



Connecting with Physicians Online

Searching for Answers

November 2009

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Hall & Partners



Thanks for Joining Today!

Please take our survey after
the presentation.

Background

Demonstrates how physicians use the internet and search in their clinical practices.

Research Objectives:

- Understand how physicians use the Internet in clinical practices
- Outline how physicians use search
- Determine the impact of online searches
- Evaluate physicians perceptions of the Internet



Two Part Study Methodology

Vendor: Hall & Partners

Survey field dates: May 20, 2009 – June 8, 2009

Number of Interviews: 411 physicians (PCP/GP, Endo, Cardio and Psych) completed an online survey, including embedded internet search exercises

In order to qualify for the survey, a respondent had to:

- Reside in the United States
- Be in practice 2 – 30 years
- Spend at least 75% of their time in direct patient care
- See a minimum of
 - 75 patients/week for PCPs/GPs/Endo/Cardio
 - 50 patients/week for Psychiatrists



* PCPs/GPs n=104, Endocrinologists n=103, Cardiologists n=101, Psychiatrists n=103

Patient Scenario Task Explained

Task Intro

- Present a few clinical scenarios, which will require you to research using the Internet
 - Scenarios are intended to mimic actual situations that you may experience
-

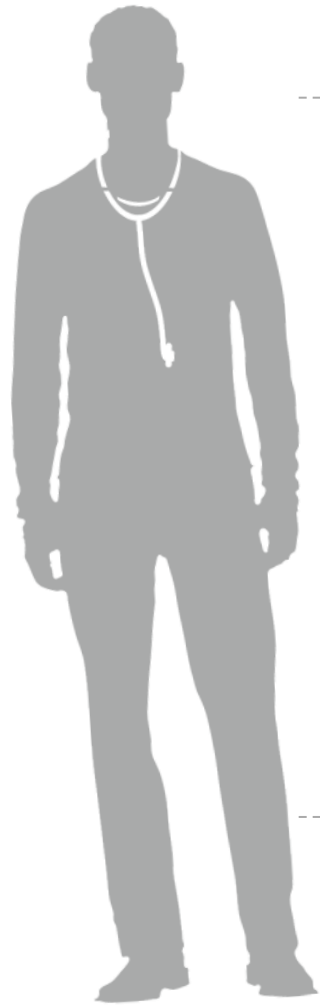
Task Explained

- Read each scenario and proceed with your research
 - Spend the same amount of time researching that you normally do for a clinical situation
 - Continue to research until you feel satisfied that you have found the necessary information
 - Assume you have never come across the scenarios before and are researching for the first time
-

Tasks Monitored

- Activities will be tracked within the survey environment
 - Online activity will be kept confidential and will only be used for research purposes
-

Patient Scenario Task: Medication Question



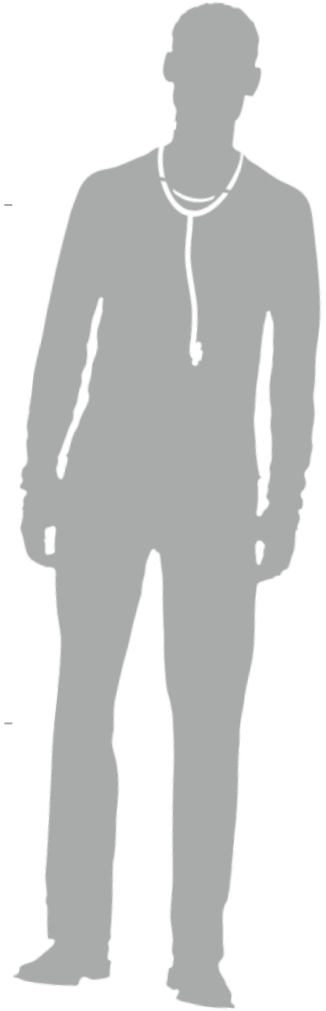
Psychiatrist

You want to know if your patient suffering from bi-polar disorder should be switched from a newer-generation anti-epileptic medication to an older generation anti-epileptic medication. Specifically, you want to compare the trade-offs between safety risks and efficacy given the recent black box warning about suicidal ideation in newer generation anti-epileptic drugs.

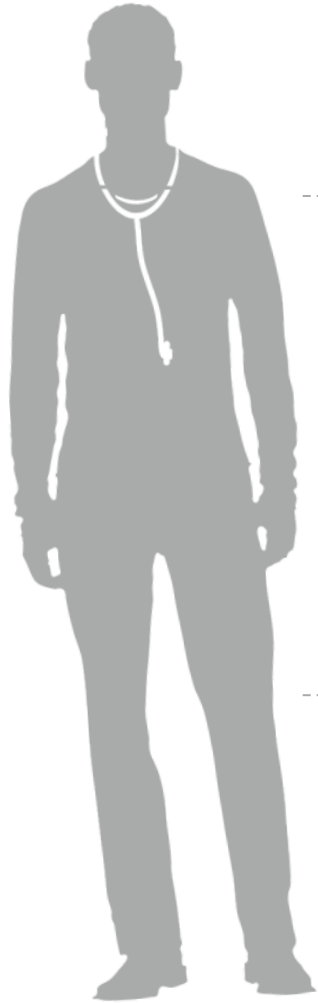
Patient Scenario Task: Diagnosis Situation

PCP

You want to know the current diagnostic criteria for PMDD. The reason is that a 25 year old is asking for the birth control medication by brand name, which she heard may also help alleviate the severe emotional symptoms she typically experiences around her period.



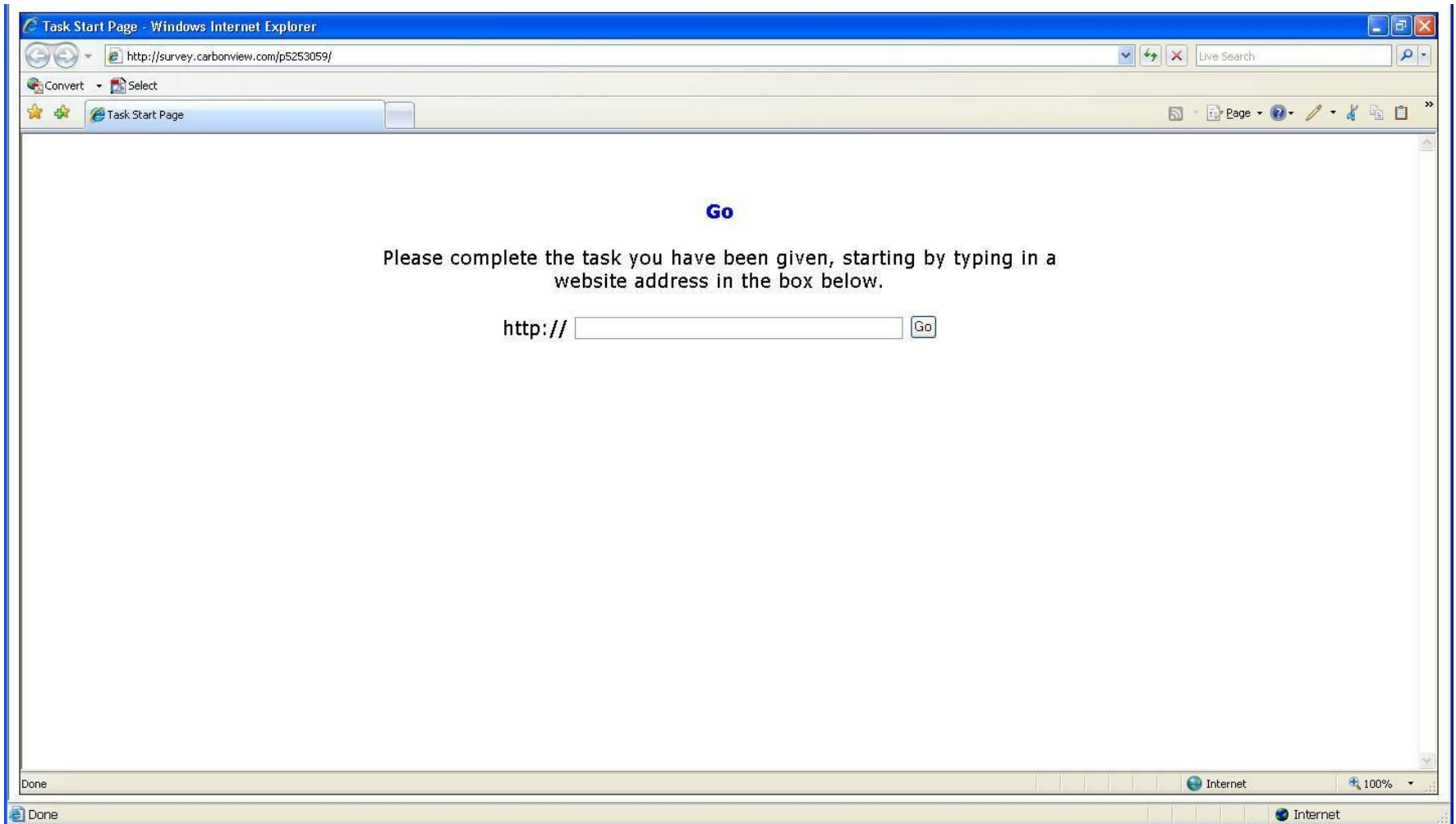
Patient Scenario Task: Symptom Research



Cardiologist

You want to learn more about the clinical implications of the ACCORD study in order to minimize the CVD risk for your patients with type 2 diabetes.

Patient Scenario Research Task Start Page



The Digital Physician

1 Internet Overview: The Internet is Integral to Practice

2 Search Overview: Search is Core to Online Clinical Research

3 Conclusions and Recommendations



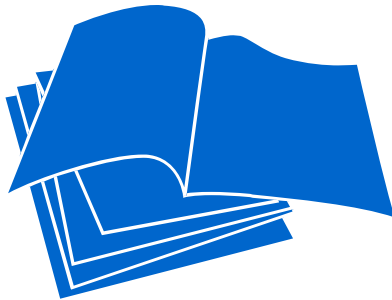
1. The Internet is Critical to Clinical Practice

The Internet Is the Top Health Resource



86%

of physicians have used the Internet to gather health, medical, or prescription drug information



The Internet *far exceeds* the following resources for gathering health, medical, or prescription drug information:

- **Online CME courses – 78%**
- **Peer Reviews Journals – 77%**
- **Pharmaceutical sales representatives – 77%**
- **Colleagues – 67%**
- Books – 56%
- Health-related organization/association – 54%
- Magazines – 35%
- Video/DVDs – 20%

Physicians Access the Internet Across Locations

Places Used to Access the Internet for Medical Information



92%

in office/clinical setting



88%

at home



59%

on a mobile
device



21%

in patient exam room

Most Physicians Access the Internet Daily

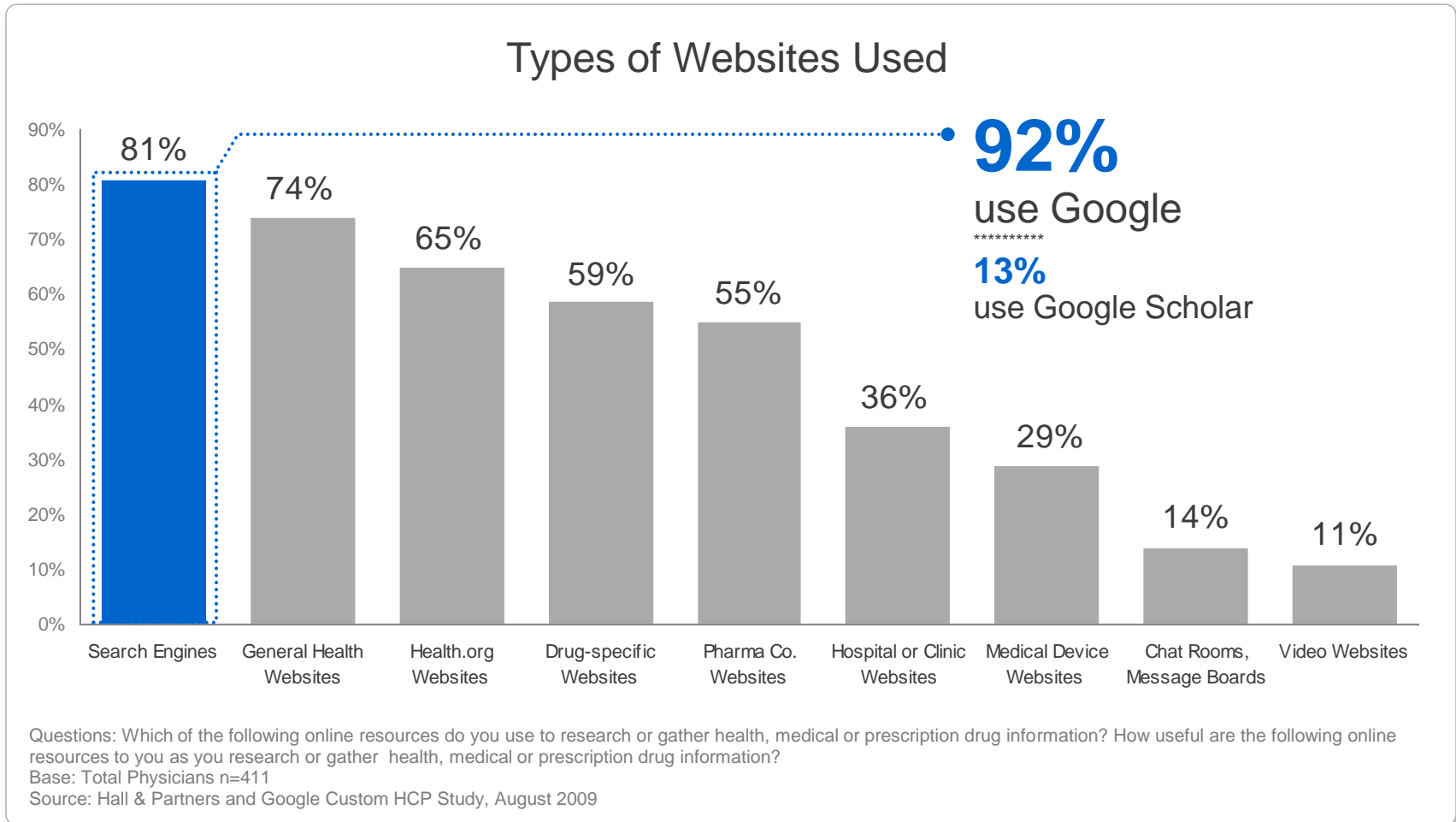


Questions: Which of the following best describe how often you use the internet in your clinical practice to gather health medical or prescription drug information?
Approximately how many times per week do use search engines to research clinical information?

Base: Total Physicians n=411

Source: Hall & Partners and Google Custom HCP Study, August 2009

Search Engines are the Top Online Resource



Physicians Look for Info on Variety of Topics

Reasons for Conducting Online Research



Patient/ Conditions

General condition information	75%
Information for patients	61%
Information to aid diagnosis	53%



Drug/Treatments

Specific drug information	77%
Treatment side effects	68%
Drug safety information	66%
New medications	64%
Contraindications	59%
Medication in development	45%
Clinical trial information	45%

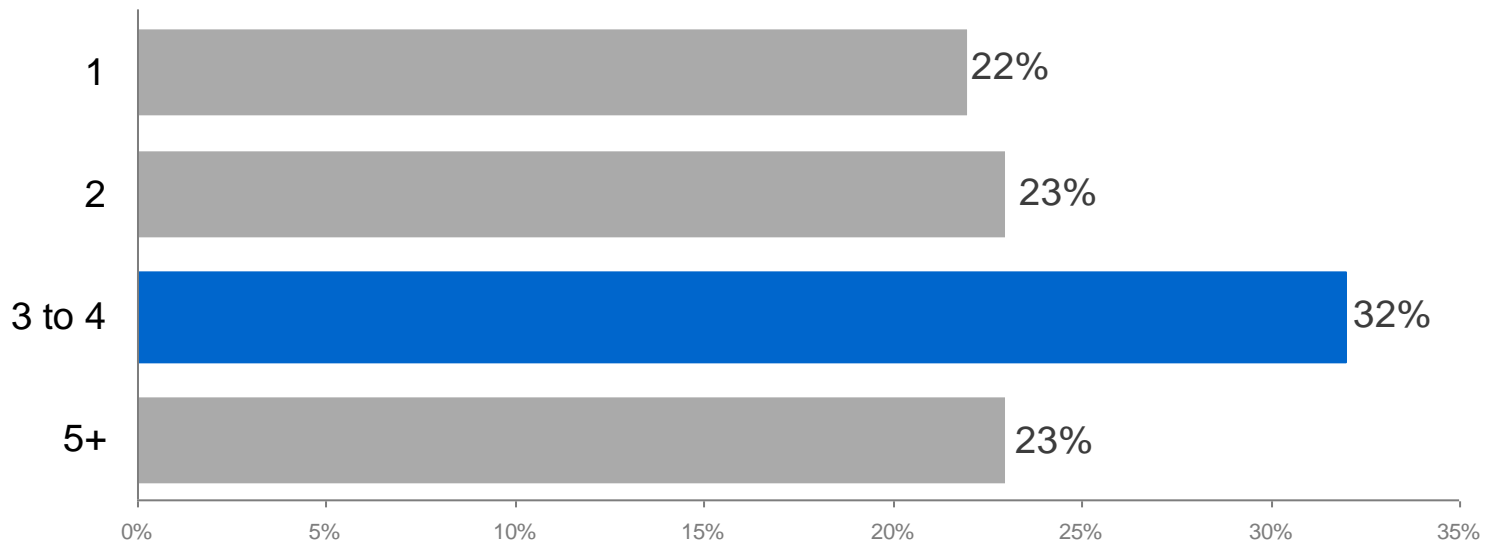
Question: For which of the following reasons do you use the internet to research health, medical or prescription drug information?

Base: Total Physicians n=411

Source: Hall & Partners and Google Custom HCP Study, August 2009

Physicians Research on Multiple Sites

Number of Unique Websites Visited During Patient Research Task



Base: Physicians who used websites n=389
Source: Hall & Partners and Google Custom HCP Study, August 2009

Physicians Research Further on Websites

The screenshot shows the BMJ website interface. At the top, there is a search bar with the text "Search bmj.com" and a search icon. Below the search bar are links for "Advanced search", "Register for free services", "Subscribe", and "Sign In". The main navigation menu includes "Home", "Research FREE", "Education", "News", "Comment", "Topics", "Video", "Archive", and "About BMJ".

The "Research" section features a featured article titled "Migraine and cardiovascular disease" with a brain scan image. A mouse cursor is shown clicking on the article title. Below this, the "News" section has an article titled "Doctors warn of dangers of allowing media access to reports in family court cases" with a scales of justice image. A mouse cursor is shown clicking on the "Doctors warn" text.

At the bottom of the page, there is a "FREE trial" section titled "Test drive bmj.com" with a mouse cursor clicking on the "Test drive bmj.com" link. A green dashed arrow points from this link to a separate box on the right.

This box shows a Google search result for "cardiovascular disease". The search bar contains the text "cardiovascular disease". Below the search bar are buttons for "Google Search" and "I'm Feeling Lucky". There are also links for "Advanced Search" and "Language Tools".

36%
Read the Page and
Returned to Search

34%
Clicked Further
into the Site

Physicians Take Action as a Result of Online Research

Frequency of Actions Taken as a Result of Online Research

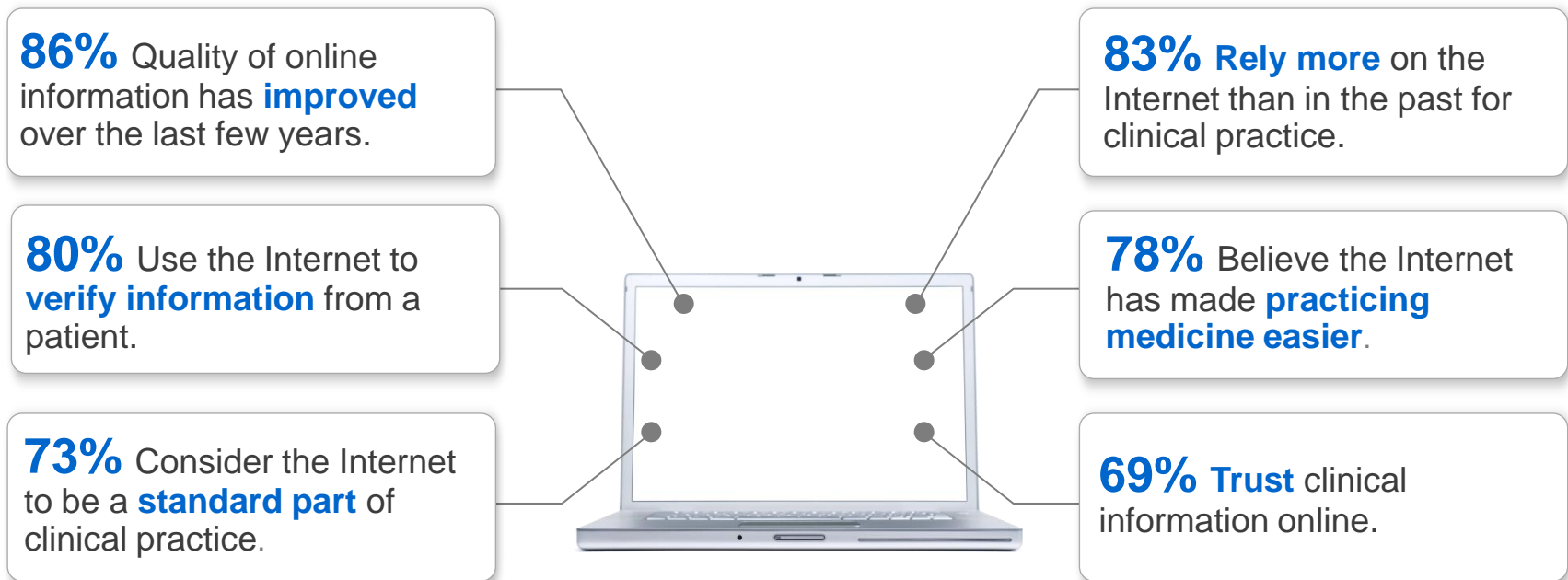
	Physicians
Conduct further research myself	48%
Print out information or direct a patient to a website to learn more	45%
Recommend a patient change behavior or habits (e.g., lifestyle)	38%
Recommend further tests based on symptoms	32%
Make a change in a patient's medication	31%
Initiate treatment (e.g., write a prescription for a new course of treatment)	30%
Ask another colleague for his/her opinion	28%
Request more information about a product or medication	25%

Question: How often do you take the following actions as a result of gathering clinical information online? Top 2 box (always /often).

Base: Total Physicians n=411

Source: Hall & Partners and Google Custom HCP Study, August 2009

Physicians Believe the Internet is a Benefit



thinkhealth
with Google™

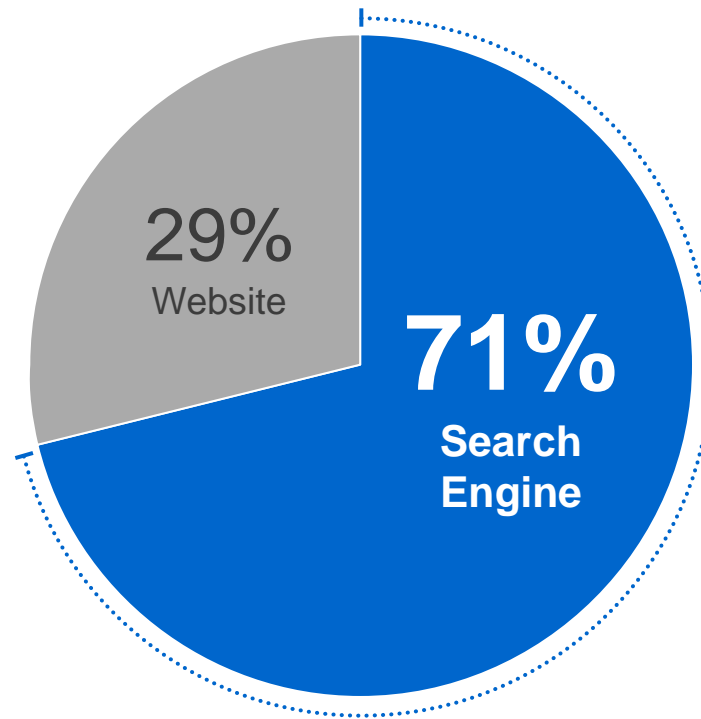
Initial Q&A



2. Search is Core to Online Clinical Research

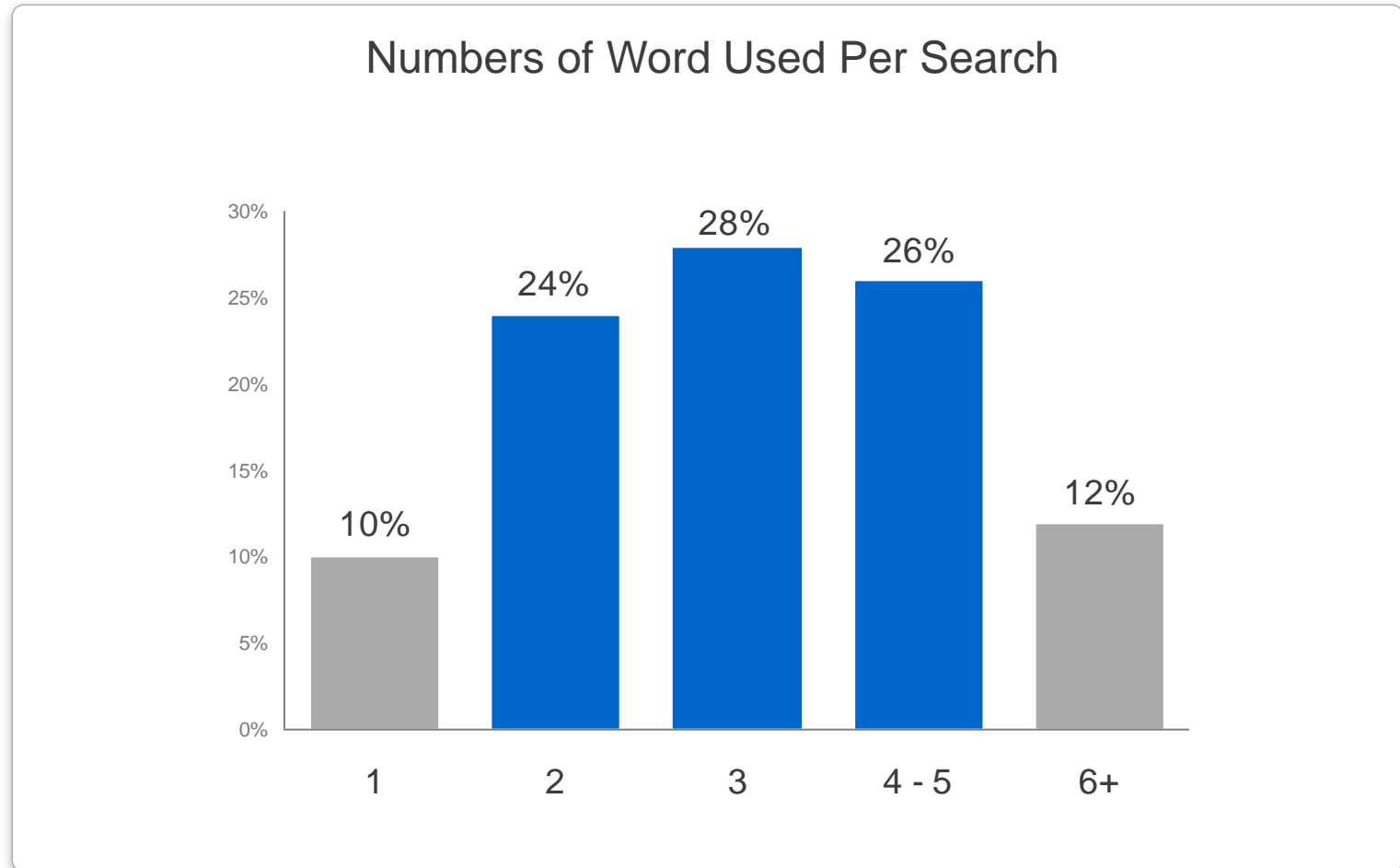
Physicians Start with Search

How Physicians Start Patient Research



*Note: 'Where search starts' includes what the 1st step was that respondents took when executing the task. 'Total search engine use overall' includes the use of search engines overall, across scenarios and searches
Base: Total Physicians n=411, Physicians who use a search engine n=294
Source: Hall & Partners and Google Custom HCP Study, August 2009

Physicians Search on Multiple Words



Base: Physicians who use a search engine n=294
Source: Hall & Partners and Google Custom HCP Study, August 2009

One-Third of Physicians Search on Branded Meds

Types of Search Terms Physicians Use



57%

Conditions

*e.g., cardiovascular disease,
post traumatic stress disorder*



36%

Treatments / Trials

*e.g., diabetes type II treatment,
antiplatelet therapy trials*



33%

Branded Medication

*e.g., Boniva,
Pristiq*

Base: Physicians who use a search engine n=294
Source: Hall & Partners and Google Custom HCP Study, August 2009

Physicians Typically Conduct 1 – 2 Searches

Number of Searches Made During Patient Research Task

64% Conduct 1 search

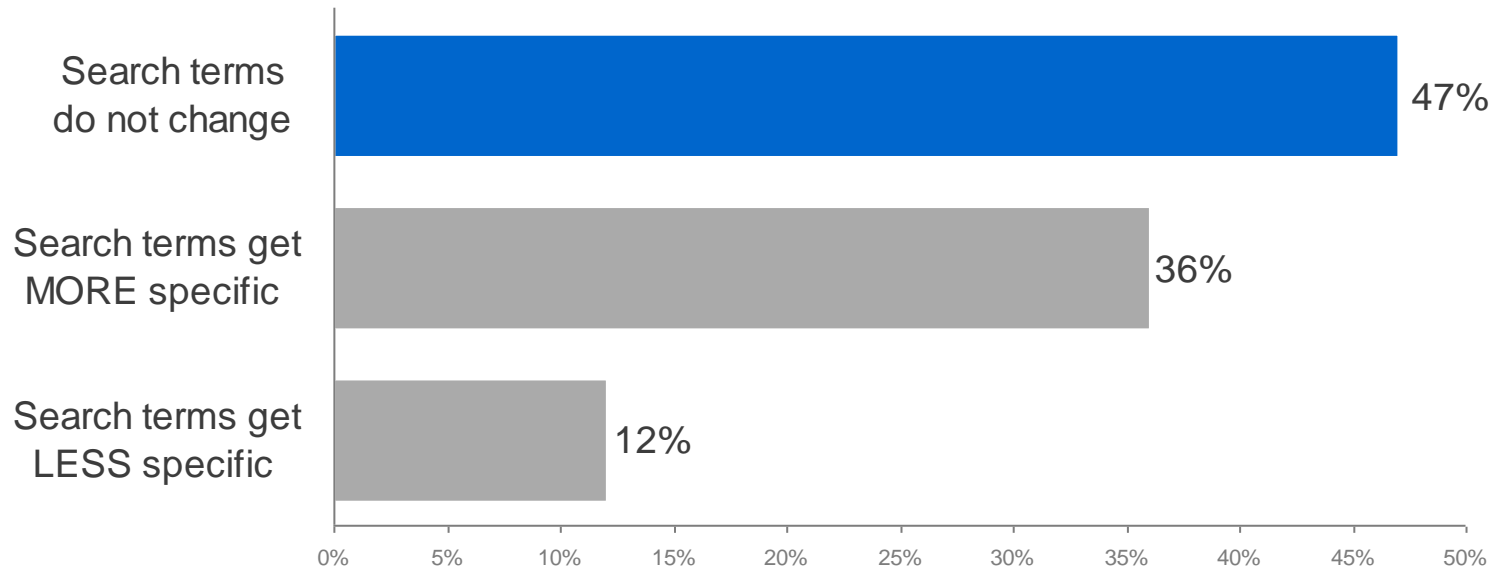
21% Conduct 2 searches

15% Conduct 3+ searches



Almost Half Don't Change Search Terms While Searching

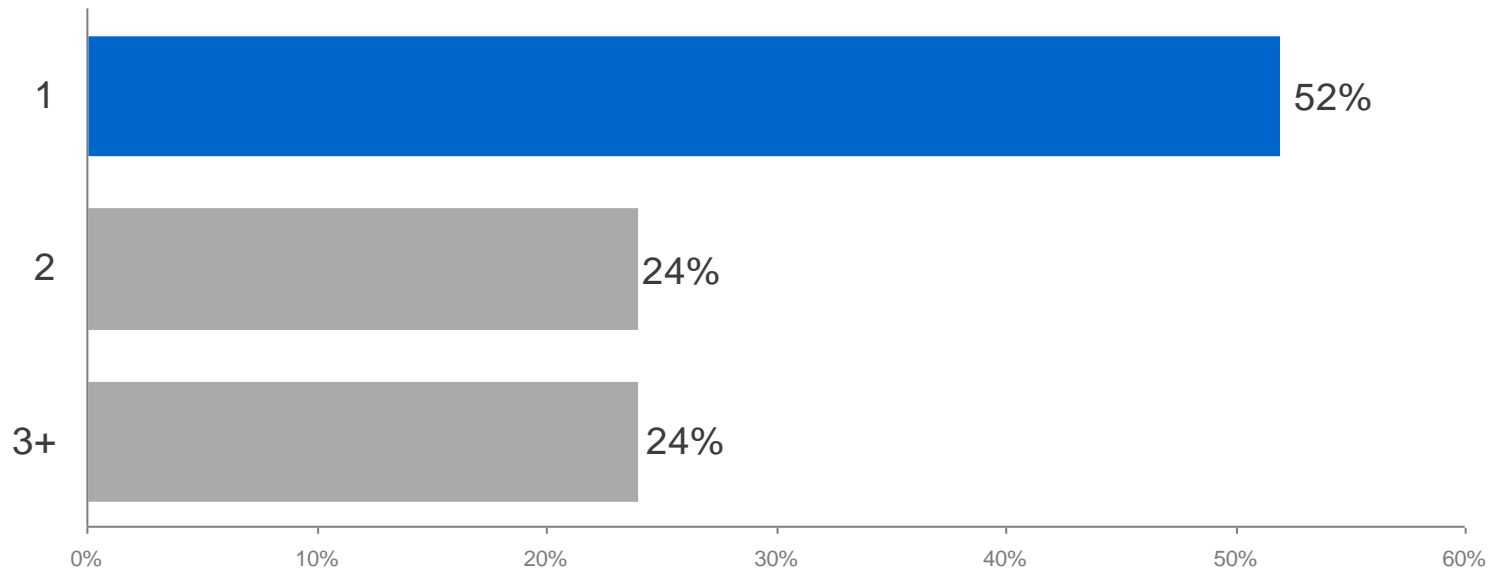
Physicians Who Conduct Multiple Searches



Base: Physicians who use a search engine n=105
Source: Hall & Partners and Google Custom HCP Study, August 2009

Physicians Find Answers Quickly

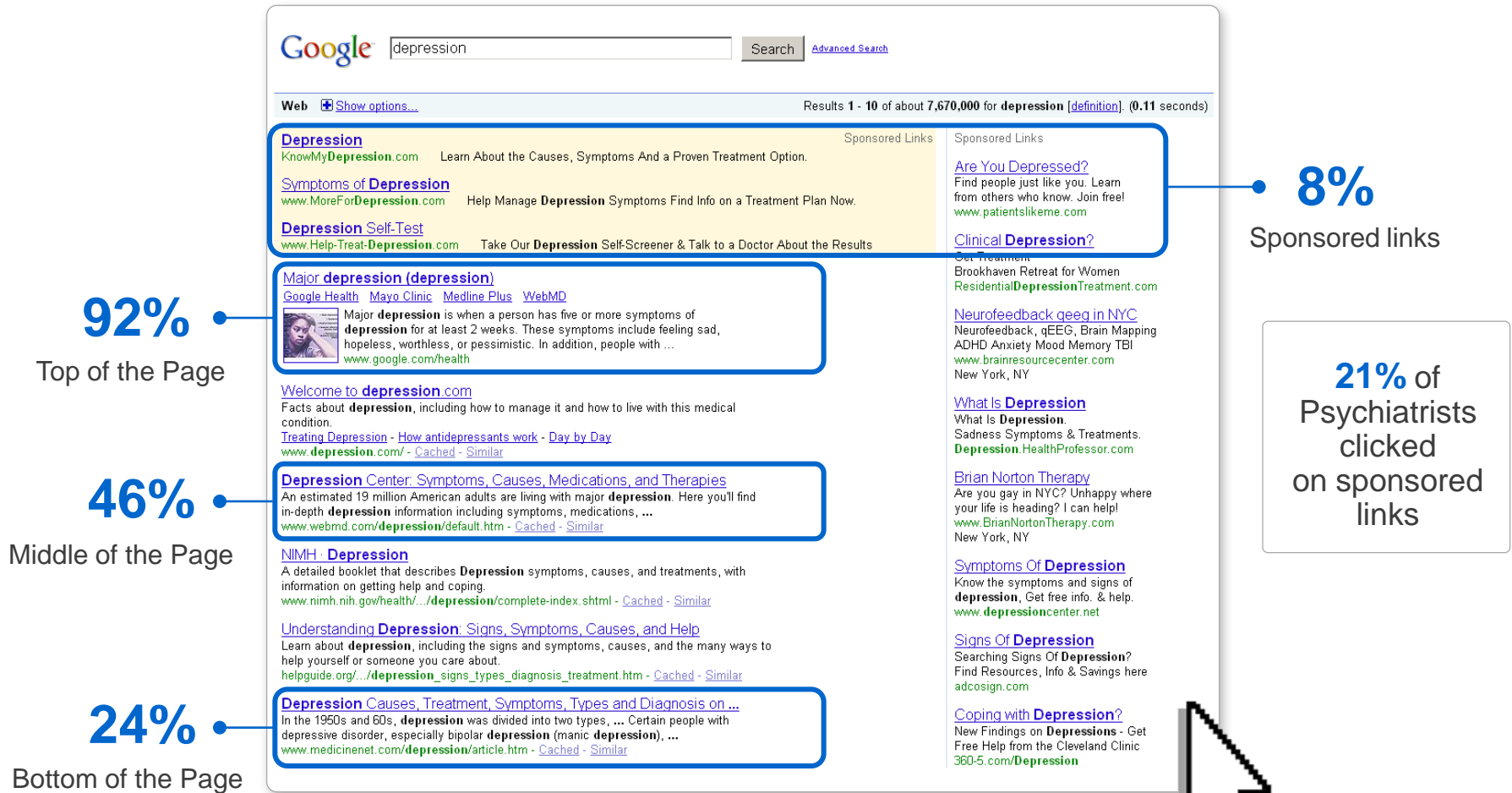
Number of Search Pages Viewed



Base: Physicians who use a search engine n=294
Source: Hall & Partners and Google Custom HCP Study, August 2009

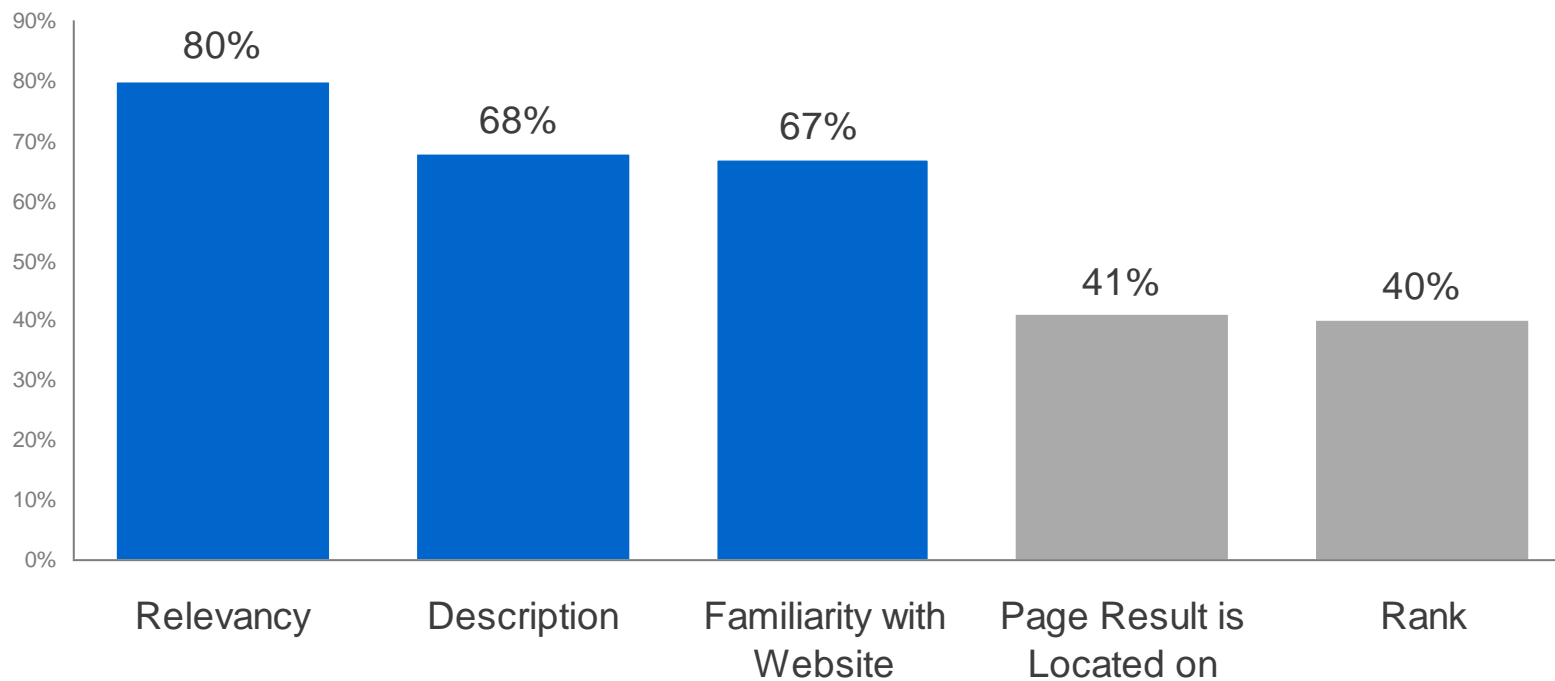
Physicians Click at the Top of the Page

Percent of Physicians That Clicked



Emphasis is Placed on Relevancy and Familiarity

Importance of Factors to Determine Which Search Results to Select

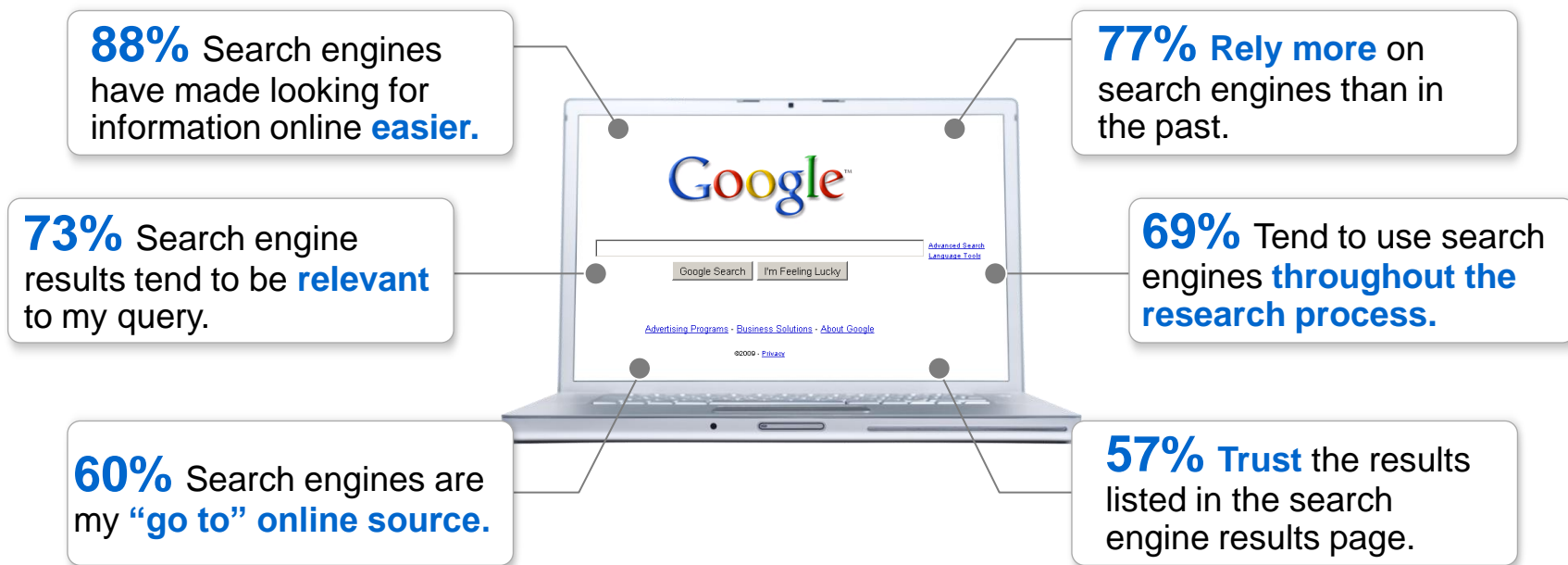


Question: Still thinking about using search engines to find clinical information online, please indicate how important each of the following are in helping you determine which results to select on a search engine results page?

Base: Total Physicians n=411

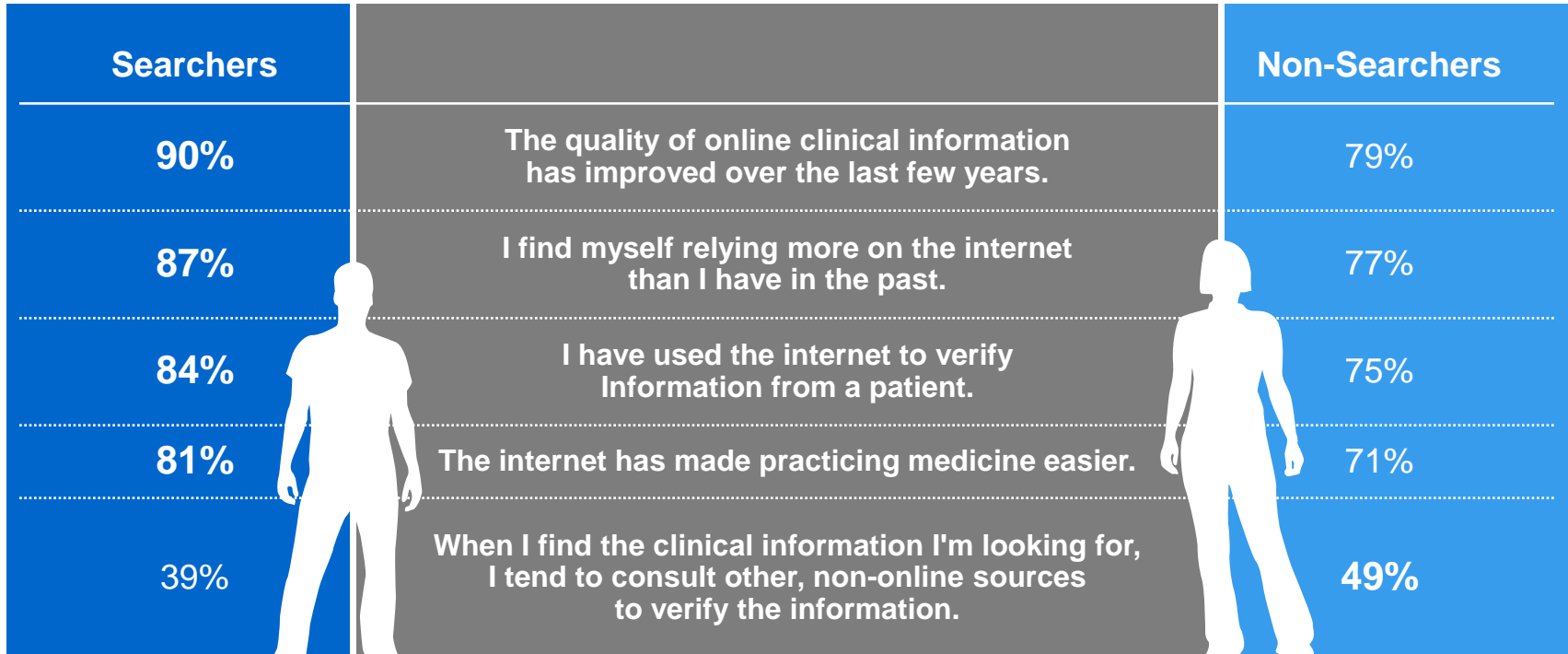
Source: Hall & Partners and Google Custom HCP Study, August 2009

Physicians Find Search Engines Are Useful & Relevant



Perceptions Differ Based on Search Usage

Searchers Rely on the Internet More Than Non-Searchers



Question: Using the scale below, please indicate how much you agree or disagree with each of the following statements about using the internet in your clinical practice? Top 2 box.

Base: Total Physicians n=411

Source: Hall & Partners and Google Custom HCP Study, August 2009



Conclusions & Recommendations

Conclusions

- Internet is an integral part of physicians clinical practice
- Physicians use the Internet round the clock in short bursts of time
- Search is a gateway to online health information but also used throughout the research process
- Physicians find with they are looking for using search:
 - Using three words per query, they do one search and click on the top of the page on a result that is relevant to their query
- The Internet and Search have transformed medical practice today

Physician Campaign Recommendations

- Ensure you have separate physician-specific campaigns set up to capture your target audience
- Include a robust range of keywords, from more general brand and condition terms to more specific ones unlikely to be part of consumer searches:

treating arthritis	zinaxa precautions
treat arthritis	zinaxa prescribing info
arthritis treatment	zinaxa interactions
arthritis research	zinaxa clinical trials



- Always make sure ad copy is clearly targeted to HCPs:

[Arthritis Physician Site](#)

Antirheumatics & Joint Longevity:

Healthcare Professionals Only

www.PhysicianArthritisResource.com

[ZINAXA® Physician Site](#)

Prescribing Info & Education Tools

Healthcare Professionals Only

www.ZINAXA.com

- Land physicians on professional content on your site
- Maintain top positions in order to syndicate across Google's search partners to distribute your message across the web

Thanks for Dialing In!

Please take our survey.

Q&A

Additional Questions?

health-advertising@google.com

or contact your Google Representative