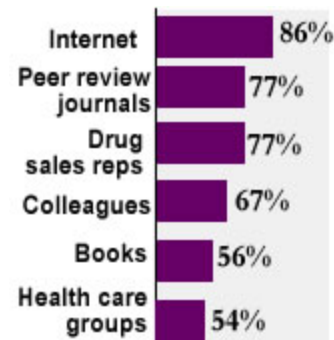




November 24, 2009 - Data Points

## What Kind of Resources Do Doctors Use To Find Health, Medical or Rx Drug Information?



The Internet is the most popular health information resource among physicians, with 86% of doctors reporting that they have used the Internet to search for health, medical or prescription drug information, according to a [new online survey](#) from thinkhealth With Google.

Hall & Partners conducted the survey.

Seventy-seven percent of physicians said they consult peer review journals for health information, while another 77% reported turning to pharmaceutical sales representatives for information.

Hall & Partners/Google

Meanwhile, 67% of doctors report using their colleagues to find health, medical or prescription drug information, 56% use books as a resource and 54% turn to health-related organizations and associations.

Results are based on an online survey of 411 physicians conducted from May 20, 2009, to June 8, 2009.

Source: "Connecting With Physicians Online: Searching for Answers," thinkhealth With Google, November 2009

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