base of approximately 50,000 medical professionals
- Porter Novelli core questions on information sources
- Client-suggested content

DOCSTYLES TARGET AUDIENCE

1,000 PRIMARY CARE PHYSICIANS (FOLLOWING 2017 DATA SHOWN FOR)

250 PEDIATRICIANS

250 OB/GYNS

250 NURSE PRACTITIONERS

250 ONCOLOGISTS

150 RETAIL PHARMACISTS

100 HOSPITAL PHARMACISTS

How often do you use each of the following to keep up-to-date with the latest medical news and trends?

Often/Regularly

Medical journals	81.7%
Physicians	75.9%
Medical websites	72.9%
Search engines (e.g., Google)	62.7%
Professional medical societies	59.2%
Mobil applications	56.4%
Government health agencies like CDC or NIH	52.0%
Magazine stories/articles	38.4%
Social media (i.e., SERMO, Facebook, etc.)	33.6%
Newspaper stories/articles	32.1%
Books	30.8%
Pharmaceutical companies/ reps (other than advertising)	26.3%

How often do you use your mobile device to search for medical information while at work?

Daily	59.5%
A few times a week	24.3%
Weekly	4.0%
(daily/few/weekly)	86%
A few times a month	9%
Monthly	0.9%
Lessoften	3.4%
Never	4.0%

Which of the following sources have you used to pursue continuing medical education in the past year?

Journals	74.9%
Conferences	74.8%
Internet sites	66.3%
Government health agencies like CDC or NIH	33.5%
Classes	28.7%
Medicalpodcasts	26.8%
Something else not listed	7.6%
CD-ROM	6.7%
I have not done any CME in the past year [SP]	0.8%

Which is your preferred way of sharing information with patients?

Print (handouts, information sheets, flyers, posters etc .)

74.6%

Electronically (links to websites, etc .)

17.7%

I do not typically share print or electronic materials

7.7%

About how often do you do each of the following?	Daily/Weekly
Use a health app during an appointment	44.1%
Recommend a health app to a patient	32.6%
Use the data a patient brings in from a health app to inform care	24.6%

Which of the following types of health apps do you recommend to your patients?	
Apps that track physical activity, nutrition, or weight loss	82.1%
Apps for diabetics to track blood glucose levels	57.0%
Apps for patients to track their blood pressure	54.2%
Apps that help a patient to find lower -cost drug options or retailers	53.3%
Apps for patients to track their sleep	28.8%
Apps for asthma or COPD patients to track air quality and manage their treatment	23.4%
Apps that help parents track their children's immunizations	17.3%
Apps that help parents track their children's physical and mental development	12.4%
Apps for cancer patients to track treatment	8.3%
Other apps not listed	3.5%

General Findings

- Most frequently used to keep up-to-date—Medical journals, other physicians, and medical websites
 - **1/2 government health agencies & 1/3 social media**
- Most use a mobile device to look for medical information at work *at least daily or weekly*
- Top places for continuing education—journals, conferences, or internet
 - **1/3 use government health agencies**
- 7 out of 10 prefer to share printed information with their patients
- **1/3 recommend a health app to a patient, and almost half use an app during an appointment**

Thank you

For more information please contact Centers for Disease Control and Prevention

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



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