

# MedData Point

## Shares How Physicians Engage on LinkedIn

**MedData Point** is a market research program powered by MedData Group that collects and analyzes data to provide healthcare marketers with insights into the latest trends, technologies and perceptions in healthcare among physicians and other healthcare professionals and across a variety of specialties and practice sizes. The following survey data is reflective of 150 U.S. physicians.

Social media advertising is becoming an increasingly valuable channel for reaching and engaging healthcare professionals. While Facebook and Twitter are popular channels for HCP social media advertising, other social networks have found increasing levels of engagement among physicians. One in particular is LinkedIn.



### PHYSICIAN ENGAGEMENT ON SOCIAL MEDIA

When asked:

**“How often are you active on the following social media channels?”**

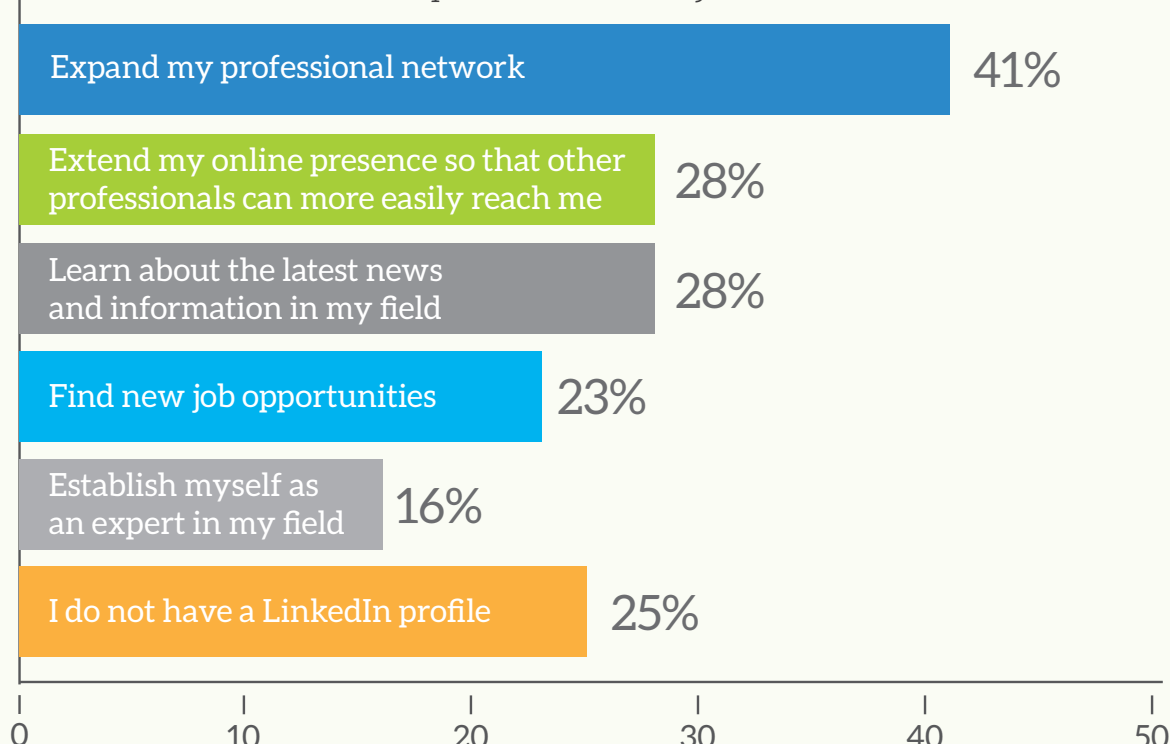
Responses were as follows:

	DAILY	AT LEAST WEEKLY	AT LEAST MONTHLY	NEVER
	8.57%	29.52%	52.38%	9.52%
	54.22%	18.07%	7.23%	20.48%
	6.85%	23.29%	15.07%	54.79%
	9.84%	27.87%	27.87%	34.43%
	2.70%	6.76%	9.46%	81.08%
	11.94%	8.96%	2.99%	76.12%

Respondents were first asked:

**“What are your top reasons for engaging on LinkedIn?”**

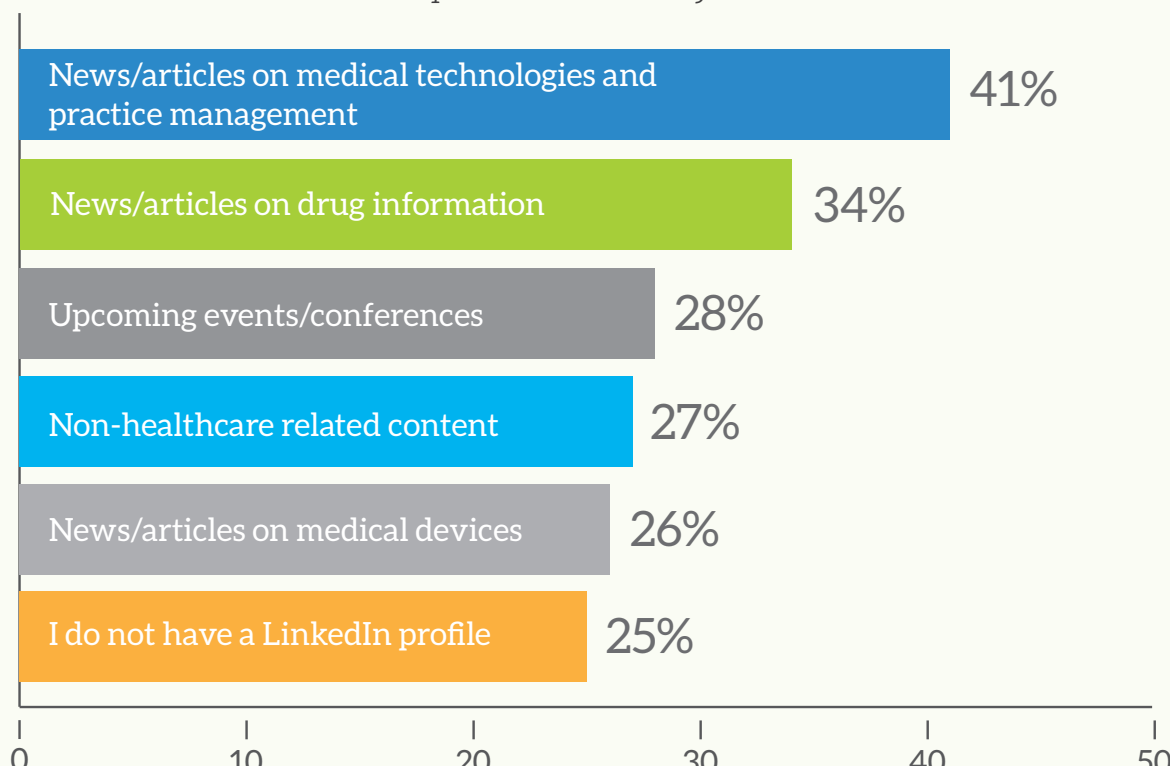
Responses were as follows:



**87%** of physicians who report not having a LinkedIn profile are over the age of 45.

Next, when asked: **“What types of content do you read on LinkedIn?”**

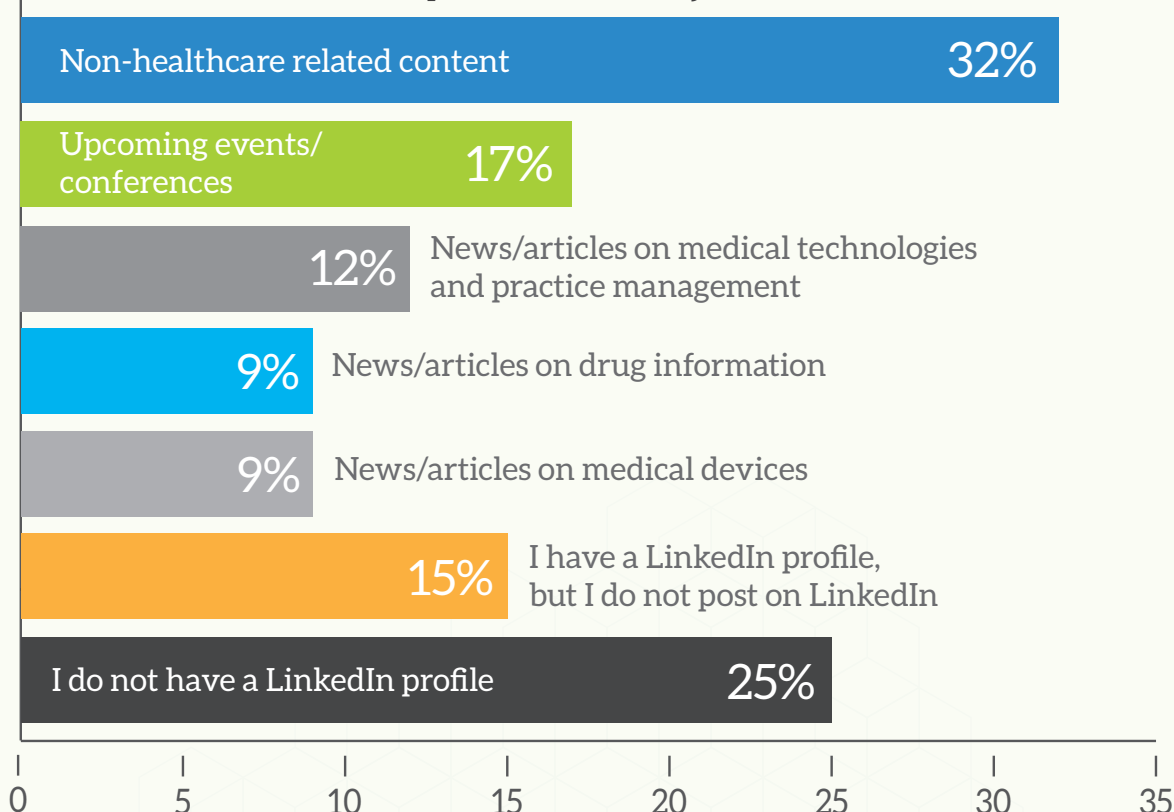
Responses were as follows:



Lastly, when asked:

**“What types of content do you post on LinkedIn?”**

Responses were as follows:



Of the physicians who report having a **LinkedIn** account, **85%** say they post on LinkedIn.

**MedData Group** ensures that you're getting in front of the right HCPs with highly deterministic data that targets right down to the NPI level. Leveraging our database of more than 2 million healthcare professionals, segmented to your exact needs and then associated to their social IDs, gives you the keys to the right audience for your campaigns.

**Contact us today to learn more about licensing MedData Group's data for social media advertising.**

**About MedData Group:** MedData Group is the leader in HCP data solutions for fueling multi-channel digital campaigns providing programmatic, email and offline data to identify and surround your target audience. Partnering with ad agencies, pharmaceuticals, publishers, medical education, physician recruiters, providers of healthcare technology and medical devices, our suite of data solutions helps maximize the right HCP audiences through the right digital channels. With a database of over 2 million HCP records, we offer a portfolio of highly flexible, innovative data solutions that allow for sophisticated and accurate segmentation of HCP audiences at scale, as well as engagement data for ongoing analysis of campaign performance. Our extensive database allows for highly deterministic targeting by digital, social, and mobile IDs, as well as email address, clinical behavior, and dozens of other demographic, firmographic, and professional fields, providing the fuel for your campaigns no matter the digital channel. [www.meddatagroup.com](http://www.meddatagroup.com)

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