

# A survey of methods and sources healthcare providers use for medical information

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## BACKGROUND

- The medical information healthcare professionals (HCPs) need to care for their patients is growing and expanding.
- HCPs search for medical information frequently, but where and why they search has not been fully elucidated.
- A number of additional resources are available to HCPs that provide more specific information geared to the HCPs.
- Medical information services offered by drug companies can provide evidence-based, balanced, accurate, truthful, non-misleading responses to inquiries from HCP. These unsolicited inquiries can be questions concerning the FDA approved product label or questions beyond the labeled information.

## OBJECTIVE

- To identify the preferred frequency, methods, and most commonly used sources HCPs use to obtain medical information
- To evaluate and categorize the rationale of their choices with the ultimate goal of improving HCP access to quality medical information.

## METHODS

- A de-identified survey was distributed via a third-party market research organization.
- In addition to the demographics, there were 12 questions to assess preferred methods and sources of information and rationale for high and low uses.
- The survey was conducted in March 2019.
- 511 HCPs were surveyed and included physicians, clinical pharmacists, advanced practice nurses, registered nurses, and physician assistants.

## AUTHOR CONTACT INFORMATION

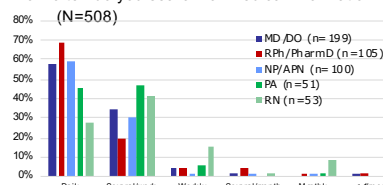
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Disclosure:  
R. Hunter & M. Noue – are employees of EMD Serono  
R. Bhavsar – employee of Biogen  
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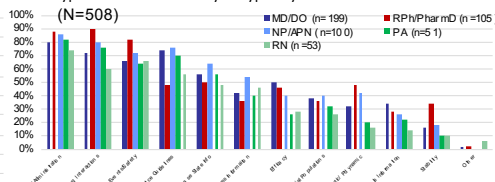
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## RESULTS

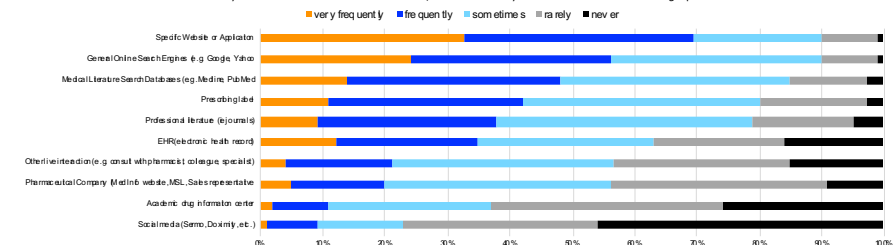
How often do you search for medical information? (N=508)



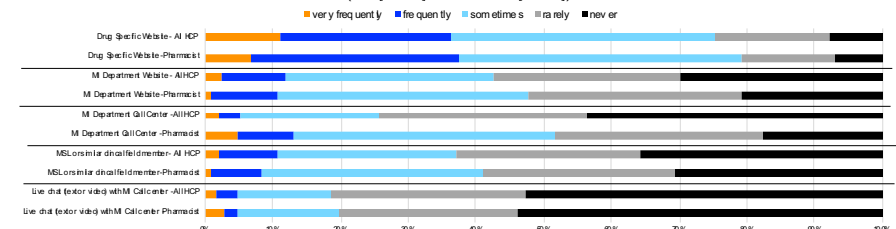
What type of information do you typically look for? (N=508)



When you search for medical information, how often do you use each of the following options?



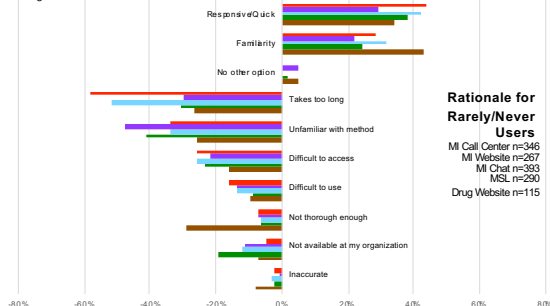
When obtaining information from a pharmaceutical company, how often do you use each of the following options? (HCP [n=508] vs Pharmacists [n=105])



## RESULTS

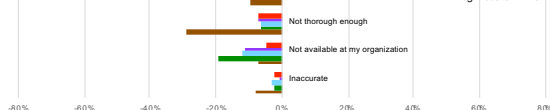
Rationale for Very Frequent/Frequent Users

MI Call Center n=25  
MI Website n=55  
MI Chat n=19  
MSL n=50  
Drug Website n=169



Rationale for Rarely/Never Users

MI Call Center n=346  
MI Website n=267  
MI Chat n=333  
MSL n=230  
Drug Website n=115



## DISCUSSION

- 88% of HCPs surveyed search for medical information either daily or several times per week.
- Specific websites/applications are the most commonly used sources, followed by general online search engines due primarily to ease of use and quickness.
- Only 5% of all HCPs and 13% of pharmacists contact drug manufacturers frequently for medical information via phone while 11% of all HCPs utilize the MI Department website.
- The main drivers of HCPs using a particular medical information resource very frequent/frequent were: accessibility, accuracy, and thorough/complete. The primary reason HCPs rarely/never use a particular source were: takes too long, unfamiliar with method and difficult to access.
- There is a need to increase awareness of the medical information services offered by drug companies.