

## The eHealth Market in Italy and Spain: Key Trends in Physician Channels of Influence

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### Description

#### Introduction

The majority of physicians surveyed in Italy and Spain access the Internet for work-related purposes five hours per week or less. The viability of using Internet-enabled applications to reach physicians is dependent largely on both the level of access physicians have to an Internet connection both at work and at home, as well as the time physicians have available to go online during their workday.

#### Scope

Overview of physicians' current online behavior and information needs in Italy and Spain

Identification of the issues that limit adoption of Internet-enabled technologies within the medical community

Examination of opportunities to reach physicians through Internet-enabled channels, such as eDetailing, online forums and eCME

Recommendations for how best to reach physicians by leveraging current and future opportunities in the eHealth market

#### Report Highlights

Interest in eDetailing may increase as the market matures and eDetailing vendors become more proficient in capturing the interests of specific physician groups. Local knowledge is very important within the eDetailing market. Vendors need to be aware of the concerns that most affect physicians in a given geographic or regulatory area.

Hesitation among physicians to participate stems from concerns about anonymity and privacy while online. These concerns, however, are frequently overshadowed by the convenience of accessing information through online channels.

The number of surveyed physicians who report that they would like to participate in eCME courses indicates that CME delivered online has the potential to become one of the most ubiquitous and influential online channels within the medical community.

#### Reasons to Purchase

Understand where and from which online sources physicians are most likely to access medical information

Recognize the importance of tailoring content delivered through online channels to meet the specific need and concerns of physicians in a given market

Learn how physicians' current views on eDetailing, eCME and online forums will affect future levels of adoption of these key technologies

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