

## Report Highlights

- The vast majority of Chinese physicians are digitally active, spending an average of 11 hours per week on the Internet. Of these, 5.1 hours are spent on profession-related activities.
- 98% of physicians access the Internet, and 75% spent more than five hours on the Internet per week.
- Of these physicians, 20% use the Internet in the workplace most often, and 80% use it at home most often.
- On average, physicians spent 11.0 hours on the Internet per week.
- DXY (80.5%), Haoyisheng (75.4%) and Haodf (68.6%) are Websites with top physician awareness.

**Kantar Health** ([www.kantarhealth.com](http://www.kantarhealth.com)) is a global, evidence-based decision support partner to the world's leading pharmaceutical, biotech, device and diagnostic companies. Our 700+ staff act as catalysts, working closely with customers to drive distinctive decision-making that helps them prioritize product development and portfolios, differentiate their brands and ensure product profitability after launch. We are unique in that we bring together clinical, medical and methodological expertise, commercial/marketing know-how and proprietary data.

**DXY** ([www.dxy.cn](http://www.dxy.cn)) is the largest online academic portal for 5 million Chinese physicians and life sciences professionals, with 1.8 million average daily page views. DXY features more than 100 columns to facilitate communication, information sharing and collaboration of medical professionals within practically all sub-specialties of clinical medicine, basic medical research, life sciences and pharmaceutical sciences.

# Digital Life Physician

## Completely unique insight into the online habits of Chinese medical professionals

As traditional methods of targeting doctors become less effective and online usage within healthcare grows, it's becoming increasingly important for you to understand exactly how doctors consume information and communicate digitally. With that in mind, Kantar Health China and DXY have united to launch a landmark study to uncover the digital lives of medical professionals. A combination of cutting edge online and offline tools and techniques are used to uncover engagement levels when undertaking professional/leisure activities across online channels. Expert quantitative modeling and analysis then uncovers the real drivers behind online behavior, helping you shape highly targeted sales and marketing campaigns.

### Why Digital Life Physician?

This is a completely unique report that can help you target physicians more effectively and achieve higher engagement through an in-depth understanding of their motivations. For the first time, we are offering a comprehensive view of the physician digital landscape in China based on an unusually large, robust and recent sample\*including:

- 4,000+ online from DXY, the largest doctor network in China and CATI studies across 300 cities
- 2,000+ face-to-face respondents from 40 cities

\*Collected August-October 2011

### Subscription Options

Digital Life Physician is available for customizations to clients' target physician specialties. Please contact Kantar Health for your customization needs and quotations.

- Cardiology
- Respiratory
- Gastroenterology
- Endocrinology
- Neurology
- Oncology
- Surgery
- Orthopedics
- Gynecology
- Pediatrics
- Ophthalmology
- Stomatology
- ENT
- Anesthesiology
- Radiology / nuclear medicine

### Contact for more information

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## Digital Life Physician is structured to support decision-making at three levels.

What's the state of play in the digital physician landscape?

- Develop a digital strategy
- Determine platforms on which to focus
- Decide where to focus investment

How do we maximize opportunities with digital physicians?

- Identify communication channels
- Develop viable social media strategies
- Select the most effective touchpoints

How and to whom do we tailor the message?

- Formulate different strategies for different physician types and groups
- Target the needs of different physicians online

## Analysis in the report covers:

### Physician Profile



### Digital Activities



### Digital Segments

