

Mediatelly



Digital Doctor 2022

GENERAL REPORT

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Introduction

This report presents the results of the Digital Doctor survey conducted among almost 7,000 European doctors, focusing on their adoption of clinical practice guidelines (CPG) and the degree to which they already follow them.

Additionally, the survey sought to gather information about doctors' attitudes towards digitalization, their relationship with pharmaceutical companies, and their views on some of the most pressing issues facing the health-care sector, such as low work satisfaction. The results of the survey provide valuable insights into the current state of CPG adoption among European doctors and will help inform strategies for improving the implementation of guidelines in clinical practice.

Trends in medical information sources: Mobile apps and journal articles lead the way

In recent years, there has been a trend in the sources of information that doctors use to get medical information.

2020

In 2020, mobile medical apps and journal articles were the most commonly used sources, with 57% of doctors reporting using each. Textbooks were also a commonly used source, with 52% of doctors reporting using them.

2021

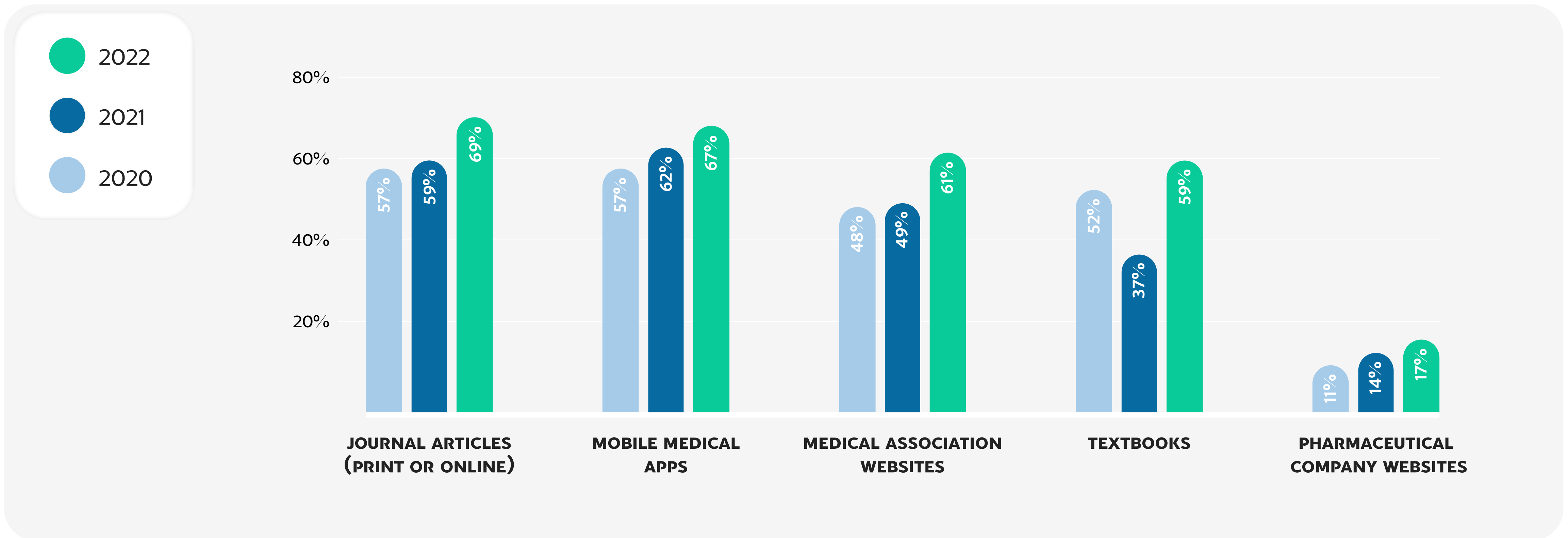
In 2021, the use of mobile medical apps increased to 62%, while journal articles remained at a similar level at 59%. A new source of information that emerged as popular in 2021 is medical associations websites, with 49% of doctors reporting using them.

2022

In 2022, journal articles continue to be a popular source of information among doctors, with 69% reporting using them. Mobile medical apps have also maintained their popularity, with 67% of doctors reporting using them. Medical association websites also continue to be among the top three most commonly used source of information, with 61% of doctors reporting using them.

Trends in medical information sources: Mobile apps and journal articles lead the way

A visual presentation of year-to-year comparison of trends in medical information sources.



Doctors prioritize following the latest guidelines in their practice

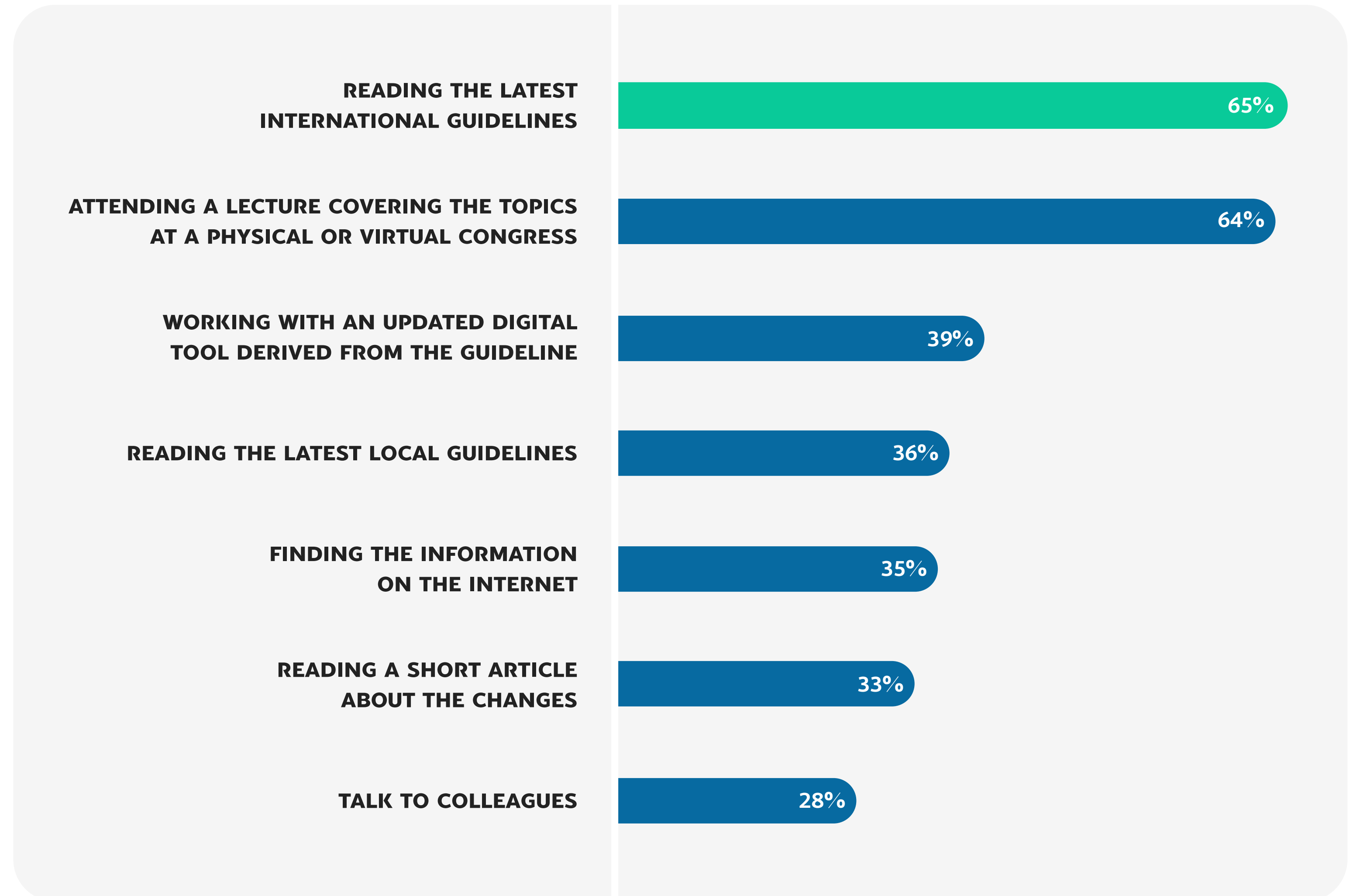
Clinical practice guidelines are evidence-based recommendations that aim to optimize patient outcomes by providing healthcare providers with the most up-to-date information on diagnosis, treatment and care. Following the latest guidelines can help ensure that patients receive the best possible care, as guidelines are developed based on the most current scientific evidence. Studies have shown that adherence to guidelines can lead to improved patient outcomes, including reduced morbidity and mortality, improved quality of life and reduced healthcare costs.

Following guidelines can help to standardize care and promote best practices, which can improve the overall quality of care. Therefore, it is crucial that healthcare providers stay informed about the latest guidelines and incorporate them into their practice in order to provide the best possible care to their patients.

Based on the survey, it is very important to doctors to base their treatment decisions on the latest guidelines (66%). Accordingly, 94% of doctors always or most of the time makes sure that they follow the latest guidelines.

How do doctors keep track with the latest guidelines?

The majority reads the latest international guidelines (65%) or attend lectures covering the topics at an on-site or online congress (64%). The third most frequent option is digital – they turn to digital sources and work with an updated digital tool derived from the guideline (39%).



To doctors, following the latest guidelines is not simple, it is time consuming, but interesting and does not present additional stress. Overall, they see it as a necessity to follow the latest guidelines and it offers them reassurance.

How many guidelines do doctors follow on a weekly basis? On average across all countries, the vast majority (81%) follows up to 5 guidelines on a weekly basis, followed by 14% of doctors who follow from 5 to 10 different guideline in the same time period. The biggest difference can be seen in Croatian and Bulgarian doctors, where 25% of doctors in Croatia and 30% of doctors in Bulgaria follow up to 10 guidelines on a weekly basis.

A total of 95% of doctors would use guidelines if they were presented in digital form, which can be linked to the increase in medical apps being used as a source of medical information and digital sources already being in third place among the go-to sources for the latest guidelines.

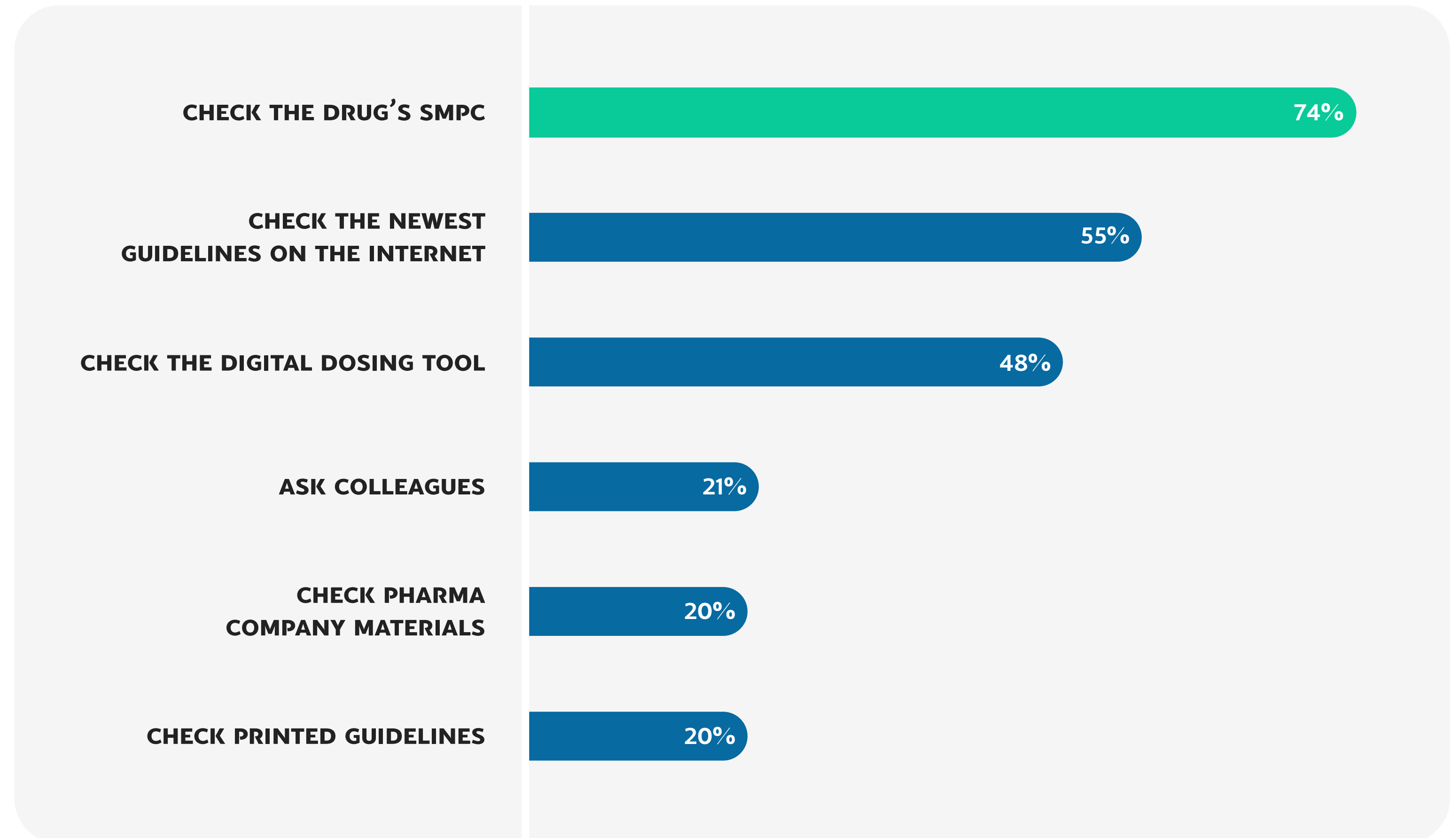
Digital dosing tools are the most popular among internists, oncologists, cardiologists, and GPs

Prescribing the correct dosage is crucial in the treatment of patients with medication or drugs. Studies have shown that administering an incorrect dosage can lead to ineffective treatment or potentially dangerous side effects.

A review published in the Journal of General Internal Medicine (2005) found that medication dosing errors are a common cause of adverse drug events in hospitalized patients. Therefore, it is important for doctors to carefully follow dosing guidelines and adjust as necessary based on the patient's individual needs and response to treatment.

How do doctors decide on the proper dosing of a specific drug?

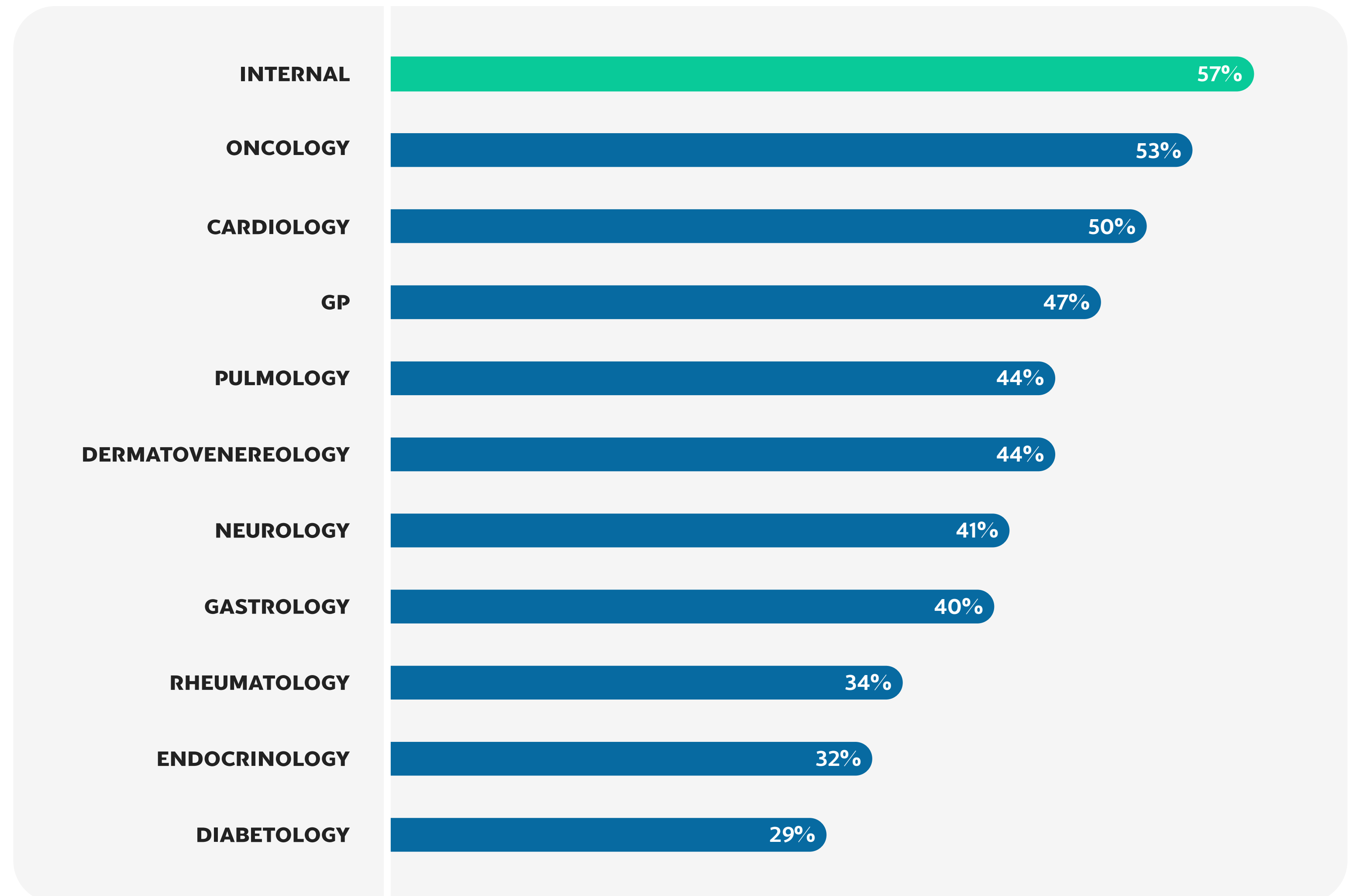
When faced with a decision about dosing, doctors most often check the drug SmPC, followed by the newest guidelines on the internet (55%). A little less than half of the doctors (48%) uses a digital dosing tool that helps them with the correct dosage. When it comes to dosing, doctors rarely turn to colleagues for help (21%), check pharma company materials or printed guidelines (20%).



The most digital specialisations among doctors

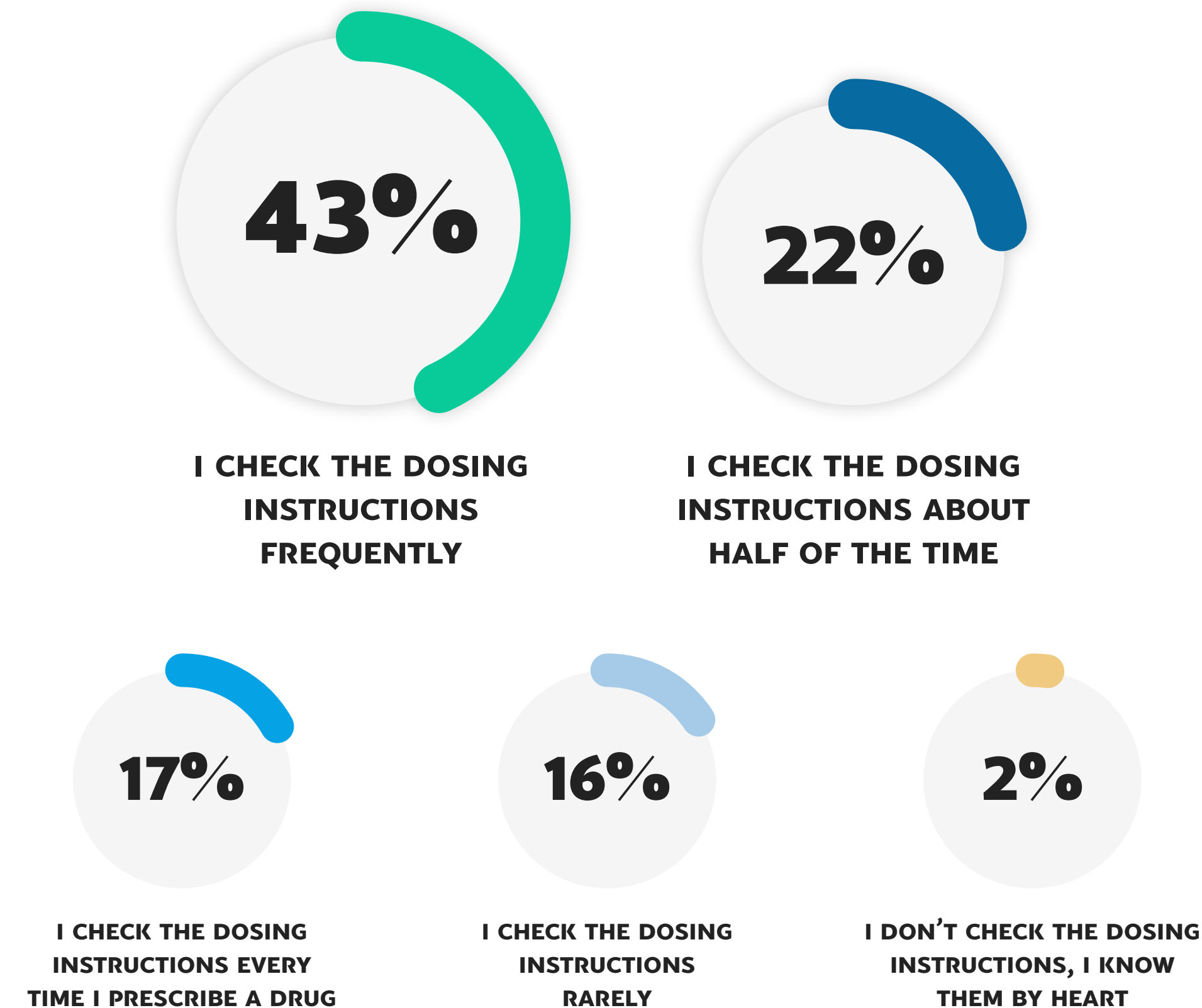
Which doctors are the most digitally-inclined when it comes to dosing information?

Internists (57%), oncologists (53%), cardiologists (50%) and GPs (47%) are the ones who favour digital dosing tools the most.



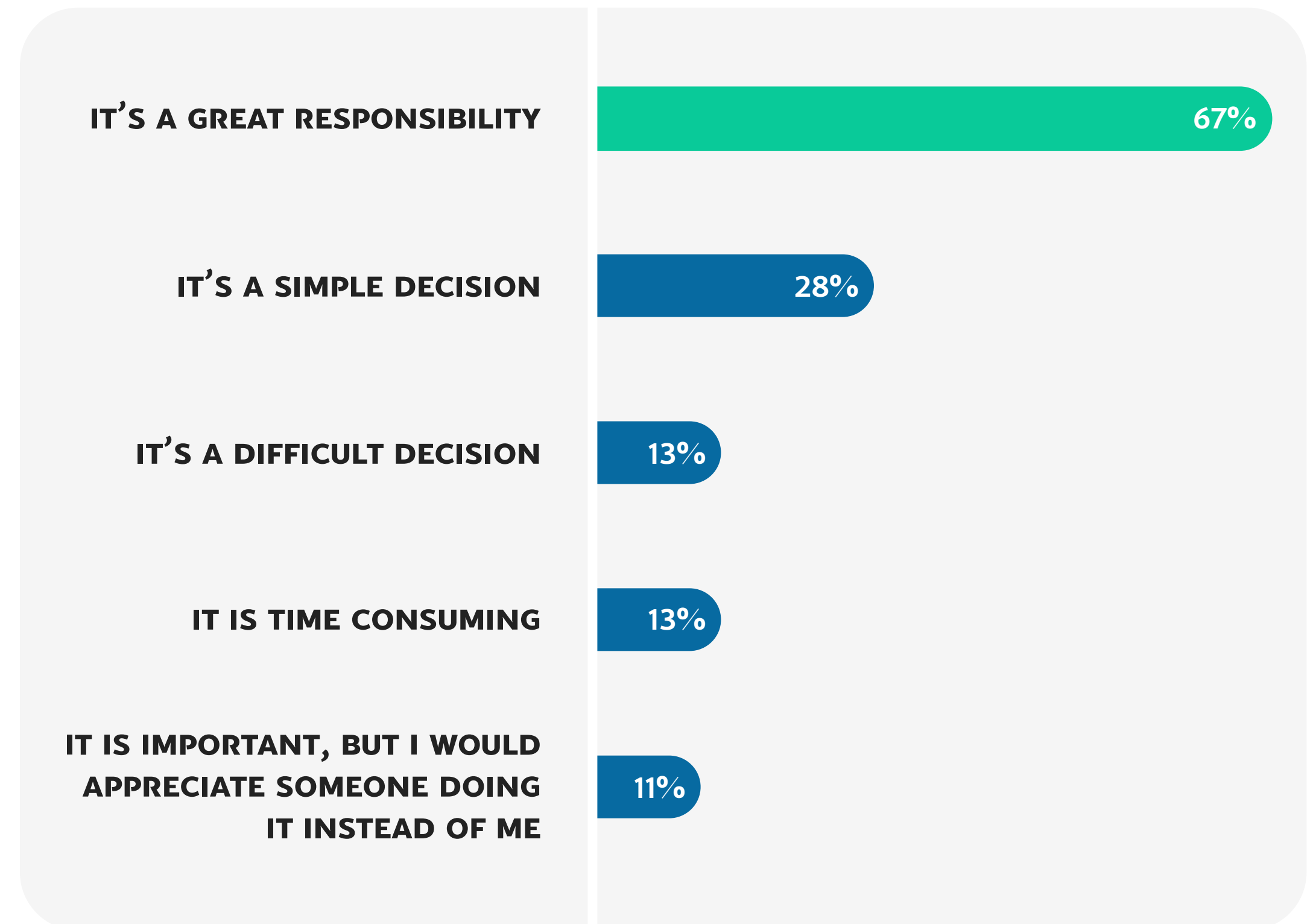
How often do doctors check the drug dosing information?

60% of doctors check the dosing frequently or every time they prescribe a drug.



How do doctors feel about drug dosing?

Doctors see dosing as a great responsibility (67%), difficult and time consuming, although almost a third sees it as a simple decision (28%).

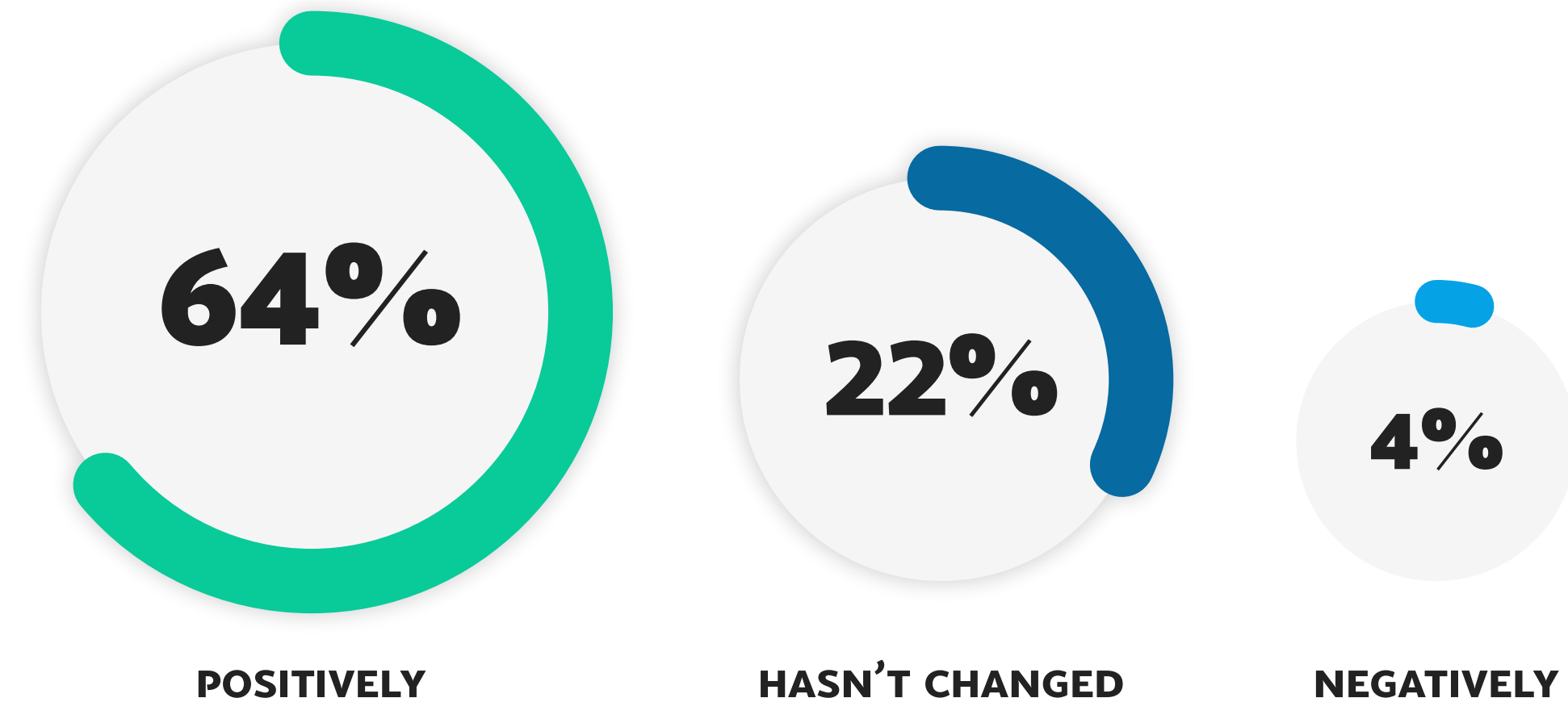


Easy access to medical education and information is the biggest positive change in the digitalization of healthcare

The COVID-19 pandemic has had a significant impact on the digitalization of healthcare. The pandemic has accelerated the adoption of digital tools and technologies in healthcare, and has highlighted the importance of digitalization in the delivery of care.

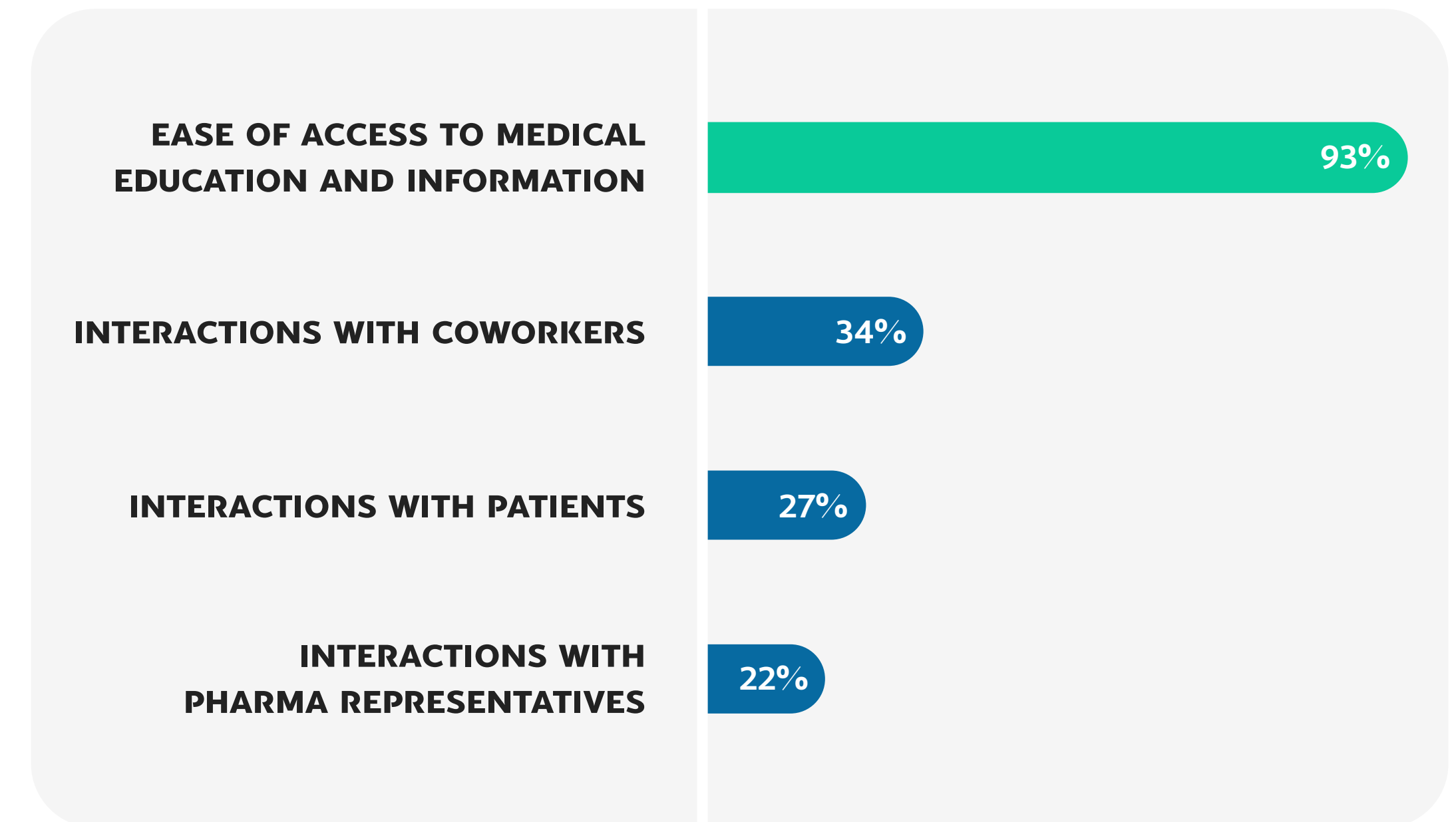
How has the pandemic changed doctors' feeling towards digitalisation?

The pandemic has positively changed doctors' feelings towards digitalization (64%).



In which part of day-to-day work do doctors see positive changes in digitalisation?

Almost all doctors see the biggest positive change in the ease of access to medical education and information (93%).



Doctors' preferences for communication with pharmaceutical companies: Digital and personalized

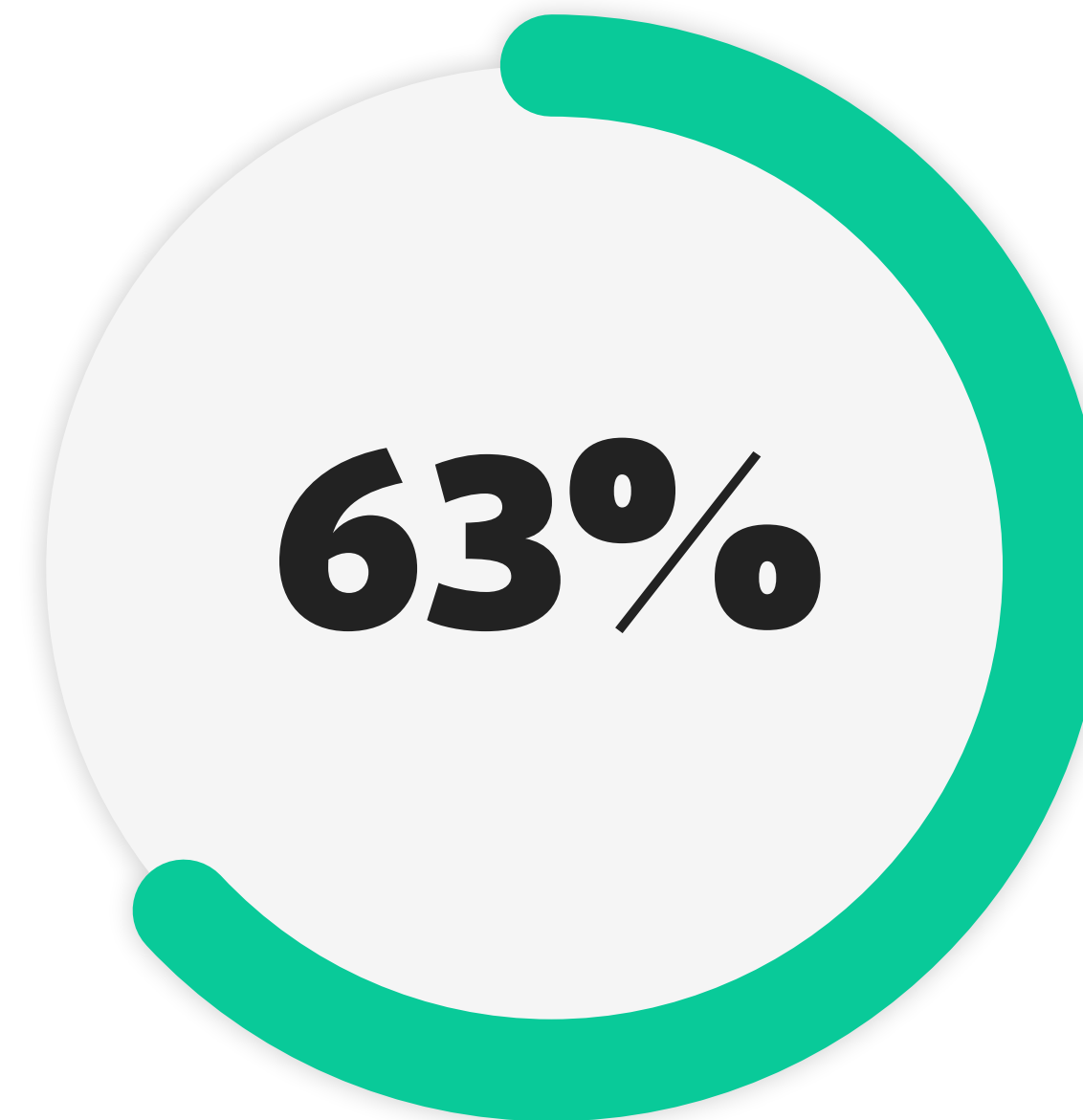
The relationship between doctors and the pharmaceutical industry can be complex and multifaceted. Doctors rely on the pharmaceutical industry for information and education about new treatments, drugs and medical devices. Pharmaceutical companies often provide doctors with detailed information about the benefits and risks of their products through representatives, seminars and other forms of communication.

This can help doctors stay informed about new treatments and make better-informed decisions when prescribing medications. But how do doctors feel about this? The majority of doctors (63%) thinks that the pharmaceutical industry and its representatives understand what support and information doctors really need from them, but at the same time 37% of doctors disagree with this.

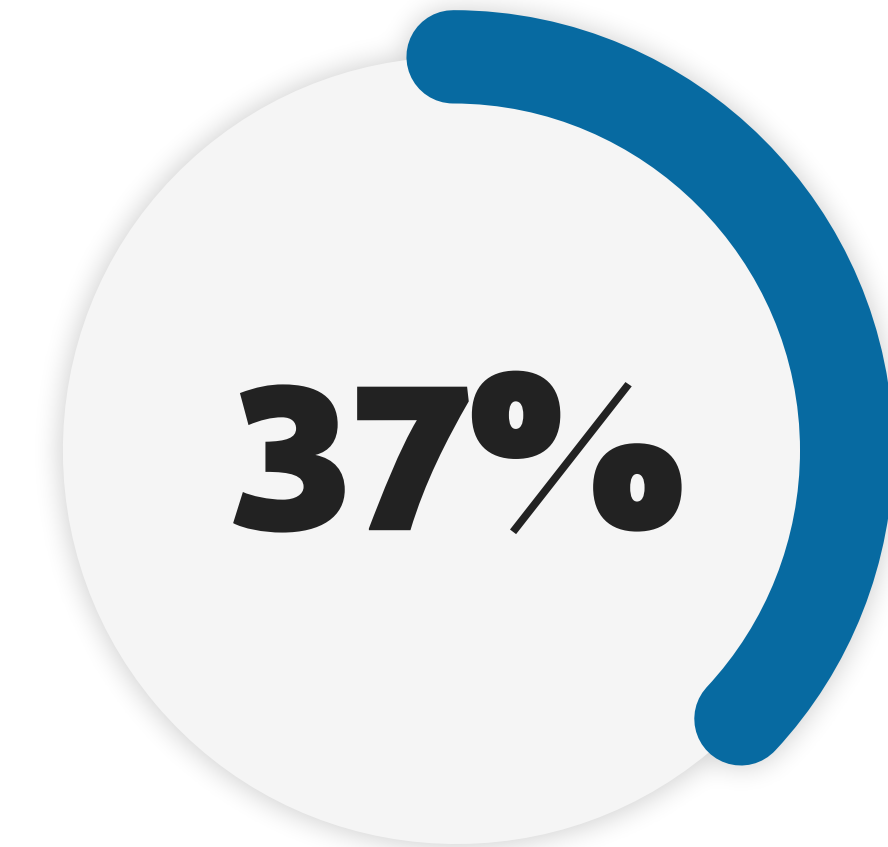
Do the pharmaceutical industry and its representatives understand what support and information doctors really need from their side?

Czech (46%), Italian (44%) and Slovenian (42%) doctors feel the most misunderstood by the pharmaceutical industry and its representatives, saying that pharma does not understand the support and information they need from their side. On the other hand, Serbian (71%) and Romanian (69%) doctors' satisfaction is above average when it comes to pharma understanding their wants and needs.

When it comes to the way and form of communication with pharma, doctors prefer digital communication, personalized and tailored to their individual needs and interests (44%) and a combination of live events and live visits with customized digital content and communication (36%).



**YES, THEY
UNDERSTAND**



**NO, THEY
DON'T UNDERSTAND**

Work satisfaction of doctors and the factors that impact it

Doctors' work satisfaction can vary depending on several factors, including the type of health-care setting, the specialty and the country. However, in general, studies have shown that doctors may experience high levels of stress and burnout, which can negatively impact their work satisfaction.

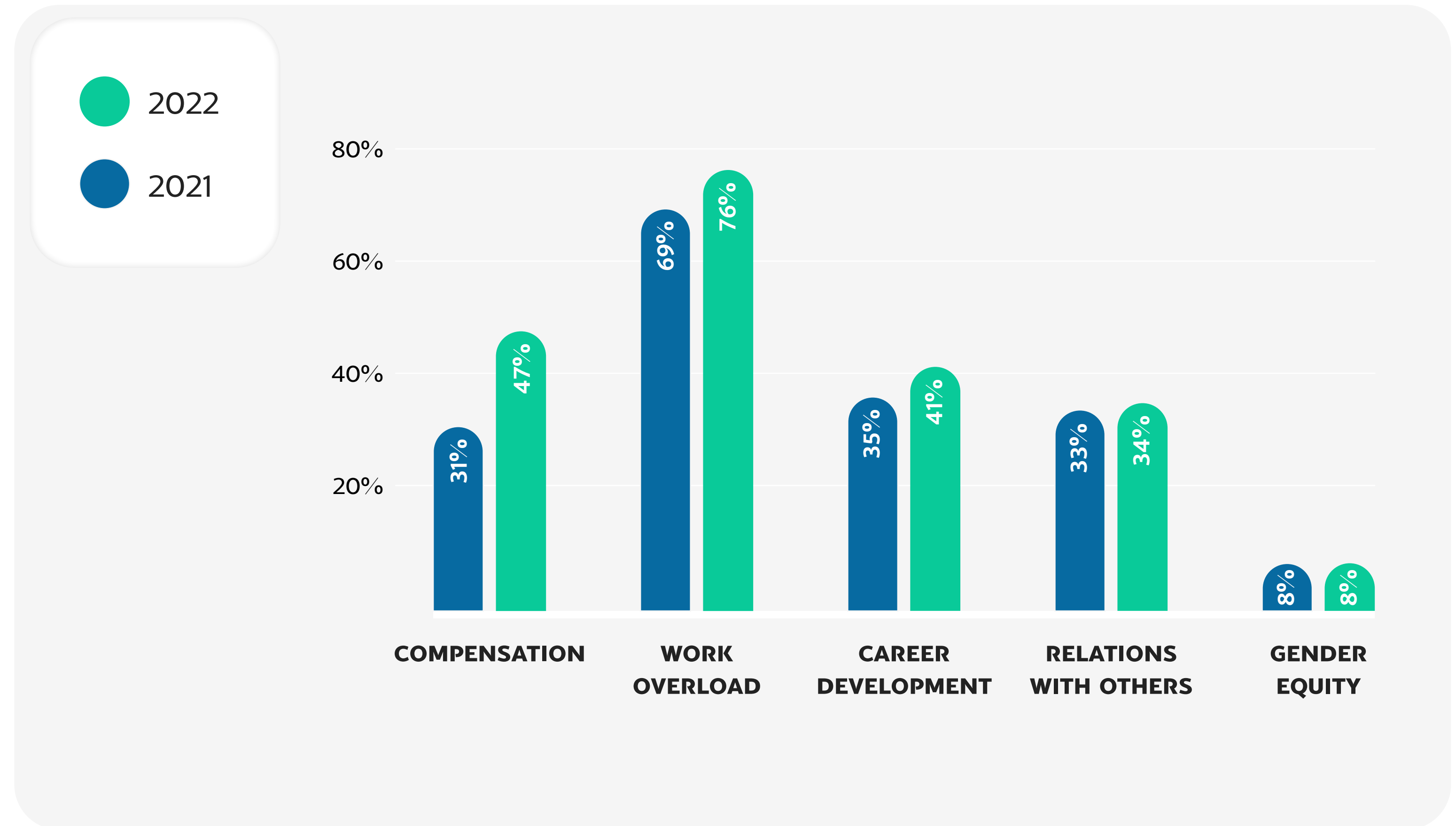
Compared to last year, work satisfaction among doctors increased from 26% to 38% this year. Furthermore, the dissatisfaction among doctors dropped significantly, from 43% of doctors who last year reported that they are less satisfied to 27% this year.



Work satisfaction of doctors and the factors that impact it

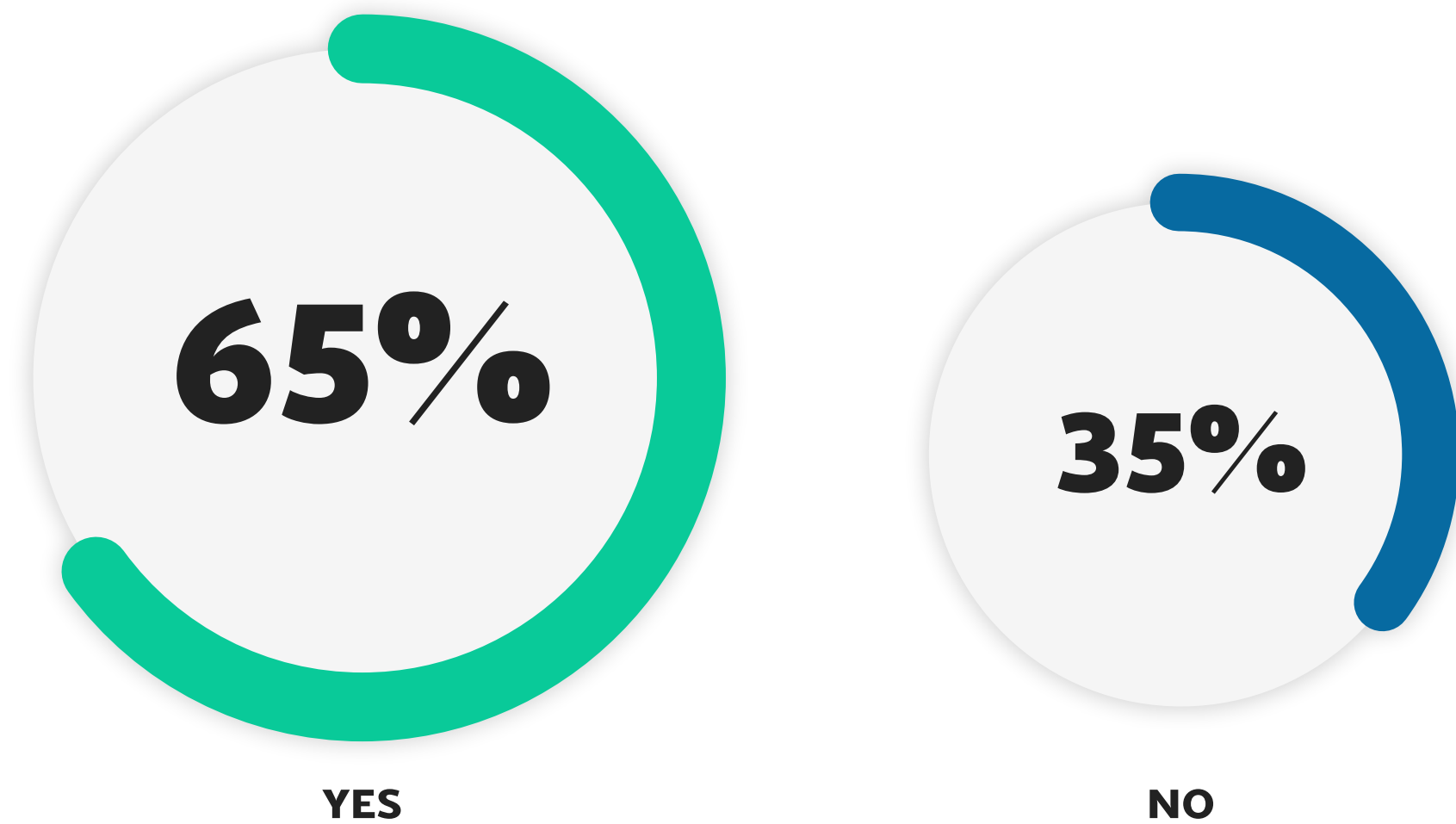
But a lot of concerns among doctors remain. What are the biggest ones?

The top three concerns from last year are becoming an even bigger problem for doctors. Work overload is the biggest issue (76%), followed by compensation (47%) and career development (41%). But how do doctors look to the future? The majority is optimistic, but there are quite some differences between the countries and specialisations.



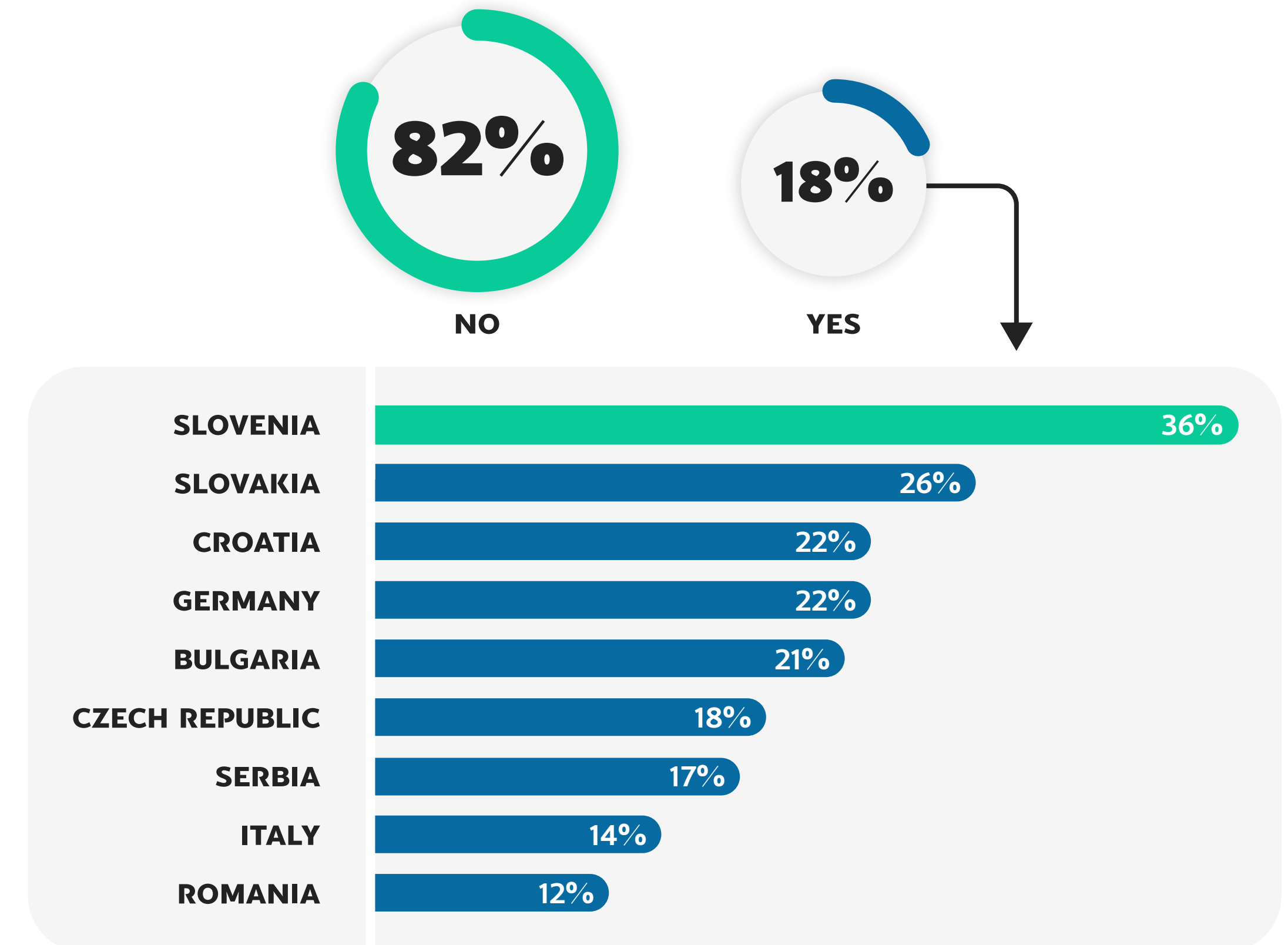
Are you optimistic about your work in the near future?

Optimism about the future dropped from last year, with the biggest difference in Slovenia, Italy and Slovakia. Only Bulgarian and Romanian doctors are a little more optimistic about the future than they were last year.



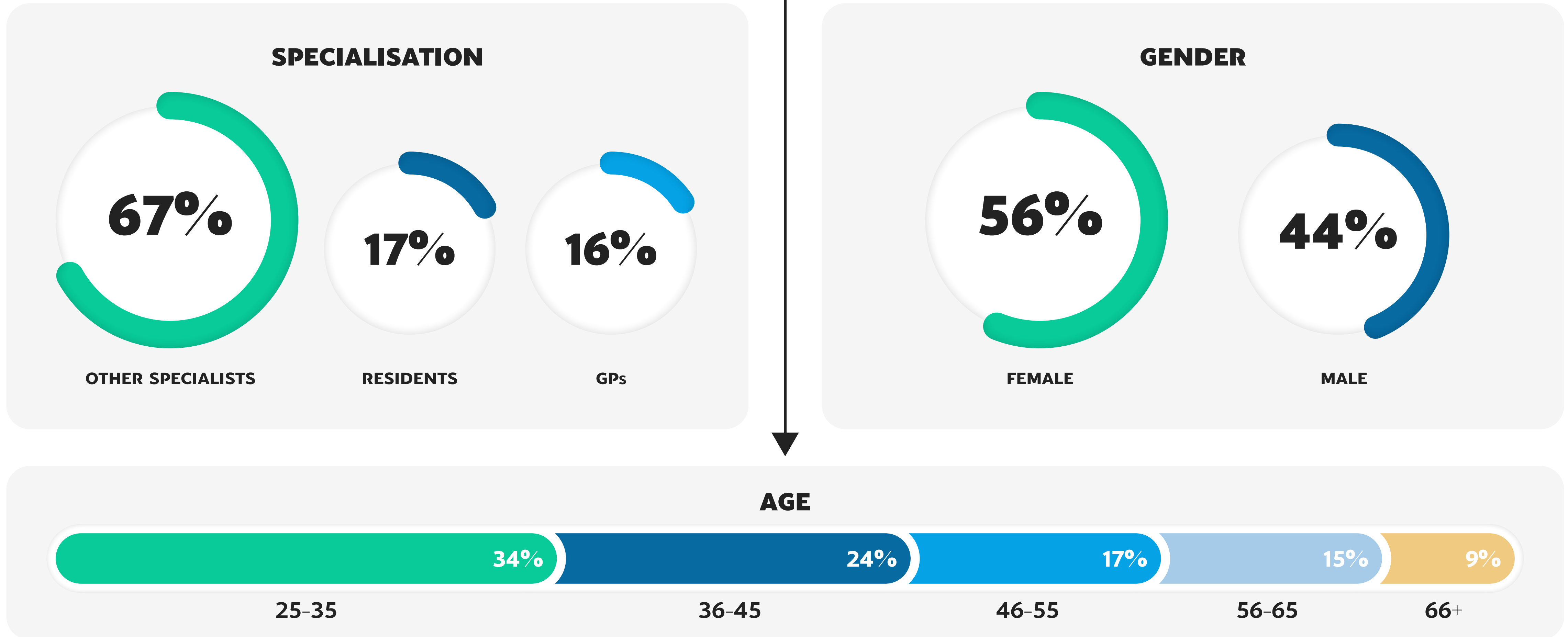
Do you think about leaving the medical profession?

This year we asked doctors if they are considering leaving the profession and 18% of participating doctors admitted that they are considering leaving their profession, especially Slovenian, Slovakian and Croatian doctors.



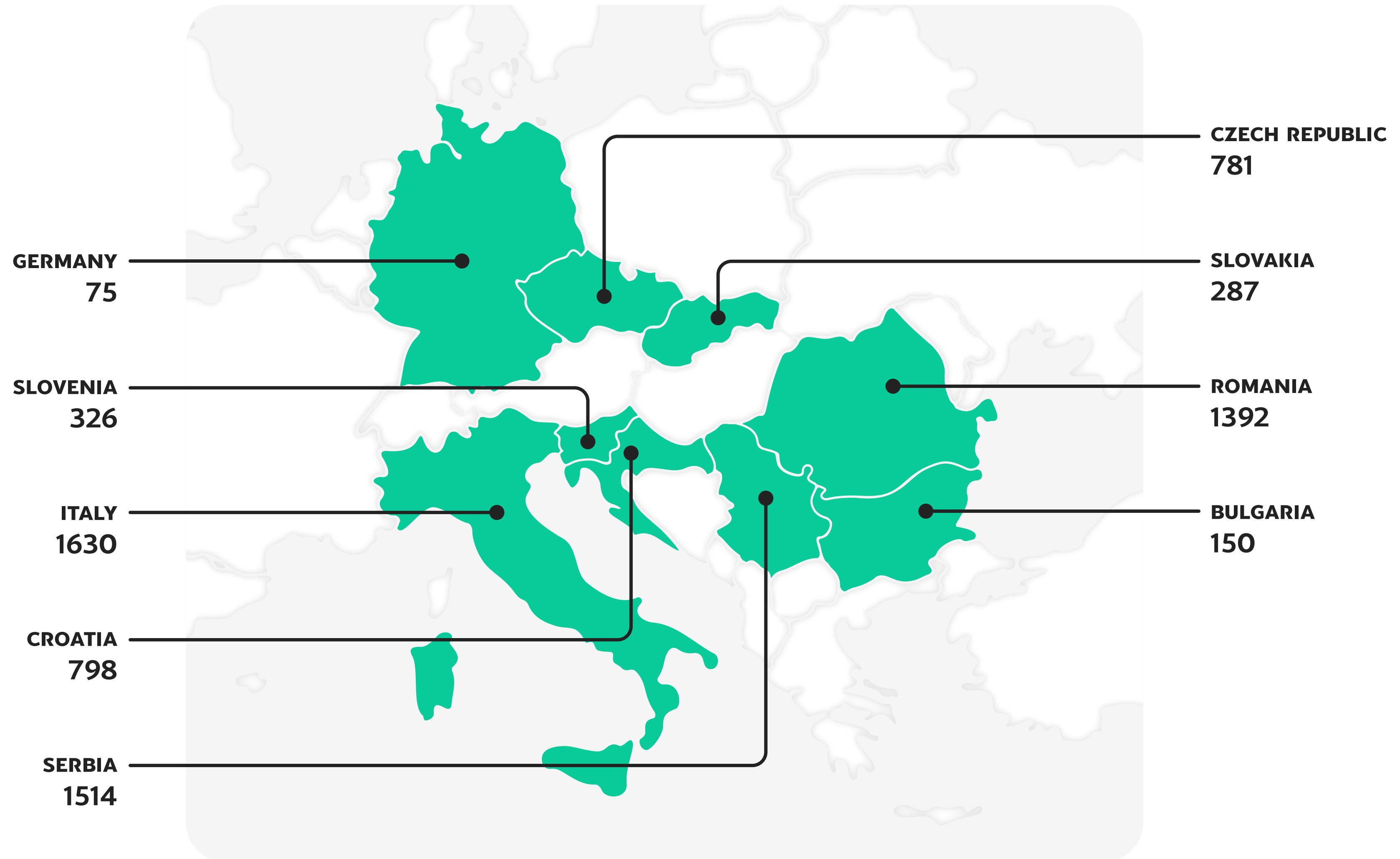
Demographics

6800 DOCTORS



Demographics

NUMBER OF ANSWERS BY COUNTRY



Conclusion

In conclusion, this report presents the results of the Digital Doctor survey conducted among almost 7,000 European doctors, focusing on their adoption of clinical practice guidelines (CPG) and the degree to which they already follow them.

It was found that the majority of doctors base their treatment decisions on the latest guidelines, with 94% of doctors always or most of the time making sure that they follow the latest guidelines. The most common ways that doctors keep track of the latest guidelines are by reading the latest international guidelines (65%) or attending a lecture covering the topics at an on-site or online congress (64%).

Additionally, the survey results provide insight into the sources of information that doctors use to stay current in their field. Mobile medical apps and journal articles are becoming increasingly popular sources of medical information. The report also provides valuable information about doctors' attitudes towards digitalization in the workplace and their relationship with pharmaceutical representatives. The results of this survey will be useful in informing strategies for improving the implementation of guidelines in clinical practice and addressing the pressing issues facing the healthcare sector, such as low work satisfaction and inadequate workplace conditions.



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