

Digital Life Physician and Patient 2023

At a glance

Digital Life Physician and Patient 2023 is an industry leading syndicated report that comprehensively assesses where physicians and patients are spending their time in the real-life digital environment.

Our report finds that digital engagements are continually demonstrating greater value to physicians and empowering patients to be their better self in a digital world.

For patients, our mission is to always hear and understand their stories so that we can identify actionable insights to make their lives better.

The largest physician and patient online survey in china

Digital Life Physician and Patient 2023, produced by Cerner Enviza and JKT, is the largest collection of online physician and patient surveys in China.

Our syndicated report delivers real life insight into the online behavior of these critical stakeholders, as well as a comprehensive overview of the competitive digital landscape.

With 6,000 physicians and 2,000 patients participating in the online surveys, we provide a unique line of sight into respondents' personal views on their healthcare information consumption.

Syndicated offer benefits

- Digital Life Physician and Patient 2023 comprehensively assesses how physicians and patients in China are using digital communication channels and platforms for medical information access. The surveys identify insightful information about digital activities and how medical information is consumed.

- With regards to physicians, our clients gain access to the largest online physician survey in China that's purely focused on picturing physicians' real life in the digital environment. Our survey sample covers City Ties 1 to 5; Hospital Levels I, II and III; and physician levels CD, VCD and DIC, as well as broad regional coverage and more than 30 specialty areas.
- With regards to patients, our clients gain access to the largest online patient survey in China that reveals invaluable information about the real-life digital activities of patients relating to their healthcare. Our reports, featuring profiles of patients from 200-plus cities and covering a wide-variety of ages and socioeconomic backgrounds, offer in depth information on a wide variety of key diseases.

How the report can help your organization

- Digital Life Physicians and Patient 2023 benefits healthcare stakeholders by delivering unique insight about how to best design medical-related digital channels that deliver quality content and remain engaging over time.
- Our syndicated offer enables healthcare stakeholders to achieve deeper, more productive engagements that can ultimately improve patient care.

Valuable content on physicians included in the report

Physicians online

time/device/activity

- Physicians' online time and professional time
- Physicians' online time for pharmaceutical company
- Time consumption of different medical related activities
- Online time consumption by different device

Physicians online attitude and online needs

- Physicians' online needs and their priority
- Physicians' content preference: detailed by specialty
- Interaction with patients for prescription
- Physicians' unmet needs and channels of access regarding medical literature

Digital touchpoints

- Physicians' participation rate of different "digital touchpoints" (e.g., virtual rep, online meetings, digital campaign, etc.) and channel preference
- Assessing quality, effectiveness and impact these touchpoints

Physicians online activity disclosure

- Physicians' online consulting situation, prefer platform
- Frequency, format, content sources, and difficulties encountered by physicians doing medical science online
- Attitude towards certification/binding with pharmaceutical companies
- Number of doctor-patient interaction platforms recommended by doctors to their patients, types of platforms, and reasons for recommending the use of doctor-patient interaction platforms
- Online chronic disease management: physician participation, platforms, channels, etc.

Attitude of internet hospital

- Physicians' behavior on Internet hospital (e.g., registration, digital prescription, online consultation, patient management etc.)
- Physicians' driving factors, interesting content and ongoing maintenance on Internet hospital

Evaluation of channel effectiveness

- Desired access to information on new drugs and the percentage of effectiveness of different channels
- Access to product information for products with different life cycles

Out of hospital purchases

- Reasons for recommending patients for out-of-hospital purchases
- Recommended channels for patients to purchase medications outside of the hospital

Pharmaceutical anti-corruption

- The extent to which pharmaceutical anti-corruption affects the work of current physicians
- Ways to reduce the impact of pharmaceutical anti-corruption on work

Valuable content on patients included in the report

Patients online time/device

- Patients' online time and medical time
- Online time consumption by devices

Medical service type utilization and trust

- Patients' content preference, channel preference - Website vs. WeChat vs. APP
- Patients' online unmet needs by service type
- The most widely used medical information platform
- Attitude toward AI customer service

Online and offline treatment habits

- Patients use online consulting platform situation and evaluation
- Online and offline referral
- Oncology-focused patient treatment behavior

Treatment & health management attitude

- Decision making stakeholder, treatment compliance, drug information sources
- Health awareness and self-assessment
- Health management behavior, especially the utilization of digital health apps, sensors, etc.

Online buying medication habit

- Expenses and proportion of different types of medication
- Attitude of imported brands and domestic brands
- Ecommerce platform preference, practice and unmet needs

FOR MORE INFORMATION

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