M3 MI

Professional Health

SYNDICATED RESEARCH DIRECTORY

JULY 2023 UPDATE

M3 MI's strategic insights and media measurement data are the industry's most widely used audience planning and profiling currency for healthcare insights and advertising. Reach and market to your healthcare professional audiences more effectively by understanding attitudes, behaviors, and channel preferences of 30+ medical specialties and healthcare verticals.

Updates to study content in 2023 are noted in **blue** text.

M3 MI / Kantar Media Healthcare Research

Professional Health Studies Provide a 360° Understanding of Healthcare Professionals

Advertising, media and marketing professionals use M3 MI data to optimize marketing strategies and allocate budgets to reach healthcare professionals from 24 physician and ten other healthcare professionals specialties.

We combine expertise in strategic insight, advertising intelligence, and media and audience measurement to provide a 360-degree view of healthcare professional media interactions.

Targeting

Social Interaction

Video

Ad Blocking

Mobile Apps

Ads

Telemedicine Emerging Tech

Conventions, Conferences

Websites

CME, Traditional & Digital

Publications

Speakers

Colleagues, Patients

Email, Newsletters

Pharma, Sales & Tools

Sales Rep Visits

Table of Contents

Content covered in this directory comes from the *Sources & Interactions Studies*, the *Digital Insights Studies* and the *Media Measurement Studies.*

Sources & Interactions (U.S. & International)
Preferences and usage across 40+ multi-media channels and type of information preferred from a channel.

Digital Insights
Behaviors and motivations for digital channels – social, online video, mobile apps etc.

Media Measurement
Exposure to content and advertising in 500+ medical content sites, publications, social networks and newsletters.

DIRECTORY NAVIGATION: Click on any item in the ToC to jump to that page. To come back, click the "Return to Table of Contents" link located at the bottom of each page.

Revised July 2023

Specialties Measured

PHYSICIANS

- Family Medicine
- Internal Medicine
- Cardiology
  - Echocardiography
  - Interventional Cardiology
  - Nuclear Cardiology
- Allergy/Immunology
- Anesthesiology
- Dermatology
  - Cosmetic Dermatologic Surgery
  - Mohs Micrographic Surgery
  - Procedural Dermatology
- Diabetes/Endocrinology
- Emergency Medicine
- Gastroenterology
  - Hepatology
- General Surgery
- Infectious Diseases
- Nephrology
- Neurology
  - Headache
  - Neuromuscular Medicine
- Obstetrics/Gynecology
- Oncology and Hematology/Oncology
- Ophthalmology*
  - Cataract
  - Retina
  - Refractive/Corneal
  - Glaucoma
- Orthopedic Surgery
  - Adult Reconstructive
  - Foot and Ankle Surgery
  - Hand and Wrist Surgery
  - Orthopedic Surgery of the Spine
  - Orthopedic Trauma Surgery
  - Sports Medicine
  - Total Joint Reconstruction

- Otolaryngology
- Pain Medicine*
- Pathology*
- Pediatrics
- Plastic Surgery
  - Aesthetic and Breast
- Psychiatry
- Pulmonary Disease
- Radiology and Radiation Oncology*
- Rheumatology
- Urology

OTHER HEALTH CARE PROFESSIONALS

- Dentistry
- Eyecare
  - Ophthalmologists
  - Optometrists
  - Opticians
- Hospital Management
  - Senior Executives
  - Financial Executives
  - Information Executives
- Managed Care
  - HMO/PPO/PBM/IDN Clinical Decision Makers
  - HMO/PPO/PBM General Executives
  - Hospital/Nursing Home Managed Care Directors
  - Hospital/Nursing Home Medical Directors
  - Hospital/Nursing Home Pharmacy/ Formulary Directors
- Oncology Nursing
- Physician Assistants and Nurse Practitioners
- Pain Medicine
- Pathology
- Pharmacy
  - Retail: Chain
  - Retail: Independent
  - Hospital/Health-System
- Radiology and Radiation Oncology

*Separate study from Medical/Surgical

Physician and Practice Profile

DEMOGRAPHICS

- Age
- Gender
- Ethnicity
- Hispanic/Latino/Spanish origin
- Language(s) spoken at home
- Other household members by age
- Census region (Northeast, South, Midwest, West)
- Division (New England, Middle Atlantic, East North Central, West North Central, South Atlantic, East South Central, West South Central, Mountain, Pacific)
- Home location - Urban, Surburban, Rural

PROFESSIONAL DESIGNATION

- Formulary committee member
- Association member (currently or formerly)
- Key Opinion Leaders

PURCHASING INFLUENCE

- Typical degree of involvement in the purchase of devices, equipment, and/or service contracts
- See sales representatives

PROFESSIONAL ACTIVITIES IN PAST 12 MONTHS

- Moderate a group or discussion on professional social media
- Author an article for a publication
- Review articles for a peer-reviewed publication
- Member of publication editorial/advisory board
- Teach at a medical school
- Speak at a local professional association meeting (in-person or remote)
- Speak at a national conference (in-person or remote)
- Speak at a medical-oriented dinner meeting (in-person or remote)
- Board membership of a local medical association
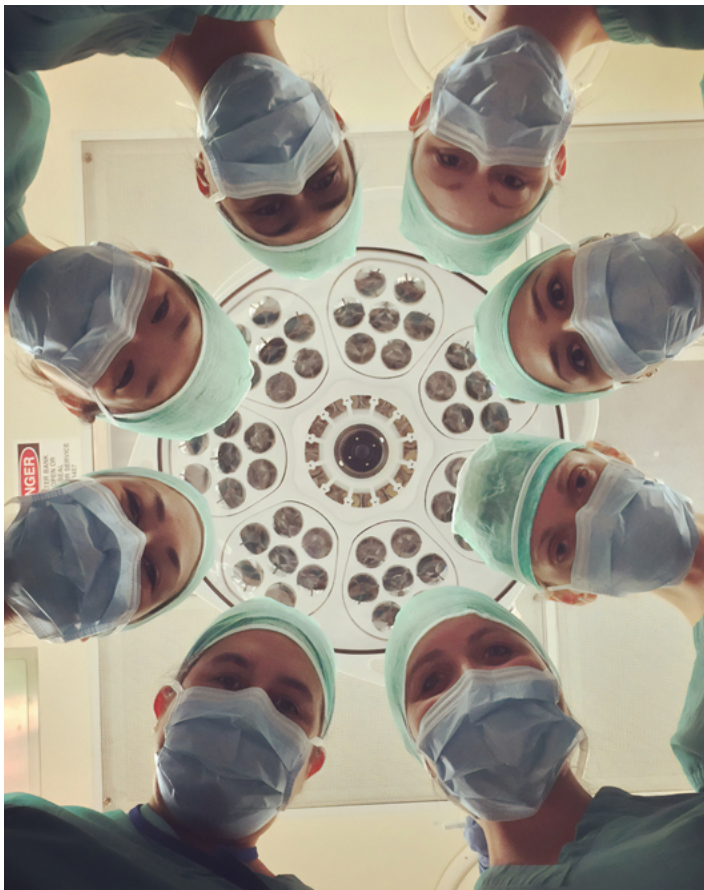- Board membership of a national medical association

Number of patients seen in an average week (in-person or remotely)

Number of prescriptions written in an average week (in-person or remotely)

Length of average patient visit (new patients vs. follow-up patients)

Practice location - Urban, Suburban, Rural

Prescribing Profile

NEW DRUG, DEVICE OR PROCEDURE ADOPTION

- Early Adopters – As soon as it is released/available
- Early Majority – After a few others have tried it successfully
- Late Majority – Once it is in fairly common use
- Traditionalist – After it becomes a standard drug, device, or procedure

LIKELIHOOD OF FACTORS TO INFLUENCE TREATMENT/PRESCRIBING DECISIONS

- A generic is available
- Covered by my patient's health plan (cost)
- Patient education materials available
- Detailed by sales rep
- Mentioned/reported by an expert in my field
- Request from patient
- Recommendation from other physicians
- Input from PAs and NPs
- Scientific data

PRESCRIBING DATA APPENDS

Drug class/clusters

Rx Prescribing – Any, high, very high

- Allergy
- Antibiotic
- Antiviral
- Asthma
- Autoimmune
- Birth Control
- Bone Density
- BPH: Benign Prostate Hypertrophy
- Cardiology
- Dermatology
- Diabetes
- Gastroenterology
- Hepatitis
- HIV
- Hormone
- Migraine
- Neurology
- Obesity
- Oncology
- Pain
- Psychiatry
- Sleep
- Smoking

Prescribing data provided by DMD Marketing includes the total number of weekly scripts written for 100 highly advertised drug categories and 15 category rollups (see appendix).

DIAGNOSIS AND PROCEDURAL DATA APPENDS

- ICD-10 claims data for conditions treated and CPT procedures and services available across specialties (see appendix).

Media Usage

TIME SPENT WITH MEDICAL CONTENT IN A TYPICAL WEEK

- Print (Journals & Other Publications, References, etc.)
- Medical Journal Websites
- Professional Portals (e.g., UpToDate, Medscape)
- Associations/Society Websites & Apps
- Government-Based Medical Websites & Apps
- Pharma/Device Company Websites & Apps
- Email Newsletters
- Professional Social Networks (Doximity, Medscape Consult, Sermo, etc.)

Percent of medical content read that is peer-reviewed

FREQUENCY USING VARIOUS TYPES OF MEDICAL INFORMATION IN PAST MONTH

- Watched a video that's longer than 15 minutes
- Watched a video that's less than 15 minutes
- Read an in-depth, detailed white paper or article
- Read a short summary, article, post
- Listened to audio (lecture, CME, podcast) that's longer than 15 minutes
- Listened to audio (lecture, CME, podcast) that's less than 15 minutes

PUBLICATION READERSHIP HABITS

Versions Read

Version Spent Most Time Reading

- Print edition
- Full digital reproduction of the print edition (e.g., PDF, e-magazine, Flip View)
- The publication's website
- Smartphone/tablet application

MOBILE DEVICE USE

Use for Professional and/or Personal Purposes

- Smartphone (e.g., Android, iPhone, etc.)
- Tablet (e.g., iPad, Galaxy Tab, Amazon Fire, etc.)

Percent of work time spent online using mobile device

Percent of time spent on mobile for professional vs. personal purposes

DIGITAL SEGMENTS

- Connected: Mobile - go online for professional purposes at least twice a day, with at least 50% done using a mobile device
- Connected: Computer - go online for professional purposes at least twice a day, with less than 50% done using a mobile device
- Less Connected - go online for professional purposes once per day (or less frequently)

HOW RESEARCH IS STARTED

- General search tool
- Specific professional publication, website or portal
- Clinical topics
- Medical products and services

PREFERRED INFORMATION BY CHANNEL

TYPES OF INFORMATION LIKE TO ACQUIRE VIA...

- Medical Journals (Print and/or Websites)
- Medical Society Websites
- Conferences or Conventions
- Sales Reps
- Pharma/Device Websites
- Email Newsletters
- Free Professional Portals (e.g., Medscape, MedPage Today, etc.)
- Online Videos
- Social Media
- Webinar
- Podcasts

CHANNELS LIKE TO USE FOR...

- Learning about new products, procedures, or innovations
- Data presenting evidence of a treatment's efficacy (benefits vs risks)
- Guidance on procedures
- Comparison to treatment alternatives
- Experiences of other physicians with similar patients
- Deeper understanding of specific conditions
- Patient education/support materials
- Details about available clinical trials
- CME

Information Sources: Exposure and Importance

Compare channels by:

Frequency and Reach—How often is the source used? Daily/Weekly/Monthly/Annually

Importance—How important is the source for keeping a physician well-informed about new medical developments? Five-point scale

SOURCES MEASURED:

WEBSITES
- Medical Society (Local/State & National)
- Consumer News
- Disease-Specific (Professional & Consumer)
- Professional Portals (Subscription-Based & Free to Use)
- EHR/EMR Platforms

SOCIAL COMMUNITIES/NETWORKS
- Professional (e.g., Doximity, Sermo, etc.
- Consumer (e.g., Facebook, Twitter, etc.)

MOBILE APPS
- Diagnostic Tools
- Drug Reference

PUBLICATIONS — PRINT AND ONLINE
- Current Medical Journals: Print Edition
- Medical Journals: Digital/Websites
- Reference Publications

NEWSLETTERS — PRINT AND ONLINE
- Government Bulletins/Literature
- Medical Center/University Newsletters
- Newsletters from Medical Associations and Their Publications
- Newsletters from Publications/Websites Not Affiliated with an Association
- Mailings/Newsletters from Pharma/Device Companies

PHYSICIAN EDUCATION
- CME: Attending Meetings
- CME: Digital Format (Webcasts, Podcasts, Webinars, Mobile Apps, DVDs, Online Learning, etc.)
- CME: Printed Courses
- Non-CME Medical Podcasts
- Non-CME Webcasts & Webinars
- Instructional Videos

CONFERENCES/MEETINGS/SPEAKERS
- Colleagues (In-Person or Virtual)
- Attending Conferences/Symposia on a Product or Therapy (In-Person or Virtual)
- Conventions (In-Person or Virtual)
- Grand Rounds/Speaker Programs (In-Person or Virtual)

SALES REPS AND COMPANY INFO
- Pharma Medical Liaisons
- Sales Representatives: Pharma – In-Person & Virtual/Remote
- Sales Representatives: Device/Equipment – In-Person & Virtual/Remote
- Websites: Pharma
- Websites: Device/Equipment
- Promotional Videos

Internet Use for Professional Purposes
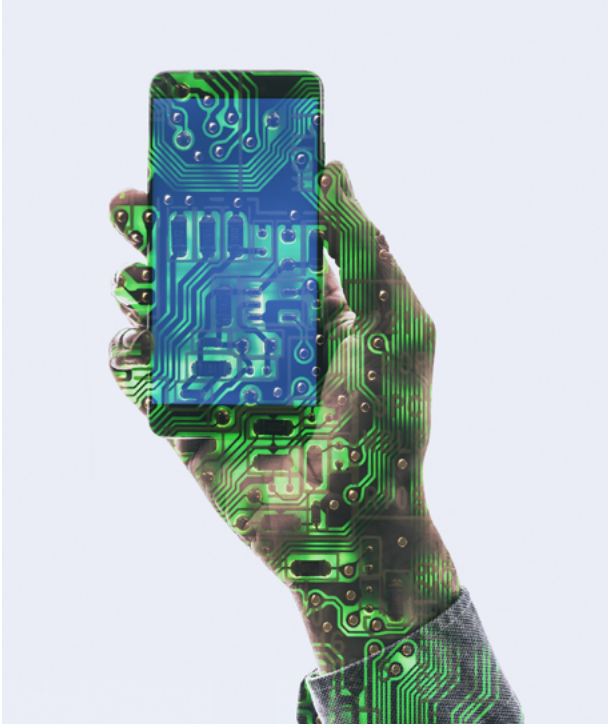
- 8+ times per day
- 4-7 times per day
- 2-3 times per day
- Once per day
- 1-3 times per week
- Less than weekly

ATTITUDES ABOUT SEARCH

- The results from general search engines (e.g. Google, Bing, etc.) usually provide me with the detail I need on drugs, treatments, or procedures
- Wikipedia is a good place to start for a quick overview of a medical topic I'm not familiar with
- I typically read abstracts online to help me decide which articles to read
- It is critical I review all available clinical data before prescribing a new medication
- To learn about a new topic, I will often look for a video online instead of reading an article
- I like being able to use QR codes to get more information

Social Media

SOCIAL NETWORKS USED

Physician
- ACS Communities
- Doximity
- Healthcasts
- Medscape Consult
- Sermo
- theMednet

Personal
- Discord
- Facebook
- Instagram
- LinkedIn
- Reddit
- TikTok
- Twitter
- YouTube

Percent of time spent on social media by device

Time spent per session

Notice drug/treatment advertising on social media

Network used most for breaking medical news

SOCIAL NETWORKS (ANY) — FREQUENCY OF USE

Physician Social Networks (e.g., Doximity, Medscape Consult, Sermo)

Personal Social Networks for Professional Purposes (e.g., Facebook, LinkedIn, Twitter)

- Multiple times a day
- Once or twice per day
- A few times per week
- Monthly
- Less often

Social Media
(continued)

TYPES OF CONNECTIONS IN NETWORK (AND WHICH IMPACT PRESCRIBING/TREATMENT DECISIONS)
- Associations: International/National
- Associations: State/Local
- Colleagues/Peers
- Key Opinion Leaders
- Conferences/Meetings
- Companies: Device/Equipment
- Companies: Pharmaceutical
- Government Departments (Medical-Related)
- Hospitals/Health Systems
- Medical Publications/Journals
- Medical Schools/Universities

ACTIONS TAKEN AFTER READING MEDICAL-RELATED SOCIAL MEDIA POSTS
- Click a link to
  - An advertiser's website
  - Read the full contents of an article/paper on another website
  - View a full video
- Search for more information on a topic
- Discuss information with a
  - Sales rep
  - Patient
  - Colleagues/peers (email, phone, in-person)
- Read responses of others on a post
- Post a response (direct message, public response)
- Like/favorite/upvote/downvote a post
- Forward/share/retweet a post

REASONS FOR STAYING ACTIVE ON SOCIAL MEDIA (five-point scale)
- CME opportunities
- Connect with physicians who have similar outside interests (sports, hobbies, humanitarian causes, diversity, etc.)
- Connect with physicians who live in my area
- Content is customized to be relevant
- Follow upcoming conference or events
- Information and tips that help me run my practice
- Job opportunities/recruiting

- Link to other doctors dealing with similar patient issues
- Overall self-improvement
- Posts from Key Opinion Leaders in my field
- Receiving breaking medical news
- Remain in contact with physicians I went to school with
- Staying current on efficacy and safety updates

ATTITUDES ABOUT SOCIAL MEDIA
- I trust the medical information shared in a professional context on social media
- Social media has overall been a net-positive for the medical community
- I worry about the reliability of medical information shared by patients on social media

Videos & Podcasts

Frequency Listen to Podcasts for Professional Purposes

Number of Medical-Themed Podcasts Listened to in an Average Week

TYPES OF MEDICAL-THEMED PODCASTS LISTENED TO

- New developments in medicine
- Specialty/patient case specific
- Technology innovations
- Global health reports
- Humorous or human-interest
- Stress-relieving/personal growth
- Business/practice related
- General health and wellness
- Other types of medical podcasts
- I listen to podcasts, but not for professional purposes
- I do not listen to any podcasts

PLATFORMS USED TO LISTEN TO PODCASTS

- Amazon Music
- Apple Podcasts (iTunes)
- Audible
- Google Podcasts
- Overcast
- Pandora
- Player FM
- Pocket Casts
- SiriusXM
- Spotify
- Stitcher
- TuneIn Radio
- YouTube
- Via a podcast's website
- Other

TYPES OF LIVE OR PRE-RECORDED VIDEO EVENTS WATCHED IN PAST 6 MONTHS
(Computer, Smartphone, Tablet, Smart TV, etc)

- CME
- Disease diagnosing info
- Drug-specific/mechanism of action
- Info to share with patients
- Lectures/presentations from conferences
- Procedures

HOW LIVE OR PRE-RECORDED VIDEO EVENTS ARE FOUND — ALLOCATED BY PERCENT

- Seeking out specific videos or videos about a specific topic (via a search engine or by going to a specific website)
- Being invited to watch a video (via email newsletter or an article/ad on a website you are reading)
- Seeing it on a social media newsfeed (via autoplay or a link to a video)

CREATORS OF ONLINE VIDEOS THAT MOST IMPACT PRESCRIBING/TREATMENT DECISIONS

- Associations: International/National
- Associations: State/Local
- Colleagues/Peers
- Key Opinion Leaders
- Conferences/Meetings
- Companies: Device/Equipment
- Companies: Pharmaceutical
- Government Departments (Medical-Related)
- Hospitals/Health Systems
- Medical Publications/Journals
- Medical Schools/Universities

Newsletters

NUMBER OF PROFESSIONAL EMAIL NEWSLETTERS RECEIVED AND READ IN AN AVERAGE WEEK

NUMBER OF PROFESSIONAL MARKETING/ PROMOTIONAL EMAILS RECEIVED AND READ IN AN AVERAGE DAY

USES A SEPARATE EMAIL ACCOUNT TO RECEIVE PROMOTIONAL OR OTHER NON-ESSENTIAL EMAILS

App Usage

TYPES OF APPS INSTALLED ON SMARTPHONE/ TABLET

- Access for EMR/EHR
- Diagnostic reference
- Drug reference
- Medical calculator
- Medical journal /publication apps
- Online meetings/video conferencing (e.g., Zoom, Skype)
- Telemedicine

IMPORTANCE AND FREQUENCY OF USE AMONG THOSE INSTALLED

- 4+ times per day
- 2-3 times per day
- Daily
- 2-3 times per week

- Weekly
- 2-3 times per month
- Monthly
- Less often

SPECIFIC APPS — ASKED TO ALL SPECIALTIES

Used in the past six months (and frequency used)

Downloaded but not used in past six months

Have not downloaded

- Calculate by QxMD
- Doximity
- Drugs.com
- Epocrates
- Mayo Clinic
- MDCalc Medical Calculator
- MedCalX
- Medscape
- mobilePDR
- MPR Monthly Prescribing Reference
- myCME
- NEJM Image Challenge App
- Physician's Weekly
- ReachMD
- Read by QxMD
- Sermo
- Univadis (Quantia MD)
- UpToDate

MANY ADDITIONAL APPS ASKED BY SPECIALTY — PLEASE SEE APPENDIX FOR LIST OF APPS BY SPECIALTY

Sales Representatives

EXPOSURE AND EFFECTIVENESS OF PRODUCT EDUCATION TOOLS/TECHNIQUES

- In-person demonstrations
- Virtual presentations
- Leave-behind print materials
- Reprints of journal articles (print or digital) provided
- Interactive visual aids (IVAs) via demonstrations on a tablet
- Interactive online surveys or quizzes
- Tools to help with patient adherence
- Emails with content specific to my patients
- Online resources I can revisit to reference

SALES REP MEETINGS

Current percent of sales rep meetings conducted in-person vs. virtual

Ideal percent of sales rep meetings conducted in-person vs. virtual

LIMIT ON NUMBER OF SALES REP MEETINGS ALLOWED

- Yes, I set the limit myself
- Yes, my employer sets the limit (and I agree with this policy)
- Yes, my employer sets the limit (and I disagree with this policy)
- No

PRESCRIBED A NEW MEDICATION IN THE PAST 12 MONTHS BASED ON A SALES REP VISIT

- Yes, based on both in-person and virtual sales rep visits
- Yes, based on an in-person sales rep visit
- Yes, based on a virtual sales rep visit
- No

REASONS DO NOT MEET WITH ANY PHARMA OR DEVICE/EQUIPMENT SALES REPS

- Not applicable to my current position
- My employer does not allow
- I do not have time
- I would, but reps do not reach out to me
- I do not find them valuable

ATTITUDES ABOUT SALES REPS

- The convenience of virtual sales meetings offsets the benefits of in-person meetings
- A strong relationship with my sales rep is important to me
- Virtual sales meetings are typically not customized for my needs
- I learn more from in-person sales meetings than virtual

ATTITUDES ABOUT PHARMA COMPANIES

- Real world clinical outcomes are more useful than extensive product detailing
- If I can't find the information or support I need for treatment, I move on
- Pharma should help me get access to like-minded colleagues or experts who treat patients like mine
- Pharma should provide more support to treat patients remotely

Conferences/ Meetings

ATTENDED IN LAST 12 MONTHS

- In-person conferences/conventions
- Virtual conferences/conventions
- Brief "Lunch & Learn" webinars
- Longer 1+ hour webinars

ACTIONS TAKEN AFTER ATTENDING THE MOST RECENT...

Conference/convention (in-person or virtual)

Webinar

- Learn something new about the event sponsor
- Go to the event sponsor's website
- Research the event sponsor on another website or offline resource
- Discuss the event sponsor with a sales rep
- Set up a future meeting with a sales rep
- Discuss the event sponsor with colleagues
- Purchase something from the event sponsor (or start using their product)

ATTITUDES ABOUT MEETINGS

- I can learn about new products/procedures just as well virtually as I can in-person
- Webinars are a good way to learn about new products and procedures

PREFERRED FORMAT FOR INDUSTRY MEETING COVERAGE

- Daily eNewsletter updates
- Printed meeting wrap-up
- Smartphone/tablet app
- Other

Digital Advertising

OPINIONS ABOUT TARGETING ON PROFESSIONAL WEBSITES & APPS
(measured on a 7-point sliding scale from Beneficial to Intrusive)

- Targeted physician-related content
- Targeted physician-related advertising

NOTICED PHYSICIAN-TARGETED ADS FOR DRUGS, DEVICES OR MEDICAL SERVICES WHILE BROWSING NON-PROFESSIONAL WEBSITES

- Yes, fairly often
- Yes, occasionally
- Yes, once or twice
- Never

Notice drug/treatment advertising on social media

Notice drug/treatment advertising on EMR/EHR platforms

ACTIONS TAKEN AFTER VIEWING ADVERTISING FOR A MEDICAL PRODUCT/PROCEDURE/TREATMENT WITHIN THE PAST MONTH VIA...

Print

Digital

Event

- Learn something new (or recall facts) about it
- Go to an advertised brand's website
- Look for more info using online or offline resources
- Discuss it with a sales rep
- Discuss it with colleagues
- Start using it

Emerging Technology

TECHNOLOGY USAGE IN PRACTICE

TYPES:

- Online Test Kits (e.g., Colonoscopy, Cholesterol, Allergies, COVID, Vitamin Deficiency, etc.)
- Prescription Management Apps to Aid Patient Adherence
- Remote Monitoring of My Patients' Vitals
- Smart Speakers (ex: Alexa, Siri, Google, etc.)
- Virtual/Augmented Reality (for Training)
- Wearable Devices for Patient Self-Monitoring

STATUS:

- Already doing this pre-COVID
- Recently started this (Since COVID)
- Will start soon/in-progress
- Might start within 1-2 years
- No current plans

Patient Interaction and Education

ACTIONS TAKEN WHILE USING EMR/EHR, E-PRESCRIBING, AND TELEMEDICINE PLATFORMS

- Confirmed prescribing information for a drug
- Reviewed adverse reaction information for drugs
- Interacted with AI-powered chat for more information
- Looked at alternate medications to prescribe
- Forwarded pertinent education materials to the patient
- Offered co-pay/financial programs featured
- Requested auto reminders for patient to fill/refill/take Rx
- Shared patient info with other healthcare providers

Notice drug/treatment advertising on EMR/EHR platforms

PATIENT EDUCATION/DISEASE MAINTENANCE INFORMATION USEFUL IN PRACTICE (Five-point scale)

- Health-related television programs in the waiting room
- Print materials (magazines, brochures) in the waiting room
- Print materials (brochures, wallboards) in the exam room
- Video or other interactive information in the exam room
- Materials available at check-out specific to a condition or treatment
- Website for patient to reference at home
- Website printed out to give to patient

Percent of patients provide with education/disease maintenance information

WHEN PATIENT EDUCATION/DISEASE MAINTENANCE INFORMATION TYPICALLY PROVIDED

- Prior to a patient visit
- During check-in
- During the patient visit
- During check-out
- As a follow up to the patient visit

PARTY RESPONSIBLE FOR DELIVERING DISEASE MAINTENANCE INFORMATION TO PATIENTS

- Myself
- My medical staff (PAs, NPs, Nurses, etc.)
- Front desk (receptionist, scheduler, etc.)
- Someone else

HOW INFORMATION TYPICALLY DELIVERED TO PATIENTS

- Printed materials
- Email to patients
- Post to patient portal
- Refer patient to a website
- Refer patient to download an app
- Handled through our EMR/EHR systems
- Other

WHETHER RESPONSIBLE FOR MAKING DECISIONS ABOUT WHAT PATIENT EDUCATION MATERIALS ARE AVAILABLE

- Yes, I am the primary decision maker
- Yes, along with others
- I can provide input, but am not a decision maker
- I am not involved in selecting patient education materials

ATTITUDES ABOUT PHARMA SPONSORED PATIENT EDUCATION MATERIALS

- I frequently provide patients with pharma sponsored educational materials
- I prefer to give my patients educational materials not supplied by pharma (when available)
- Pharma brands should provide more support options to assist patient compliance
- Patient education materials are often too complicated for them to easily understand

DRUG PRICES AND DISCOUNT PROGRAMS

Provide drug discount program information to patients

- Yes, I frequently initiate the conversation
- Yes, but only if patients ask
- No, because my practice/facility does not allow it
- No, because I choose not to

Types of discount drug programs offered to patients

- Prescription assistance program from a drug brand
- Brand-specific co-pay coupons or rebates
- Pharmacy discount cards/websites (e.g., GoodRx, SingleCare, RxSaver, etc.)

Telemedicine

PARTICIPATION IN TELEMEDICINE

- Yes
- Not yet, but I plan to in the near future
- No, because my practice/facility does not allow it
- No, and I have no plans to

PERCENT OF CURRENT PATIENTS THAT COULD SUCCESSFULLY BE DIAGNOSED OR TREATED VIA TELEMEDICINE

DRIVERS AND BARRIERS TO TELEMEDICINE PARTICIPATION

- Purposes prefer to use telemedicine or a virtual/online patient visit instead of an in-person appointment
- Counselling/therapy session
- Discuss non-urgent concerns about an existing condition or treatment plan
- Discuss test or lab results
- Follow-up appointment
- Write a new prescription
- Renew/refill a prescription
- Diagnosis of new condition
- Provide a referral for a specialist
- Chronic disease management
- Triage, to determine if office visit needed

Primary barriers preventing you from participating (or participating more often)

- Concern about security of patient data
- Employer prohibits it (or limits its use)
- Issues with reimbursement
- Not practical for most patients within my specialty
- Laws and policies dealing with telemedicine are too complicated or confusing
- Patient base has technological limitations
- Prefer in-person meeting with all patients to build trust and develop a relationship
- Requires too much technical training and expense to implement
- Sometimes difficult to collect patient history from other providers
- Patients prefer in-office consultations over telemedicine

Media Measurement — Physician and Other HCPs

M3 MI's Media Measurement Studies examine the specific media (professional websites, social media, publications, newsletters) healthcare professionals view and read.

PHYSICIANS

- Family Medicine
- Internal Medicine
- Cardiology
  - Echocardiography
  - Interventional Cardiology
  - Nuclear Cardiology
- Allergy/Immunology
- Anesthesiology
- Dermatology
  - Cosmetic Dermatologic Surgery
  - Mohs Micrographic Surgery
  - Procedural Dermatology
- Diabetes/Endocrinology
- Emergency Medicine
- Gastroenterology
  - Hepatology
- General Surgery
- Infectious Diseases
- Nephrology
- Neurology
  - Headache
  - Neuromuscular Medicine
- Obstetrics/Gynecology
- Oncology
- Hematology/Oncology
- Opthalmology*
  - Cataract
  - Retina
  - Refractive/Corneal
  - Glaucoma

*Separate study from Medical/Surgical

- Orthopedic Surgery
  - Adult Reconstructive
  - Foot And Ankle Surgery
  - Hand and Wrist Surgery
  - Orthopedic Surgery Of The Spine
  - Orthopedic Trauma Surgery
  - Sports Medicine
  - Total Joint Reconstruction
- Otolaryngology
- Pediatrics
- Pain Medicine*
- Pathology*
- Plastic Surgery
  - Aesthetic and Breast
- Psychiatry
- Pulmonary Disease
- Radiology and Radiation Oncology*
- Rheumatology
- Urology

OTHER HEALTHCARE PROFESSIONALS

- Dentistry
- Eyecare
  - Ophthalmologists
  - Optometrists
  - Opticians
- Hospital Management
  - Senior Executives
  - Financial Executives
  - Information Executives
- Managed Care
  - HMO/PPO/PBM/IDN Clinical Decision Makers
  - HMO/PPO/PBM General Executives
  - Hospital/Nursing Home Managed Care Directors
  - Hospital/Nursing Home Medical Directors
  - Hospital/Nursing Home Pharmacy/ Formulary Directors
- Oncology Nursing
- Physician Assistants and Nurse Practitioners
- Pain Medicine
- Pathology
- Pharmacy
  - Retail: Chain
  - Retail: Independent
  - Hospital/Health-System
- Radiology and Radiation Oncology

Measurement Includes:

500+ PROFESSIONAL WEBSITES

- Visitation of websites within the past 6 months
- Average frequency visiting websites
- Average time spent per session
- Total time spent on each website per visit

20+ SOCIAL NETWORKS — CONSUMER AND PROFESSIONAL

- Visitation within the last 6 months
- Average frequency visiting social sites
- Professional or personal use

400+ PUBLICATIONS

- Overall reach of a publication within a specialty
- The number of physicians reading an average issue of the publication
- The probability of a physician's exposure to an average page (editorial or advertising) in an average issue of a publication

POSTAL AND EMAIL NEWSLETTERS

- Average frequency received
- Average thoroughness of reading

ATTITUDES ABOUT ALL THE MEDIA THEY READ OR VISIT

- Qualitative metrics include:
- Ratings of each medium as a source of:
  - Quality clinical content
  - Information on drugs, devices or professional services
 - Timely and relevant professional news

Sources & Interactions Studies — Other HCPs

For other healthcare professionals vertical specialties, M3 MI conducts a unique Sources & Interactions survey to measure preference and use of information sources.

OTHER HEALTHCARE PROFESSIONALS

- Dentistry
- Eyecare
  - Ophthalmologists
  - Optometrists
  - Opticians
- Hospital Management
  - Senior Executives
  - Financial Executives
  - Information Executives
- Managed Care
  - HMO/PPO/PBM/IDN Clinical Decision Makers
  - HMO/PPO/PBM General Executives
  - Hospital/Nursing Home Managed Care Directors
  - Hospital/Nursing Home Medical Directors
  - Hospital/Nursing Home Pharmacy/ Formulary Directors
- Oncology Nursing
- Physician Assistants and Nurse Practitioners
- Pain Medicine
- Pathology
- Pharmacy
  - Retail: Chain
  - Retail: Independent
  - Hospital/Health-System
- Radiology and Radiation Oncology

Note — Other Healthcare Professionals Sources and Interactions content may vary by vertical/study
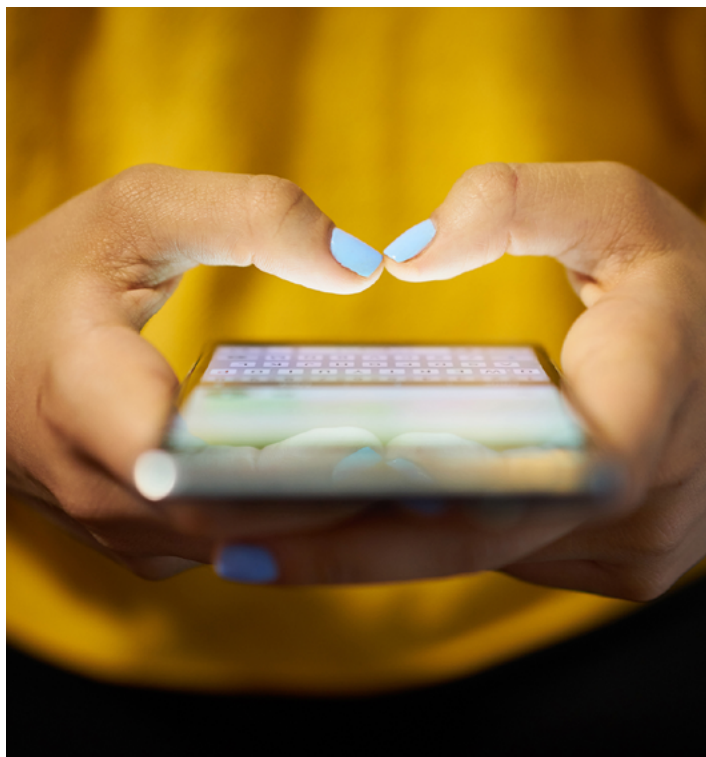
Sources & Interactions Studies — Other HCPs

(continued)

PROFESSIONAL BEHAVIOR AND ATTITUDES

Journal/Publication Readership

- Versions read
- Version read most

Internet/Mobile usage

- Frequency for work
- Frequency consulting internet-based resources regarding a specific patient condition
- Mobile apps used by device/locations used by device
- Percent of work time spent online using mobile

Social Media

- Activities performed when using for work
- Types of connections

Newsletters

- Number of professional email newsletters received/read in an average week
- Number of promotional/marketing emails received/read in an average day
- Has separate email account for promotional/marketing emails

Meetings Attended in Last 12 Months

- In-person conferences/conventions
- Virtual conferences/conventions
- Brief "Lunch & Learn" webinars
- Longer 1+ hour webinars

Patient Communication

- Methods used to interact with patients (email, text message, social media, etc.)
- Telemedicine: Participation, % of Patients Currently, % of Patients That Could

INFORMATION SOURCES — USE, FREQUENCY, IMPORTANCE

JOURNALS AND PUBLICATIONS

- Current Medical Journals: Print Edition
- Medical Journals: Digital/Websites
- Reference Publications

WEBSITES

- Company/Product sites
- Consumer News
- Professional portals (Subscription-Based &
- Free to Use)

WEBCASTS/PODCASTS

SOCIAL COMMUNITIES/NETWORKS — CONSUMER AND PROFESSIONAL

MOBILE APPS

- Diagnostic Tools
- Drug Reference
- Publications/News Content

MAILINGS AND NEWSLETTERS — PRINT AND EMAIL

- Government Bulletins/Literature
- Medical Center/University Newsletters
- Newsletters from Medical Associations and Their Publications
- Newsletters from Publications/Websites Not Affiliated with an Association
- Mailings/Newsletters from Pharma/Device Companies

PROFESSIONAL EDUCATION

- Conferences/Symposia on a Product or Therapy (In-Person or Virtual)
- Conventions (In-Person or Virtual)
- Colleagues (In-Person or Virtual)
- Grand Rounds/Speaker Programs (In-Person or Virtual)

SALES REPS - PHARMA AND DEVICE/EQUIPMENT — IN-PERSON & VIRTUAL/REMOTE

EHR/EMR PLATFORMS

Sources & Interactions Studies International

The International Study provides a cross section of content from Sources & Interactions and Digital Insights for EU and APAC countries.

COUNTRIES MEASURED:

- France
- Germany
- Italy
- Spain
- United Kingdom
- China
- Japan

INTERNATIONAL SPECIALTIES:

- Cardiology
- Dermatology
- Diabetes/Endocrinology
- Family Medicine/General Practice
- Gastroenterology
- Infectious Diseases
- Internal Medicine
- Neurology
- Oncology & Hematology/Oncology
- Primary Care
- Pulmonary Diseases
- Rheumatology
- Surgery

NUMBER OF PATIENTS SEEN IN AN AVERAGE WEEK

MEETINGS ATTENDED IN LAST 12 MONTHS:

- In-person conferences/conventions
- Virtual conferences/conventions
- Brief "Lunch & Learn" webinars
- Longer 1+ hour webinars

IMPLEMENTATION OF TELEMEDICINE

- Yes
- In progress/planning to
- No, practice/facility does not allow it

PERCENT OF CURRENT PATIENTS THAT COULD SUCCESSFULLY BE DIAGNOSED OR TREATED VIA TELEMEDICINE

CURRENT USE OF TELEMEDICINE

- Percent of patients currently diagnosed or treated via telemedicine
- Specific platforms or services used for telemedicine

INFORMATION SOURCES — USE, FREQUENCY, IMPORTANCE

- Publications
  - Current Medical Journals: Print Edition
  - Medical Journal Websites
  - Reference Publications
- Websites
  - Medical society (local & international)
  - Disease-specific (professional)
  - Medical Podcasts
  - Medical Webcasts/Webinars
  - Professional portals: Subscription-Based (e.g., UpToDate, ClinicalKey, etc.)
  - Professional portals: Free to Use (e.g., Medscape, MedPage Today, etc.)
- EHR/EMR Platforms
- Instructional videos
- Social communities/networks — professional
- Mobile apps
  - Diagnostic tools and drug reference
- Mailings and newsletters — print and email
  - Government bulletins/literature
  - Medical center/university newsletters
  - Medical associations and their publications
  - Publications/Websites not affiliated with an association
  - Pharma/device companies
- Physician education
  - CME: Attending Meetings (In-person or Virtual)
  - CME: Printed Courses
  - CME: Digital Formats (Webcasts, Podcasts, Webinars, Mobile Apps, DVDs, Online Learning, etc.)
  - Conferences/symposia on a product or therapy (In-Person or Virtual)
  - Conventions (In-Person or Virtual)
  - Colleagues (In-Person or Virtual)
  - Grand rounds/speaker programs (In-Person or Virtual)
- Sales reps and company websites/videos
- Pharma medical liaisons
  - Sales reps: pharma and device/equipment in-person and virtual/remote
  - Websites: Pharma
  - Websites: Device/Equipment
  - Promotional videos

Sources & Interactions Studies International

(continued)

PREFERRED INFORMATION BY CHANNEL

TYPES OF INFORMATION LIKE TO ACQUIRE VIA...
- Medical Journals (Print and/or Websites)
- Medical Society Websites
- Conferences or Conventions
- Sales Reps
- Pharma/Device Websites
- Email Newsletters
- Free Professional Portals (e.g., Medscape, MedPage Today, etc.)
- Online Videos
- Social Media
- Webinar
- Podcasts

CHANNELS LIKE TO USE FOR...
- Learning about new products, procedures, or innovations
- Data presenting evidence of a treatment's efficacy (benefits vs risks)
- Guidance on procedures
- Comparison to treatment alternatives
- Experiences of other physicians with similar patients
- Deeper understanding of specific conditions
- Patient education/support materials
- Details about available clinical trials
- CME

PROFESSIONAL BEHAVIOR AND ATTITUDES

Publication readership
- Medical publications read /received in an average month

Time spent reading or using the following types of medical content in a typical week
- Print (Journals & Other Publications, References, etc.)
- Medical Journal Websites
- Professional Portals (e.g., UpToDate, Medscape)
- Association/Society Websites & Apps
- Government-Based Medical Websites & Apps
- Pharma/Device Company Websites & Apps
- Email Newsletters
- Professional Social Networks (Univadis, Doximity, DXY, Sermo, etc.)

Internet/mobile usage
- Internet — frequency for work
- Percent of time online that is mobile
- Online activities conducted on computer or mobile device

EMERGING TECHNOLOGY USAGE IN PRACTICE

TYPES:
- Currently use
- Will start soon/in-progress
- Might start within 1-2 years
- No current plans

STATUS:
- Prescription Management Apps to Aid Patient Adherence
- Remote Monitoring of My Patients' Vitals
- Virtual/Augmented Reality (for Training)
- Wearable Devices for Patient Self-Monitoring
- Online Test Kits (e.g., Colonoscopy, Cholesterol, Allergies, COVID, Vitamin Deficiency, etc.)

Social media
- Frequency using social networks in past six months
- Network used most for breaking medical news

Types of Live or Pre-Recorded Video Events Watched Within the Past 6 Months

Activities Performed While Using EMR/EHR,e-Prescribing, or Telemedicine Platforms

PURCHASING INFLUENCE
- Typical degree of involvement in the purchase of devices, equipment, and/or service contracts
- See Sales Representatives

PROFESSIONAL ACTIVITIES IN PAST 12 MONTHS
- Moderate a group or discussion on professional social media
- Author an article for a publication
- Review articles for a peer-reviewed publication
- Member of publication advisory board
- Teach at a medical school
- Speak at a local professional association meeting (in-person or remote)
- Speak at an international conference (in-person or remote)
- Speak at a medical-oriented dinner meeting (in-person or remote)
- Board membership of a local medical association
- Board membership of an international medical association

PRACTICE PROFILE
- Age
- Gender
- Association member (currently or formerly)
- Key Opinion Leaders

Appendix — Prescribing Data Categories

ALLERGY
- Allergens

ANTIBIOTIC
- Tetracycline and Congeners

ANTIVIRAL
- All Antiviral
- Herpes Antivirals
- Human Papilloma Virus (HPV)
- Influenza Antivirals
- Influenza Vaccines

ASTHMA
- All Asthma
- Anticholinergic, Bronchial Combo
- Beta Agonists, Aerosol
- Beta Agonists, Nebulizer Solution
- Respiratory, Other

AUTOIMMUNE
- All Autoimmune
- Antiarthritic, Gout Specific
- Antimalarials
- Immune System Adjuncts
- Immunologic Interferons
- Immunomodulators, Other
- Monoclonal Antibodies
- RA Antiarthritic, Biological Response Modifiers
- RA Antiarthritic, DMARDs
- Secretory Agonist

BIRTH CONTROL
- All Birth Control
- Estrogen/Progestagens
- Intra-Uterine Devices

BONE DENSITY
- All Bone Density
- Bisphosphonates
- PTH Analogs

BPH
- Benign Prostate Hypertrophy

Appendix — Prescribing Data Categories (continued)

CARDIOLOGY

- All Cardiology
- Ace Inhibitors w/ Diuretics
- Ace Inhibitors, Alone
- Alpha Blockers, Alone, Combination
- Alpha-Beta Blocker
- Angiotensin II Antagonists, Alone
- Angiotensin II Antagonists, Other
- Angiotensin II Antagonists, w/ CCB
- Anticoag-Adenosine Receptor Antagonist
- Anticoagulants, Other
- Aquaretics, AVP Antagonist
- Beta Blockers
- Beta/Alpha-Beta Blocker w/ Diuretics

DERMATOLOGY

- All Dermatology
- Acne w/ Anti-Infectives/Antiseptics
- Acne w/o Anti-Infectives/Antiseptics
- Dermatologic Hormones, Cort Plain
- Dermatological Prep, Other

DIABETES

- All Diabetes
- Analogs Of Human Insulin, Combination
- Analogs Of Human Insulin, Fast Acting
- Analogs Of Human Insulin, Long Acting
- Analogs Of Human Insulin, Ultra-Long Acting
- Biguanides, Alone
- Biguanides/Sulfonylureas Combination
- Diabetic Accessories
- DPP-4 Inhibitor Alone
- DPP-4 Inhibitor/Biguanide Combo
- Human Amylin Analogs
- Human GLP-1 Analogs
- Human Insulins, Combination
- Human Insulins, Fast Acting
- Human Insulins, Intermediate
- SGLT2 Inhibitor/Biguanide Combinations
- SGLT2 Inhibitors, Alone
- SGLT2/DPP-4 Dual Inhibitor, Combination

GASTRO

- All Gastro
- Bile Acid Sequestrants
- GI Anti-Inflammatory

HEPATITIS

- All Hepatitis
- Hepatitis B
- Hepatitis B (HBV) Antivirals
- Hepatitis C (HCV) Antivirals
- Hepatitis Vaccine, Combination

HIV

- All HIV
- HIV Antivirals, Combination
- HIV Antivirals, Other
- HIV Entry/Fusion Inhibitors
- HIV Integrase Inhibitors
- Protease Inhibitor
- Reverse Transcriptase Inhibitors

HORMONE

- Hormones, Androgens, Injectable

MIGRAINE

- Anti-Migraine, Neurology Disorders

NEUROLOGY

- All Neurology
- Alzheimer-Type Dementia
- Antiparkinson Combinations
- Antiparkinson, Other
- GABA Analogs
- Movement Disorders, Other
- Neurological/Neuromuscular Disorders, Other
- Seizure Disorders

OBESITY

- Anti-Obesity, Systemic

Appendix — Prescribing Data Categories (continued)

ONCOLOGY
- All Oncology
- Antineoplastic Enzyme Receptor Inhibitor
- Antineoplastic Enzymes
- Antineoplastic, Miscellaneous, Other
- Coag Monoclonal Antibodies
- Drug Conjugate
- Glutarimide Derivatives
- P13K Inhibitors
- PARP Inhibitors
- RANK Ligand Inhibitors
- Taxoids
- Tyrosine Kinase Inhibitors

PAIN
- All Pain
- Codeine & Combos, Non-injectable
- Muscle Relaxer, Non-Surgical, w/ Analgesic
- Muscle Relaxer, Non-Surgical, w/o Analgesic

PSYCHIATRY
- All Psychiatry
- Antianxiety, Other
- Anti-Mania
- Antipsychotics, Other
- Antispychotics Combination
- Benzodiazepines
- SNRI, Depression
- SNRI, Fibromyalagia
- SSRI, Depression
- SSRI/5HT Partial Agonist
- SSRIs (Sarafem/Fluoxetine PMDD)
- Sleep: Non-Barbiturate, Other
- Smoking: Smoking Deterrents

Appendix — Diagnosis/Condition Data Categories (ICD-10 Codes)

We grouped ICD-10 codes into "conditions" or "diagnoses" based on the markets surveyed in our physician studies.

- Within groupings, conditions are not limited to physicians from that specialty. For example, a condition in the Dermatology section is not limited to Dermatologists – data would be available for any physicians, across all specialties, who treat patients with that condition.

- Some conditions might not be included in a particular M3 MI product due to few respondents treating patients with that condition.

- Some diagnosed conditions are reported by those HCPs who see a "High" and "Very High" number of patients.

MULTISPECIALTY
- Alcohol-Related Disorders
- Amphetamine Use Disorders
- Anorexia Nervosa
- Appendicitis
- Autism Spectrum Disorders
- Bulimia Nervosa
- Dietary Iron Deficiency
- Down Syndrome
- Hemoglobinopathies and Hemolytic Anemias
- Menopause
- Nicotine Dependence
- Opioid-Related Disorders
- Overweight/Obesity
- Pain (Unspecified)
- Protein-Energy Undernutrition (PEU)
- Shingles (Zoster [Herpes Zoster])
- All Multispecialty (NET)

ALLERGY
- Allergies: Allergic Contact Dermatitis
- Allergies: Allergic Rhinitis
- Allergies: Allergy Status, Other Than To Drugs and Biological Substances
- Anaphylactic Reaction
- All Allergy (NET)

CARDIOLOGY
- Angina Pectoris
- Atherosclerosis
- Atrial Fibrillation and Flutter
- Blood Clots In The Legs (DVT)
- Cardiac Arrest
- Cardiac Arrhythmias, Other
- Chronic Ischemic Heart Disease
- Chronic PE
- Congenital Heart Anomalies
- Heart Failure
- High Cholesterol
- Hypertension (Primary, Secondary)
- Myocardial Infarction (Acute)
- Peripheral Artery Disease
- Pulmonary Embolism (PE)
- All Cardiology (NET)

DERMATOLOGY
- Acne
- Alopecia Areata
- Cellulitis
- Decubitus Ulcer
- Dermatitis and Eczema
- Fungal Skin Diseases (Mycoses)
- Psoriasis
- Rosacea
- Scabies
- All Dermatology (NET)

DIABETES/ENDOCRINOLOGY
- Diabetes
- Hypothyroidism
- Polycystic Ovarian Syndrome
- All Diabetes/Endocrinology (NET)

Diagnosis/Condition Data Categories (ICD-10 Codes)
(continued)

GASTROENTEROLOGY
- Chronic Hepatitis
- Cirrhosis and Other Chronic Liver Diseases
- Colon Polyp
- Crohn's Disease
- Diarrheal Diseases
- Diverticular Disease Of Intestine
- Gallbladder and Biliary Diseases
- Gastritis and Duodenitis
- GERD
- Inflammatory Bowel Disease
- Inguinal, Femoral, and Abdominal Hernia
- Irritable Bowel Syndrome
- Pancreatitis (Acute)
- Pancreatitis (Chronic)
- Peptic Ulcer Disease
- Periodontal Diseases
- Ulcerative Colitis
- All Gastroenterology (NET)

INFECTIOUS DISEASE
- Chagas Disease
- Chlamydial Infection
- COVID-19
- Genital Herpes
- Gonococcal Infection
- Hepatitis A (Acute)
- Hepatitis B
- Hepatitis C
- HIV
- Measles
- Sexually Transmitted Infections Excluding HIV
- Trichomoniasis
- All Infectious Disease (NET)

NEPHROLOGY
- Kidney Disease (Chronic)
- Kidney Failure (Acute)
- All Nephrology (NET)

NEUROLOGY
- Alzheimer's Disease
- Amyotrophic Lateral Sclerosis (ALS)
- Cerebral Infarction (Stroke)
- Cerebral Palsy
- Epilepsy (And Recurrent Seizures)
- Migraine
- Multiple Sclerosis
- Neuropathy
- Parkinson's Disease
- Restless Leg Syndrome
- Sleep Disorders
- Spinal Muscular Atrophy
- All Neurology (NET)

OBSTETRICS/GYNECOLOGY
- Endometriosis
- Infertility: Female
- Maternal Hypertensive Disorders
- Premenstrual Syndrome
- Uterine Fibroids
- All Obstetrics/Gynecology (NET)

ONCOLOGY
- Cancer: Bone Marrow
- Cancer: Brain and Other Central Nervous System
- Cancer: Breast
- Cancer: Colon
- Cancer: Esophageal
- Cancer: Eye
- Cancer: Gallbladder and Biliary Tract
- Cancer: Kidney
- Cancer: Larynx
- Cancer: Leukemia
- Cancer: Lip, Oral Cavity, and Pharynx
- Cancer: Liver
- Cancer: Lung
- Cancer: Non-Hodgkin's Lymphoma
- Cancer: Ovarian
- Cancer: Pancreatic
- Cancer: Prostate
- Cancer: Skin
- Cancer: Stomach
- Cancer: Testicular
- Cancer: Thyroid
- Cancer: Urinary Tract (Bladder, Kidney, Other Urinary)
- Cancer: Uterine/Cervical
- Hodgkin Lymphoma
- Mesothelioma
- Multiple Myeloma
- All Oncology (NET)

Diagnosis/Condition Data Categories (ICD-10 Codes)

(continued)

OPHTHALMOLOGY
- Cataracts, Age-Related
- Conjunctivitis
- Glaucoma
- Macular Degeneration
- Retinal Disorders
- All Ophthalmology (NET)

PSYCHIATRY
- Anxiety: Generalized Anxiety Disorder
- Anxiety: Panic Disorder
- Anxiety: Phobic Disorders
- Attention-Deficit Hyperactivity Disorders (ADHD)
- Bi-Polar Disorder
- Dementia
- Major Depressive Disorder
- Obsessive-Compulsive Disorder (OCD)
- Post-Traumatic Stress Disorder (PTSD)
- Schizophrenia
- All Psychiatry (NET)

PULMONARY
- Acute Bronchitis, Not Specified
- Asthma
- Chronic Bronchitis
- COPD
- Emphysema
- Idiopathic Pulmonary Fibrosis (IPF)
- Influenza and Pneumonia
- Pneumonia
- Respiratory Infections: Lower
- Respiratory Infections: Upper
- Whooping Cough
- All Pulmonary (NET)

RHEUMATOLOGY
- Ankylosing Spondylitis
- Fibromyalgia
- Gout, Chronic Gout
- Osteoarthritis
- Osteoporosis
- Psoriatic Arthritis
- Rheumatoid Arthritis (RA)
- Systemic Lupus Erythematosus (SLE)
- All Rheumatology (NET)

UROLOGY
- Benign Prostatic Hyperplasia (Enlarged Prostate)
- Erectile Dysfunction
- Infertility: Male
- Low Testosterone (Testicular Hypofunction Hypogonadism)
- Overactive Bladder
- Urinary Tract Infections
- All Urology (NET)

Appendix — Procedure Data Categories (CPT Codes)

M3 MI's CPT taxonomy follows the same structure and naming conventions used within the AMA's official CPT codebook. Most procedures consist of multiple related CPT codes.

- Within groupings, the procedures are not limited to physicians whose specialty or focus is on that body system.

- For example, a procedure in the Surgery: Cardiovascular System section is not limited to Cardiologists – data would be available for any physicians, across specialties, who perform that procedure.

- Some procedures might not be included in a particular M3 MI product due to few respondents performing that procedure.

- Some procedures are reported by those HCPs who see a "High" and "Very High" number of patients.

SURGERIES

AUDITORY SYSTEM
- All Auditory System (NET)

CARDIOVASCULAR SYSTEM
- Heart and Pericardium
- Arteries and Veins
- All Cardiovascular System (NET)

DIGESTIVE SYSTEM
- All Mouth (Lips through Uvula)
- Lips
- Vestibule of Mouth
- Tongue and Floor of Mouth
- Dentoalveolar Structures
- Palate and Uvula
- Salivary Gland and Ducts
- Pharynx, Adenoids, and Tonsils
- Esophagus
- Stomach
- Intestines (Except Rectum)
- Meckel's Diverticulum and Mesentery
- Appendix
- Rectum
- Anus
- Liver
- Biliary Tract (Gallbladder)
- Pancreas
- Abdomen, Peritoneum, and Omentum
- All Digestive System (NET)

ENDOCRINE SYSTEM
- Thyroid Gland
- Parathyroid, Thymus, and Adrenal Glands
- All Endocrine System (NET)

EYE AND OCULAR ADNEXA SYSTEM
- Eyeball
- Anterior Segment of Eye (Cornea, Iris, Lens)
- Posterior Segment of Eye (Retina)
- Ocular Adnexa
- Conjunctiva
- All Eye and Ocular Adnexa (NET)

GENITAL SYSTEMS AND MATERNITY CARE
- All Male Genital System
- All Female Genital System
- All Maternity Care and Delivery

HEMIC AND LYMPHATIC SYSTEMS
- Spleen
- Bone Marrow and Stem Cell
- Lymph Nodes and Lymphatic Channels
- All Hemic and Lymphatic Systems (NET)

INTEGUMENTARY SYSTEM (SKIN/HAIR/NAILS)
- Skin, Subcutaneous, and Accessory Structures
- Nails
- Breast
- All Integumentary System (Skin/Hair/Nails) (NET)

Procedure Data Categories (CPT Codes) (continued)

URINARY SYSTEM
- Kidney
- Ureter
- Bladder
- Urethra
- All Urinary System (NET)

SURGERIES, continued

MEDIASTINUM AND DIAPHRAGM
- All Mediastinum and Diaphragm (NET)

MUSCULOSKELETAL SYSTEM
- Head
- Neck and Thorax
- Back and Spine
- Abdomen
- All Arm (Shoulder through Fingers)
- Shoulder
- Upper Arm and Elbow
- Forearm and Wrist
- Hand and Fingers
- All Leg (Pelvis through Toes)
- Pelvis and Hip
- Upper Leg and Knee
- Lower Leg and Ankle
- Foot and Toes
- All Casts/Strapping
- Casts/Strapping: Upper Body
- Casts/Strapping: Lower Body
- Endoscopy/Arthroscopy Procedures
- All Musculoskeletal System (NET)

NERVOUS SYSTEM
- Skull, Meninges, and Brain
- Spine and Spinal Cord
- Extracranial/Peripheral Nerves and ANS
- All Nervous System (NET)

RESPIRATORY SYSTEM
- Nose
- Sinuses
- Larynx
- Trachea and Bronchi
- Lungs and Pleura
- All Respiratory System (NET)

Procedure Data Categories (CPT Codes) (continued)

RADIOLOGY

BREAST/MAMMOGRAPHY
- All Breast/Mammography (NET)

BONE/JOINT STUDIES
- All Bone/Joint Studies (NET)

DIAGNOSTIC RADIOLOGY (DIAGNOSTIC IMAGING)
- Head and Neck
- Chest
- Spine and Pelvis
- Upper Extremities
- Lower Extremities
- Abdomen
- Gastrointestinal Tract
- Urinary Tract
- Obstetrical/Gynecological
- Heart
- Vascular System
- All Diagnostic Radiology (NET)

DIAGNOSTIC ULTRASOUND
- Head and Neck
- Chest
- Abdomen and Retroperitoneum
- Pelvis
- Genitalia
- Extremities
- All Diagnostic Ultrasound (NET)

NUCLEAR MEDICINE
- All Diagnostic Nuclear Medicine
- Diagnostic: Endocrine System
- Diagnostic: Hemic and Lymphatic System
- Diagnostic: Gastrointestinal System
- Diagnostic: Musculoskeletal System
- Diagnostic: Cardiovascular System
- Diagnostic: Respiratory System
- Diagnostic: Nervous System
- Diagnostic: Genitourinary System
- Therapeutic Nuclear Medicine
- All Nuclear Medicine (NET)

RADIATION ONCOLOGY TREATMENT
- All Radiation Oncology Treatment (NET)

Procedure Data Categories (CPT Codes) (continued)

<u>OTHER</u>

ANESTHESIA

- All Anesthesia (NET)

EVALUATION AND MANAGEMENT

- All Evaluation and Management Services (NET)

PATHOLOGY/LABORATORY

- All Pathology/Laboratory (NET)

MEDICINE SERVICES/PROCEDURES

- Immune Globulins, Serum or Recombinant Products
- Vaccines/Toxoids
- Psychiatry/Psychotherapy
- Biofeedback
- Dialysis
- Gastroenterology
- Ophthalmology
- Special Otorhinolaryngologic
- Cardiovascular
- Non-Invasive Vascular Diagnostic
- Pulmonary
- Allergy and Clinical Immunology
- Endocrinology
- Neurology and Neuromuscular
- Central Nervous System Assessments/Tests
- Health and Behavior Assessment/Intervention
- Hydration, Therapeutic, Prophylactic, Diagnostic
- Injections and Infusions, and Chemotherapy
- Photodynamic Therapy and Special Dermatological
- Physical Medicine and Rehabilitation
- Home Health
- COVID-19 Diagnosis/Treatment
- All Medicine (NET)

Sources & Interactions Studies

Detailed data on healthcare professionals' preferences for keeping up-to-date on industry developments and how they interact with those sources of information. Includes measurement of online and offline media, meetings, sales rep interactions, and more.

Digital Insights Studies

A comprehensive assessment of physicians' digital behaviors, including how they use specific mobile apps and social networks, and their attitudes and opinions about online video, social media, digital advertising, and emerging technology (telemedicine, smart speakers, and more).

Sources & Interactions: International

Essential insights into European and Asian healthcare professionals, drawn from the Sources & Interactions and Digital Insights studies. Available for France, Italy, Germany, Spain, the United Kingdom, China, and Japan.

Media Measurement Studies

Detailed reporting on physician exposure to content and advertising in 500+ medical content sites and apps, 400+ publications, and other professional media such as email newsletters, social media, print and online drug references, and more. The foundation for media decisions in the professional health market.

Other Healthcare Professionals

Media Measurement and Sources & Interactions data are available for multiple health professionals including; Dentistry, Hospital Management, Managed Care, Oncology Nursing, PA/NP, Pain Medicine, Pathology, Pharmacy and Radiology and Radiation Oncology.

M/S3 (M/S Cubed)

A fusion of the Sources & Interactions, Media Measurement and Digital Insights studies through that allows clients to go beyond channel preferences to understand the "how, what and why" for more effective and efficient marketing.

Flexible Data Access

Our data is available to clients via multiple platforms and formats for maximum convenience and utility. Data delivery options include:

- Dashboards - Delivery dashboards for syndicated research data
- Vivvix Advertising Insights - Helps to optimize account management and sales strategies
- MARS Medical Online - Online planning tool incorporating audience measurement and ad spend data
- TGI360 Online - Online crosstab analytic tool incorporating media measurement and HCP behavioral data
- Tables & Charts - Pre-made "Ready to Use" tables and charts for all studies, available in Excel, PowerPoint, and/or PDF formats
- Customized Solutions - Don't see exactly what you need? Within any of our platforms and deliverables, we can help create custom filters or exports to fulfill client needs

If you have any questions or would like to learn more, please contact:

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