

## Healthcare professionals' use of digital channels has positive impact on prescription intention

Paris, October 14, 2014 – [Cegecim Strategic Data](#) (CSD), a leading provider of healthcare market research, has released result highlights of its online study among healthcare professionals (HCPs) regarding their **use of digital channels**<sup>1</sup> for online product information searches and the impact on their **prescription intention**.

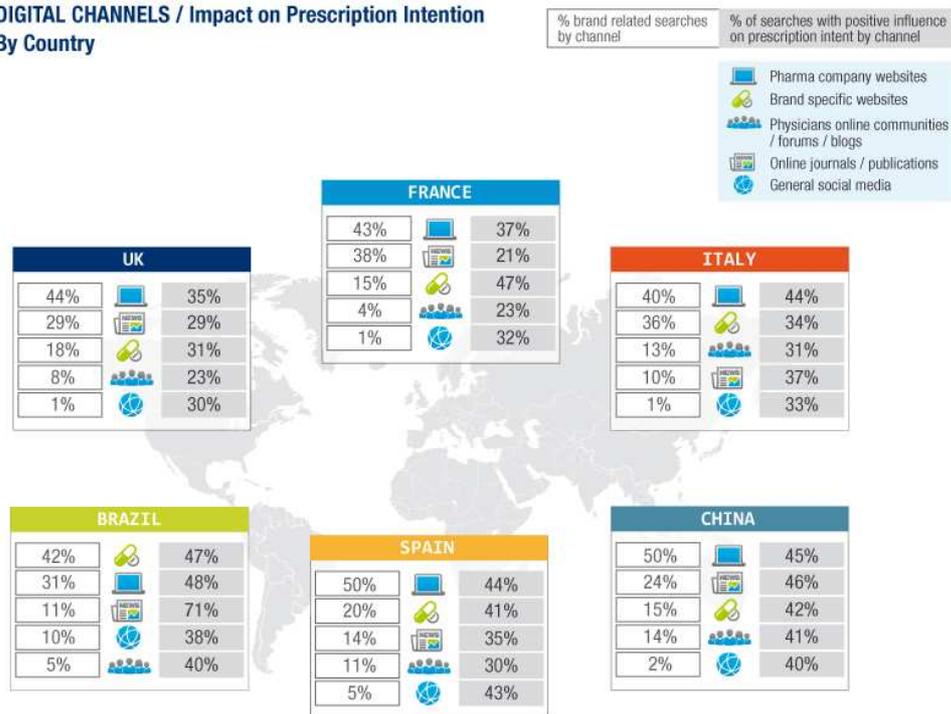
The study of 3,500 physicians (>24,000 product searches) conducted in June 2014 covered **Brazil, China, France, Italy, Spain, and UK**. Survey results include physicians from primary and secondary care disciplines.

### Result highlights

For five of the six countries surveyed (UK, France, Italy, Spain, China) pharmaceutical company websites are the most commonly used online resource when healthcare professionals are searching for product information. In Brazil brand specific websites are the most common choice among HCPs.

The use of social media sites such as Facebook and Twitter for sourcing product information appears to be minimal amongst HCPs (≤5%) for most of the countries, except for Brazil where 10% of respondents indicated social media as a source of information.

### DIGITAL CHANNELS / Impact on Prescription Intention By Country



Source: Cegecim Strategic Data, 2014

The study shows that online sources of information can **influence prescribing intent positively**. The most significant influence differs between countries, for example in **France** brand specific websites appear to have the most positive impact where 47% of respondents indicated that the information has a positive impact on their prescription intention. In **China**, online journals/publications appear to have the most impact on prescription intentions where 46% of respondents indicated the positive influence of these sources on their prescription intention.

<sup>1</sup> Digital Channels = Pharmaceutical company websites, Brand specific websites, Online medical journals/publications, Physician online communities, General social media

Christopher Wooden, Vice President CSD Global Promotion audits observed, "These results demonstrate clearly that physicians view the industry as a source of trustworthy product information. Brand teams and marketers do well to leverage these digital points of contact. Such engagement, aligned with the right multichannel platform can deliver even more value to HCPs."

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*About Cegedim Strategic Data:*

Cegedim Strategic Data (CSD) is a leading market research company dedicated to the healthcare industry and operating worldwide.

With over 40 years' experience in the pharmaceutical industry, Cegedim Strategic Data offers a comprehensive range of market research services and solutions to its customers, which include more than 50 global and 500 local pharmaceutical companies. CSD integrates primary and secondary analyses with its medical expertise to meet its customer's research needs. To learn more, please visit our website: [www.cegedimstrategicdata.com](http://www.cegedimstrategicdata.com) and follow Cegedim Strategic Data on Twitter [@CSDCegedim](https://twitter.com/CSDCegedim).

*About Cegedim:*

Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,000 people in more than 80 countries and generated revenue of €902 million in 2013. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: [www.cegedim.com](http://www.cegedim.com) and follow Cegedim on Twitter: [@CegedimGroup](https://twitter.com/CegedimGroup).

*Contacts:*

**Pauline FAHEY**  
Cegedim Strategic Data  
Marketing and Communications  
Tel.: +33 (0)1 49 09 83 87  
[pauline.fahey@cegedim.com](mailto:pauline.fahey@cegedim.com)

**Aude BALLEYDIER**  
Cegedim  
Media Relations  
Tel.: +33 (0)1 49 09 68 81  
[aude.balleydier@cegedim.com](mailto:aude.balleydier@cegedim.com)

**Guillaume DE CHAMISSO**  
PRPA Agency  
Press Officer  
Tel.: +33 (0)1 77 35 60 99  
[guillaume.dechamisso@prpa.fr](mailto:guillaume.dechamisso@prpa.fr)

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