

PHYSICIANS' READERSHIP OF MEDICAL PUBLICATIONS

The PMB Medical Media Study (MMS) provides publishers, advertising agencies and their clients with up-to-date information on the readership of major Canadian medical publications, together with related information about physicians and their medical practice. Examples of the kind of information provided in the study include:

- Readership and attitudes for 29 major medical publications.
- Information on types of medical practice, physicians' use of the internet, their accessibility for in-person detailing, and their participation in CME.
- Information on drug prescribing practices for over 20 treatment areas and drug categories

MMS 2009 HIGHLIGHTS

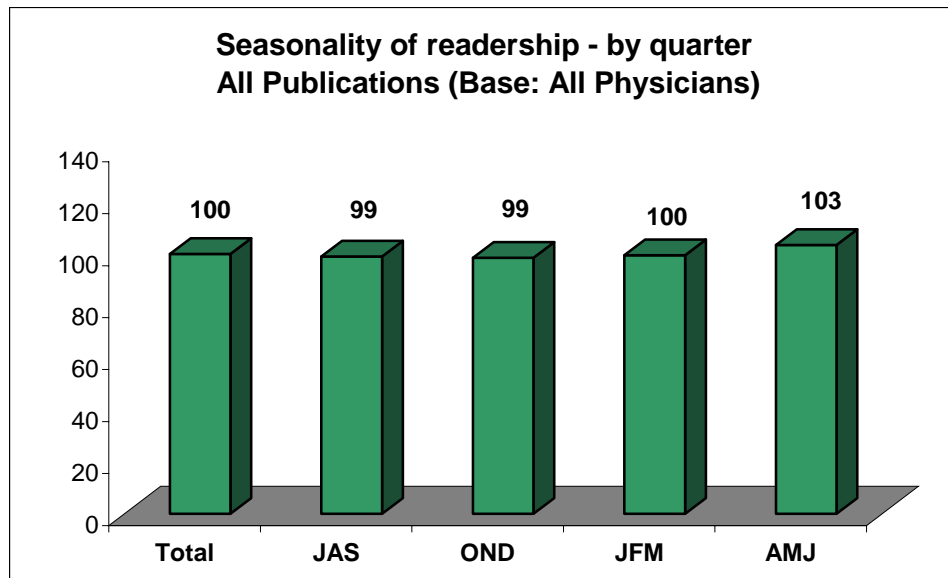
1. **Almost all physicians read medical publications.** Almost 80% of physicians read an average of 2.1 medical publications each week. These figures increase to 97%/ 6.8 publications and 99%/ 13.6 publications as the time interval extends to one and two months respectively.

	Reach & Frequency	
	% of physicians reading a medical publication	# Publications read
Average week	79	2.1
Average month	97	6.8
Average 2 months	99	13.6

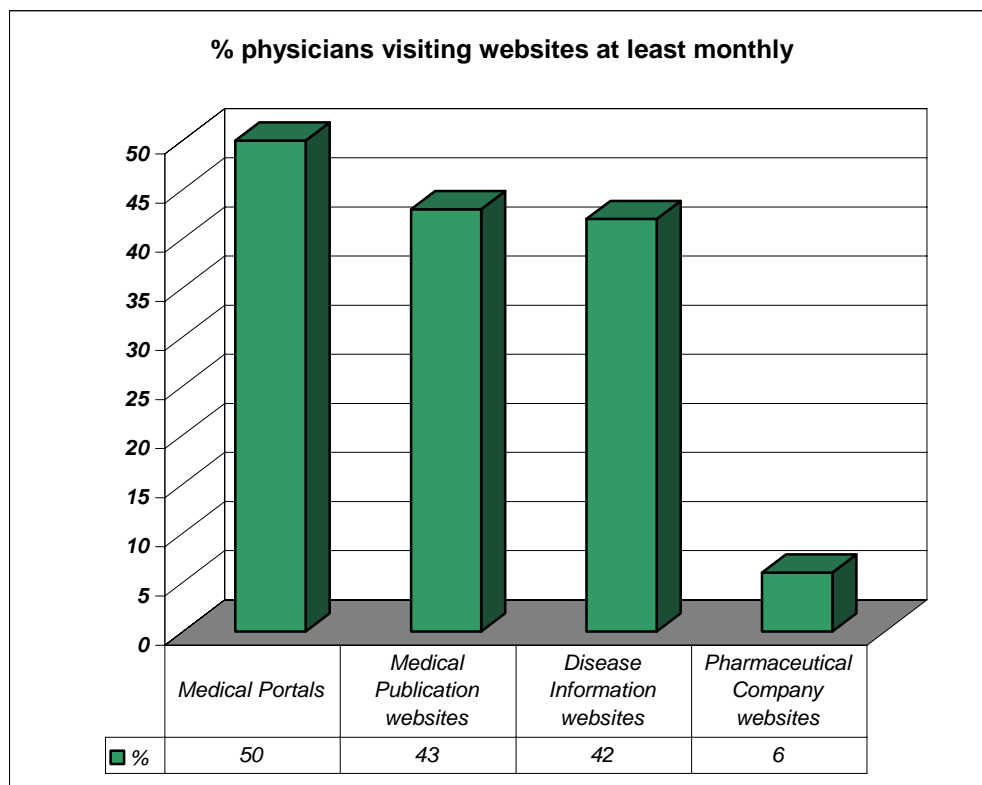
2. **Medical publications continue to be regarded as a valuable source of information.** The PMB questionnaire gives physicians the opportunity to rate each title on a 5-point scale to indicate the degree to which they find the publication a valuable information resource. Despite the increasing availability of alternative sources of information, both the amount of time physicians spend reading medical publications, and their "valuable information" ratings for the publications have remained consistent over the past four years:

	MMS 2004	MMS 2006	MMS 2008	MMS 2009
Average time spent reading (2004 = 100)	100	98	102	104
Average rating; valuable information (2004 = 100)	100	100	102	101

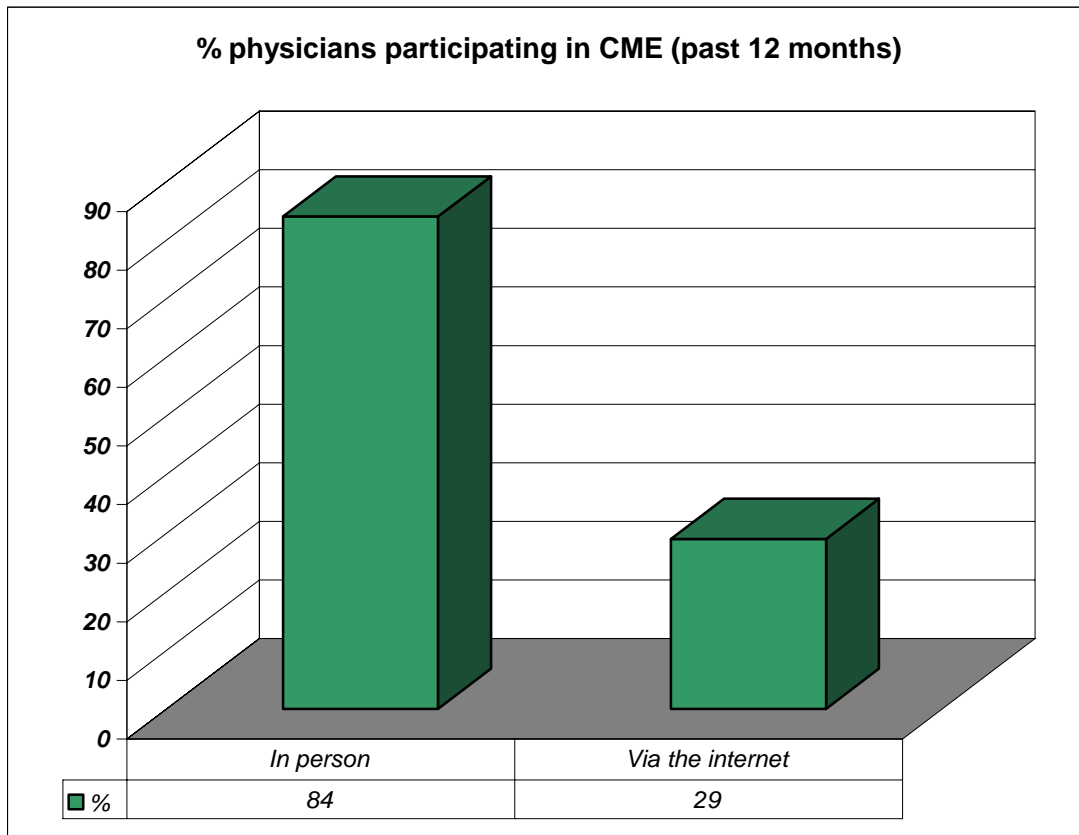
3. **Physicians read medical publications all year round**. Aggregate reading levels are consistent each quarter of the year within 3% of the year round average.



4. **Kinds of websites visited**. Among the four kinds of websites included in the questionnaire, medical portals are the most visited by physicians. One out of every two physicians visits a medical portal website at least monthly. Following closely behind are medical publication sites and disease information sites, with 43% and 42% of physicians visiting respectively.



5. **Accredited CME Courses.** Attendance in person (84%) remains the predominant means of participating in continuing medical education. However, the internet plays a role in CME, with 29% of physicians having taken a course via the internet in the past year.



The information published in the PMB Medical Media Study is collected from a random sample of 2700 physicians, contacted by mail with a response rate of over 40% - an exceptionally high level given the time demands on Canadian physicians.

The data can be analyzed either on the total base, or by individual specialty, for example providing insights on the variations in daily patient load by specialty, and physicians' policies on prescribing new drugs.

For more information on the 2009 PMB Medical Media Study, please contact Hastings Withers (hastings@pmb.ca), or phone 416 961 3205.