

FOR IMMEDIATE RELEASE

Mobile Adoption by Canadian Physicians: A Harbinger of Digital use at Patient Point-of-Care

Essential Physician V.3.0: An ongoing study of Canadian Primary Care Physicians & their engagement in digital technology for professional purposes

Toronto May 2011 - The 3rd annual Essential Physician Study reveals that adoption of smartphones and iPads among physicians is on the rise, signalling a shift towards increased application of clinical information and tools to support Patient Point-of-Care decisions.

"The indication from physicians is that their use of smartphones and iPads is displacing their use of laptops and desktops," stated researchers at Essential Research. "The mobile devices give them ultimate flexibility in accessing information and applications they can use at the precise moments they need them in their clinical practice: at Patient Point-of-Care, both during and between patient visits."

Ownership of smartphones among Canadian primary care physicians has increased from 55% to 62% in the past 12 months, with 86% of physicians using their smartphones for professional purposes. Moreover, 65% of physicians indicate their year-over-year usage is increasing.

Although physician iPad owners are a relatively small group for now, "we expect that iPad adoption will follow a similar adoption path as smartphones," said the researchers. 17% of physicians now own an iPad, with the majority (56%) using it for professional purposes.

For Healthcare marketers, this mobile shift has implications for development of communications and programs targeted to physicians. Essential Research will be closely monitoring professional use of mobile technology among Canadian physicians in order to identify new opportunities for healthcare companies and organizations wishing to more effectively communicate with and engage physicians.

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About Essential Research

Essential Research Inc. is a market research company with the most comprehensive knowledge base of Canadian physicians and their Internet preferences and behaviour. Essential Research helps pharmaceutical and healthcare companies identify and evaluate business opportunities across eMarketing channels. www.essentialresearch.ca

For more information, please contact:

Don Lajoie
Essential Research Inc.
519-835-0645
donl@essentialresearch.ca

Lily Holmyard
Essential Research Inc.
416-219-8798
lilyh@essentialresearch.ca

