

 essential physician™

Version 2.0

Study Overview

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Research Objective

To map the Communications Landscape of Primary Care Physicians in Canada and to identify and explore current and emerging opportunities in the PCP eChannel

Methodology

- 300 Online Interviews
- March 2010
- Canadian Primary Care Physicians
- National Representation

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Essential Physician V. 2.0

Essential Physician
Version 1.0

November 2008
(n=500)



Essential Physician
Version 2.0

March 2010
(n=300)

- **Builds from Essential Physician V 1.0**
- **Maps changes in PCP Communications Landscape**
 - Online and Offline Information Sources
 - Reach – Relevance - Usage Frequency - Future Intentions
- **Dives Deeper into:**
 - eCME
 - eDetailing
 - Physician Websites
 - Tablet PC
 - Use of Internet at Point of Care
 - Professional Use of Smartphones
 - Special Populations (Higher Prescribers and Heavy Internet Users)