

# MedData Point Report

## Physician Perceptions of Mobile & Connected Health

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## Introduction

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Without a doubt, the proliferation of healthcare technology is significantly altering the healthcare landscape, and these advances seem to be occurring at an ever-increasing rate. From innovations in connected health technology to physicians' embrace of mobile in the workplace, traditional practices and behaviors are forever changed.

In working with clients across medical devices, medical technologies, medical education and pharmaceuticals, we've heard many ask the same questions: *How should I be engaging with physicians via mobile? Are physicians embracing or resisting connected health technology? How can we position our solutions to best resonate with physicians?*

As part of our ongoing research program to survey physicians on their perceptions and motivations, MedData Group recently collected data to help answer these very questions.

**The following report shares the insights we've amassed from over 500 physician survey respondents to help inform what's in store for the mobile and connected health landscape.**

# PART: 1

## The Current State of Connected Health



## The Current State of Connected Health

*2/3rds of physicians use mobile applications for professional purposes.*

American physicians are distrustful of systemic change. Years of Medicare cuts, managed-care intrusions into their patient relationships, federal demands of EHR adoption, and other slights have made them so. And that jaded sensibility is a crucial obstacle to mobile health adoption.

Once the center and intellectual force of U.S. healthcare, many physicians have come to feel displaced by outside powers whose interests are often at odds with theirs: the government; insurance companies; hospital systems; and technology vendors.

Yet doctors are not anti-technology Luddites. According to MedData Group's research, **at least two thirds use some kind of mobile application in the performance of their jobs.**

More importantly, doctors indicate a willingness to adopt *new* mobile technology within the next 12 months, where they see a clear benefit. In particular, **six in 10 say they're interested in technology that enables mobile EHR access.**

# Research Methodology

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*As part of an ongoing research program, MedData Group regularly surveys physicians across specialties and practice sizes from around the U.S. to gauge physician perceptions, challenges, and behaviors. The results of these findings are intended to provide healthcare professionals with insights into physician trends and opinions.*

*This report includes results from three surveys conducted by MedData Group between December 2013 and March 2014 and comprises a total of 532 survey responses.*

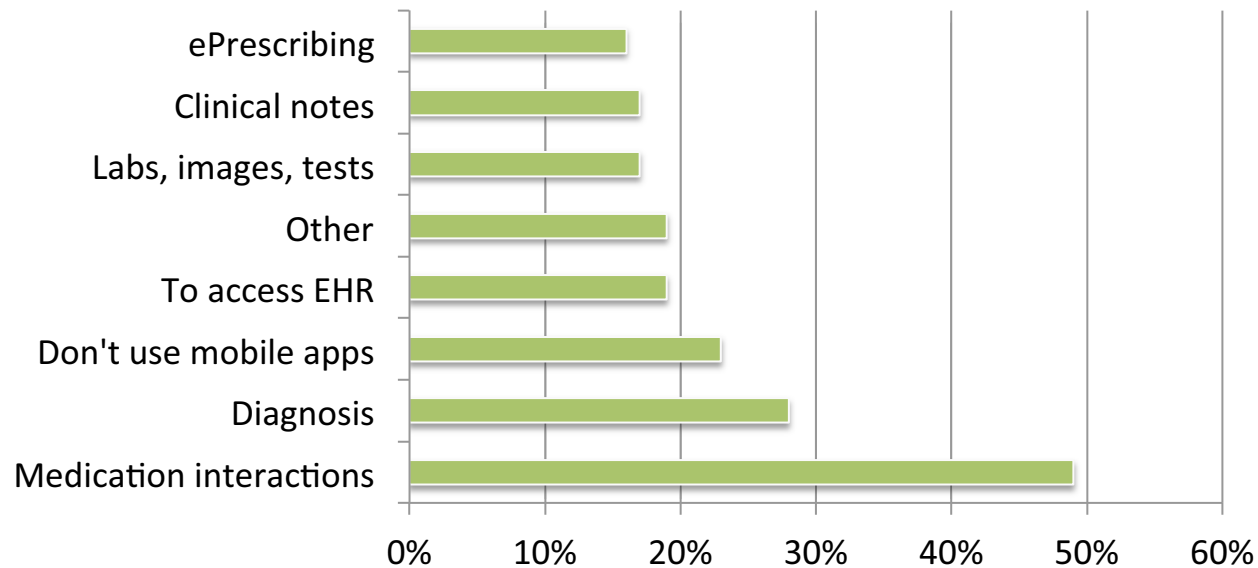


# PART: 2

## How Physicians Use Mobile Technology Today



# Mobile Healthcare Applications Used by Physicians of All Specialties

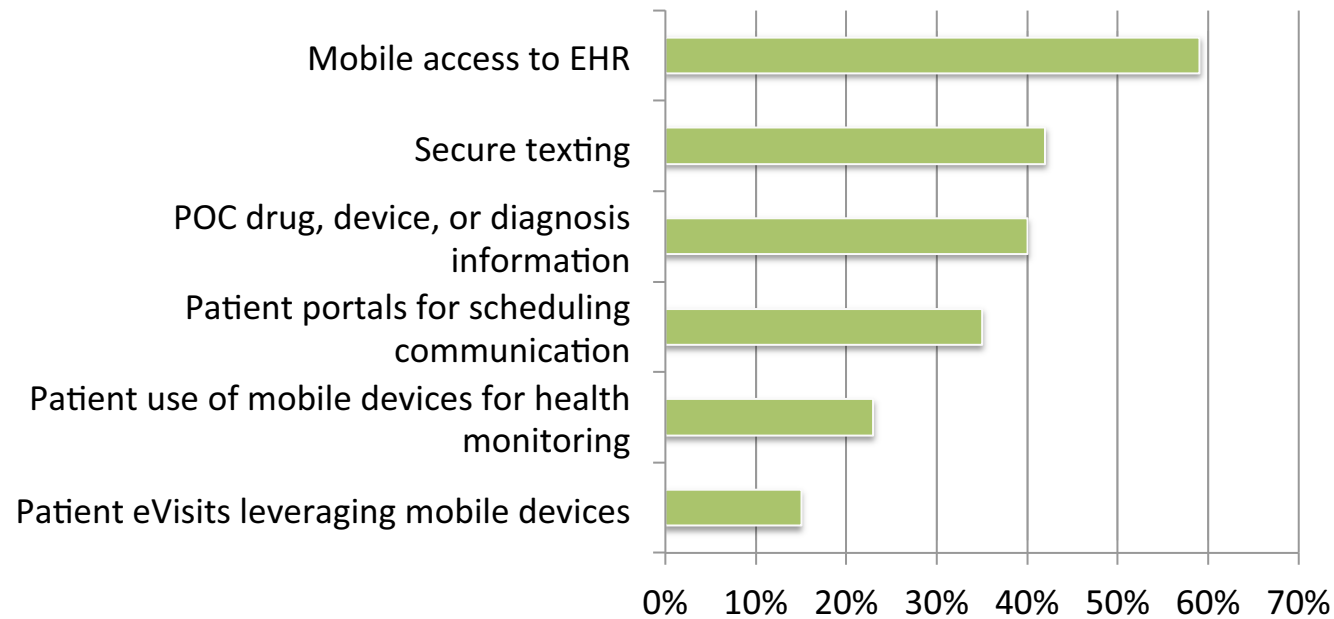


Physicians are clearly willing to adopt a wide array of mobile technology that helps them and their patients. Asked to cite how they're using mobile tech right now, **seven unique applications were cited by at least one in six physicians**. And fewer than **one in four indicated that they don't use mobile applications**.

Nearly **half of physicians indicate they're using mobile medication-interaction applications right now**, by far the most cited current usage of mHealth technology. The reason is clear: it's easy to deploy a mobile application during the exam, at the point in which a physician is making prescription decisions.



# mHealth Applications Physicians Consider Using Over the Next 12 Months



When physicians were asked which mobile applications they would consider using in the next 12 months, **five applications draw interest by 35% of physicians or more:**

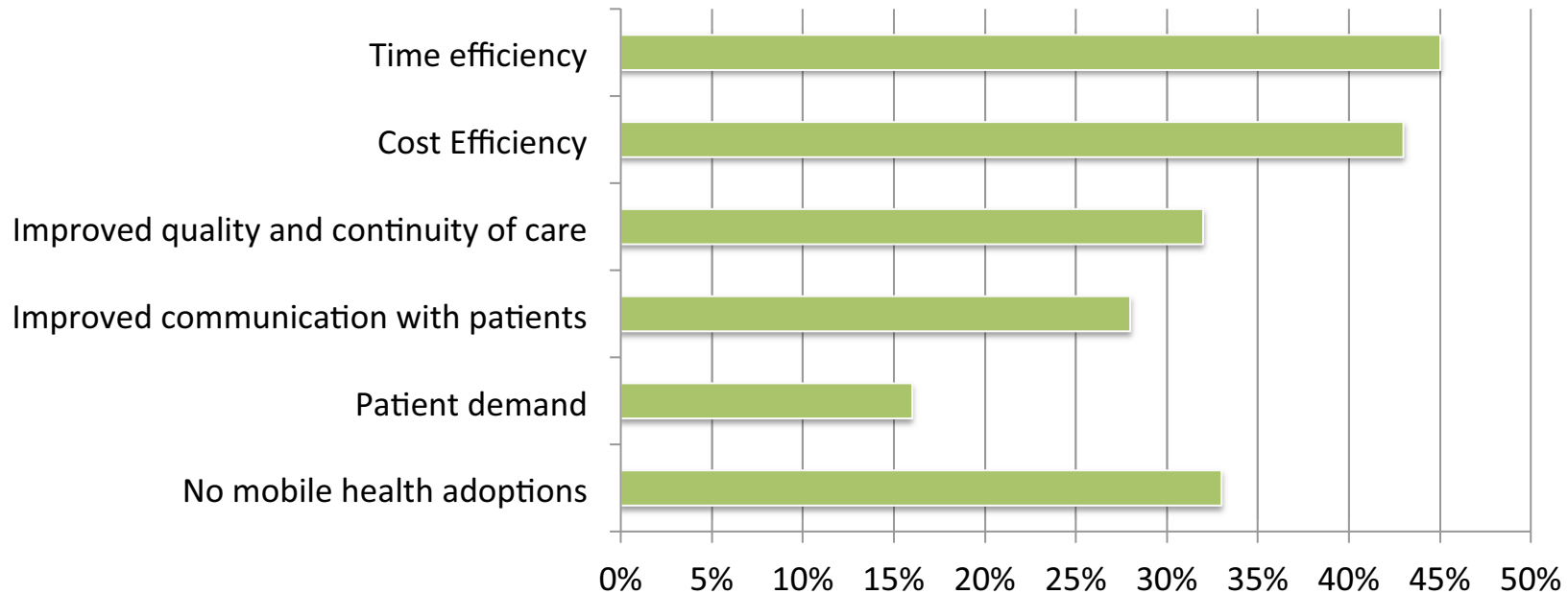
- Mobile EHR access
- Point-of-care information on drugs
- Medical devices and diagnoses
- Patient portals
- Secure texting

# PART: 3

## Why Physicians Use Mobile



# Top Reasons for Physician Adoption of mHealth



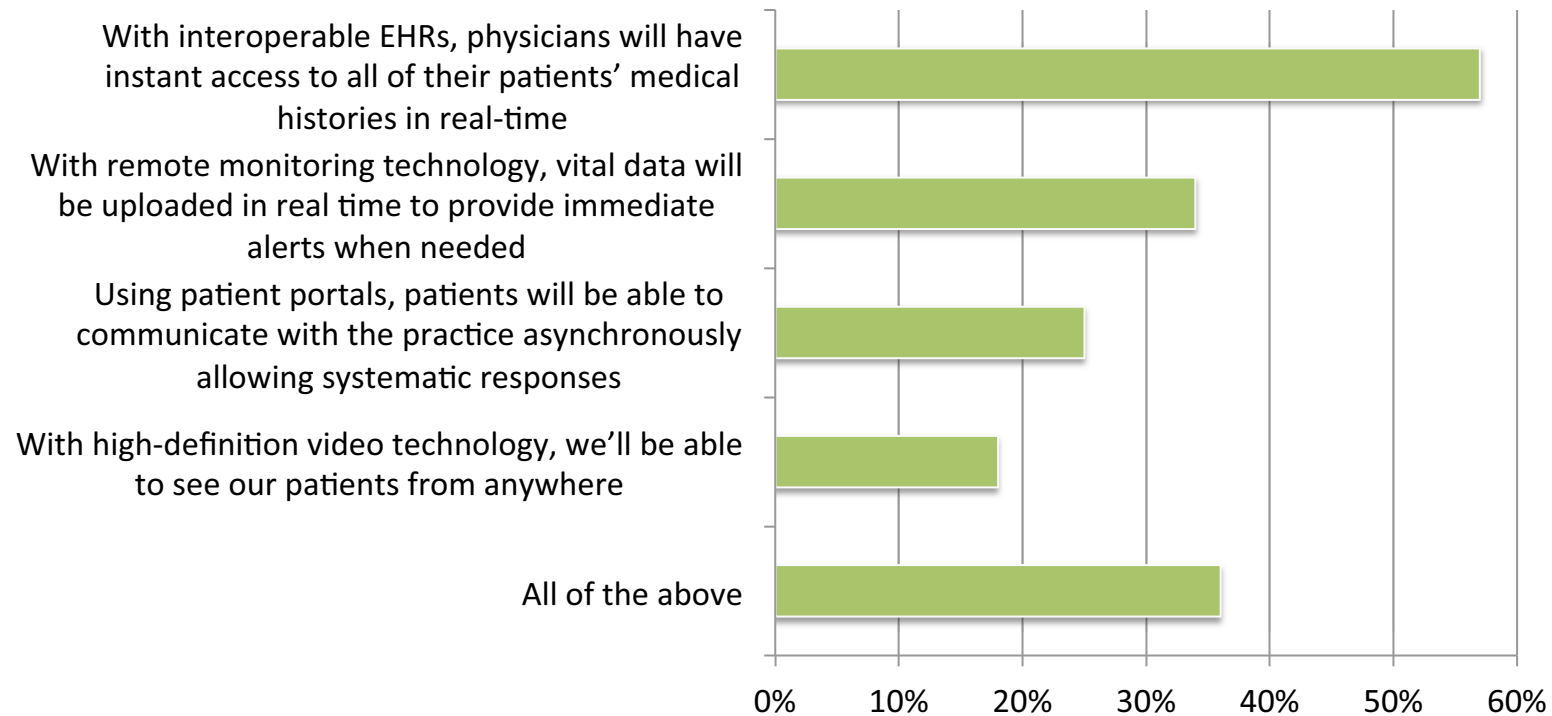
Among **the two-thirds of physicians who use mobile applications in practice**, the most-common reasons cited are **to reduce costs and to use time more efficiently**. Improving care quality and meeting patient demands are lower on the list.

# PART: 4

## How Physicians Perceive Connected Healthcare



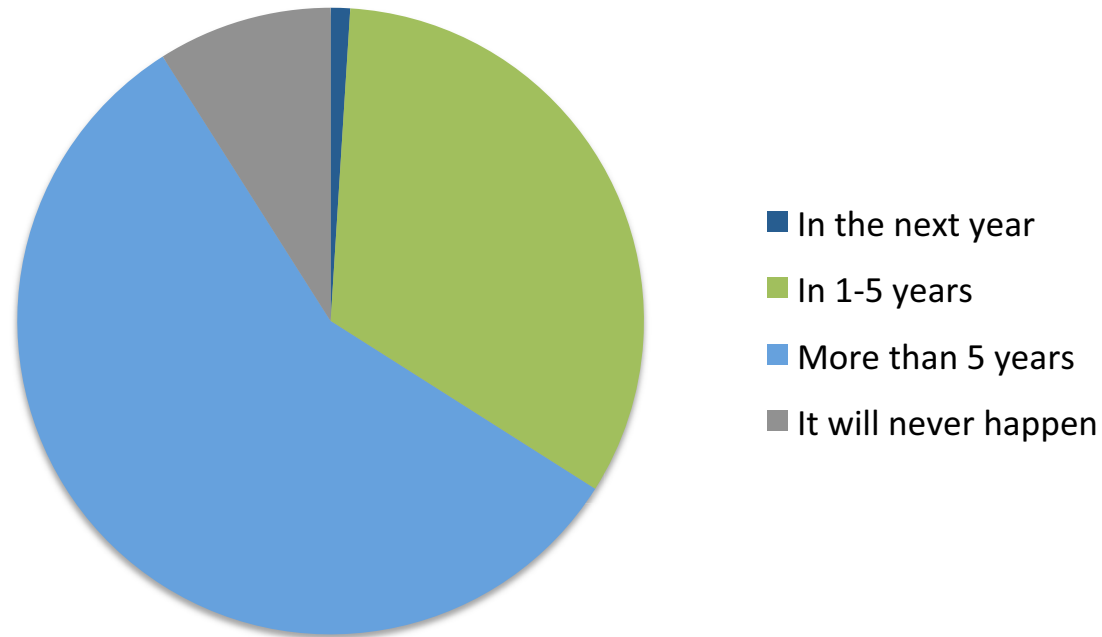
# Anticipated Benefits to a Connected Healthcare Environment



The doctors-first dynamic is sharply demonstrated when physicians are asked to cite a connected healthcare system's likely benefits. The runaway favorite among respondents: **interoperable EHRs giving them access to patient records in real time.**

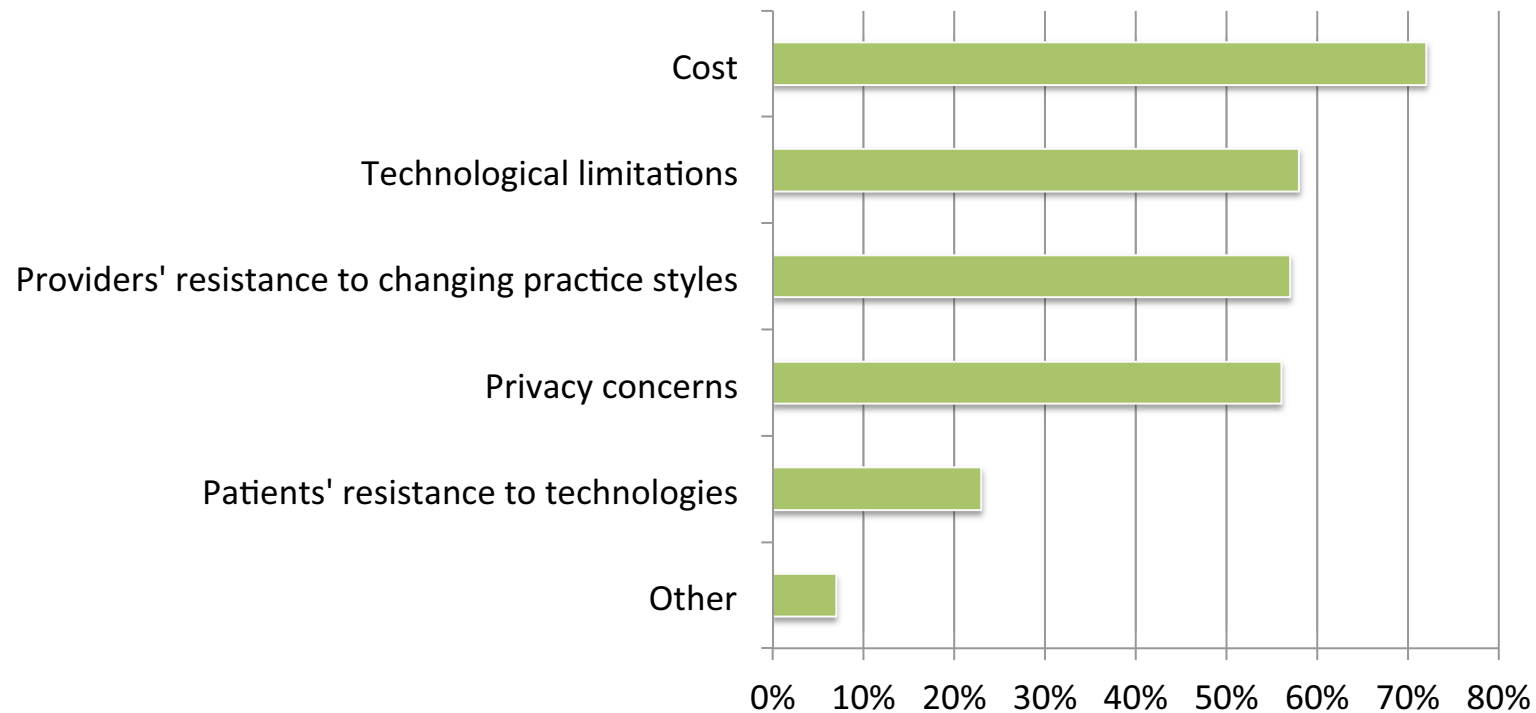
To be clear, interoperable EHRs offer a bounty of benefits to both doctors *and* patients. But it is also the benefit of connected healthcare that is most clearly tied to the physicians' chief challenge: diagnosing the problem in front of them and formulating a solution.

# Predicted Timeline for Achieving a Connected Healthcare System



Physicians are skeptical that American healthcare is close to achieving a truly connected healthcare system. **Only 1 physician in 100 believes the system is ready to make the transition now, while nearly six in 10 believe it is more than five years away.**

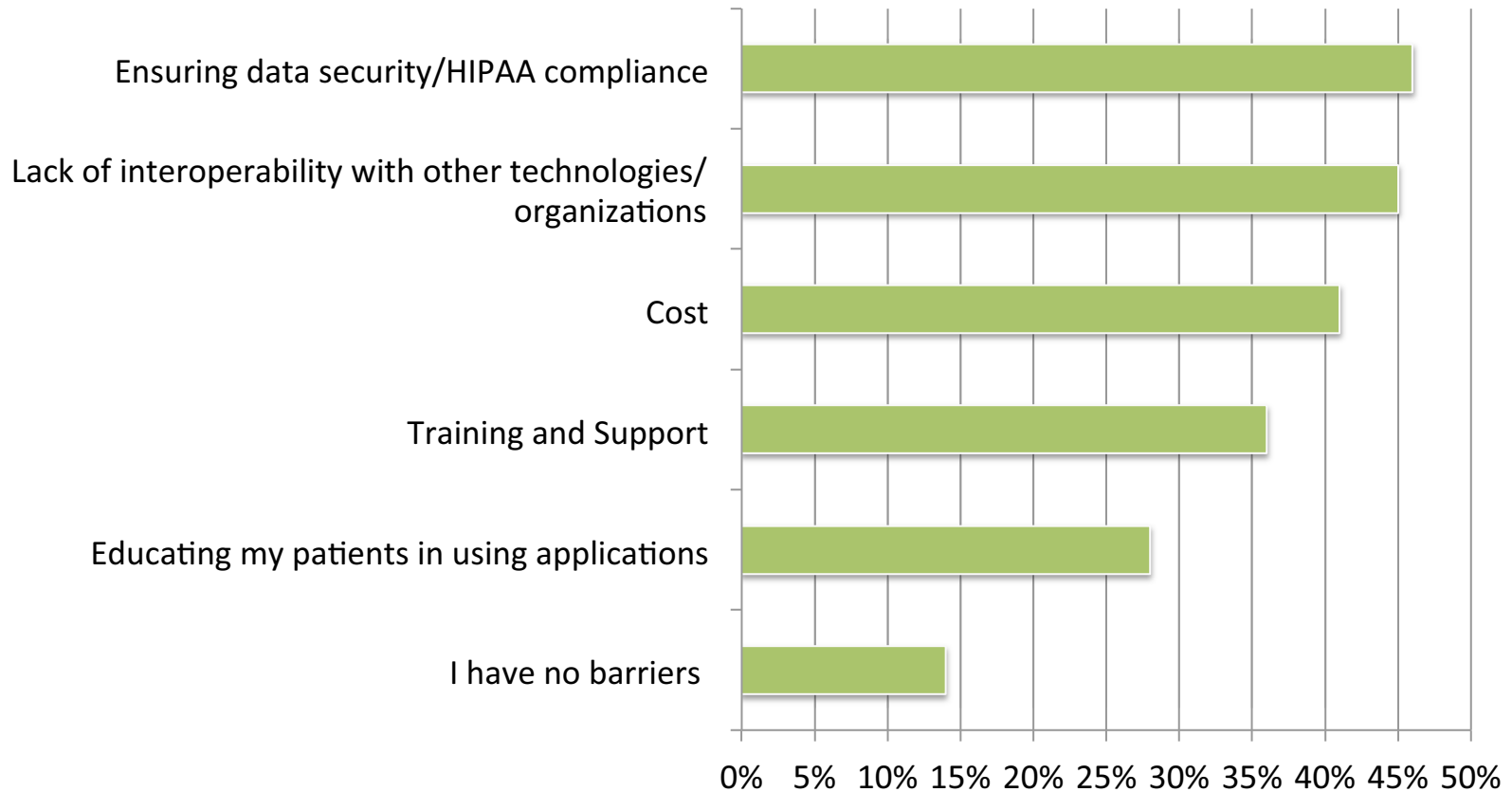
# Challenges in Achieving a Fully Connected Healthcare Environment



*Why are physicians skeptical of a truly connected healthcare system?*

**Money is the biggest factor, but physicians are also doubtful that the technology itself is ready for prime time;** that it can meet legal requirements for patient privacy (as well as patients' own expectations of privacy); and even that their own colleagues are willing to accept change.

# Challenges in Adopting mHealth Applications & Services



The very same barriers exist for physicians' own adoption of mHealth as the barriers that drive their skepticism of a connected health environment: data security; a lack of technical interoperability; and cost.



## About **MedData Point** Reports

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MedData Point is a market research program powered by MedData Group that collects and analyzes data to provide healthcare professionals with insights into the latest trends, technologies, and perceptions in healthcare among physicians across a variety of specialties and practice sizes.

*This data is provided for informational purposes only. Any usage of the data should cite MedData Group as the source of information. For press inquiries, please contact media relations listed below.*

### **Media Contact**

Aimee Gindin

Media Relations

[aimee.gindin@meddatagroup.com](mailto:aimee.gindin@meddatagroup.com)

(412)-400-6021



 Follow Us: @MedData Group  
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## About MedData Group

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MedData Group provides demand generation and data services for providers of healthcare technology, medical devices, medical education and others looking to engage with hard-to-reach physicians and other healthcare professionals by using a fundamentally unique approach.

MedData Group publishes Medical Product Guide, the industry's go-to resource that provides clinicians and healthcare professionals with meaningful vendor, product and industry information. By distributing meaningful content to healthcare professionals, we are able to collect more data, glean deeper insights, and reach larger audiences than any other demand generation service. Using behavioral analytics and big-data techniques, our proprietary content and lead management system produces unrivaled insights that we apply to best-in-class marketing practices to achieve unmatched results towards helping our clients reach their business goals.