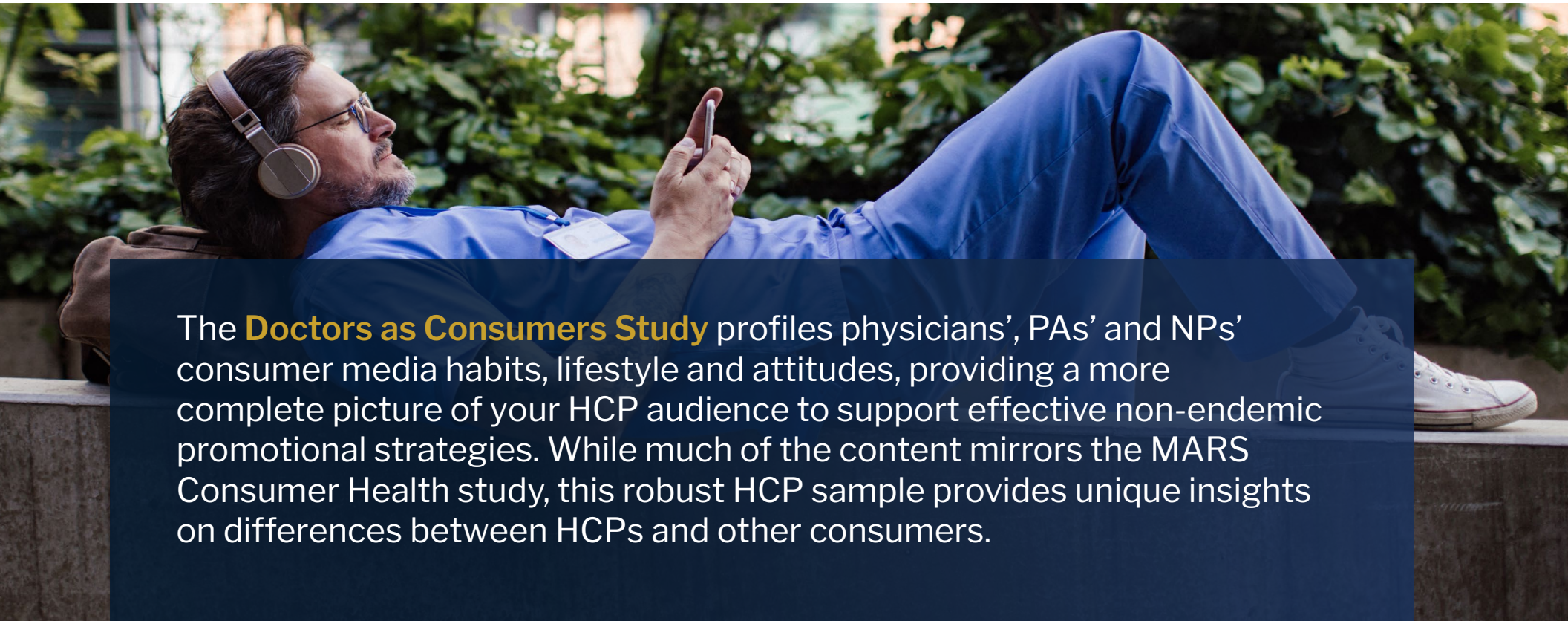


Connect with healthcare providers **beyond the workplace** using the industry’s only syndicated study that documents physicians’, physician assistants’ and nurse practitioners’ non-work activities and media consumption.



The **Doctors as Consumers Study** profiles physicians’, PAs’ and NPs’ consumer media habits, lifestyle and attitudes, providing a more complete picture of your HCP audience to support effective non-endemic promotional strategies. While much of the content mirrors the MARS Consumer Health study, this robust HCP sample provides unique insights on differences between HCPs and other consumers.

Developed from over 3,000 online HCP interviews and weighted to the universe of each specialty by age group and gender.

A detailed picture of HCPs

- ✓ 20+ physician and PA/NP specialties
- ✓ Demographics, language spoken in household, primary practice type
- ✓ Diagnoses & prescribing details
- ✓ TV consumption, including streaming & smart TV brands
- ✓ Time spent with TV & Internet
- ✓ Website/social network usage
- ✓ Proportion of time online: personal vs. professional
- ✓ Radio/podcasts/streaming music listening
- ✓ Types of audio listened to during commute to/from work
- ✓ Podcasts: type, actions taken after advertising, whether used promo code for an advertised product, platforms used
- ✓ Attitudes towards personal health, digital health tools, pharma
- ✓ Attitudes toward career & factors impacting career satisfaction (e.g., work-life balance, compensation, etc.)
- ✓ Major challenges facing patients at practice/hospital (e.g., treatment affordability, housing/food insecurity, etc.)
- ✓ Sports & leisure activities

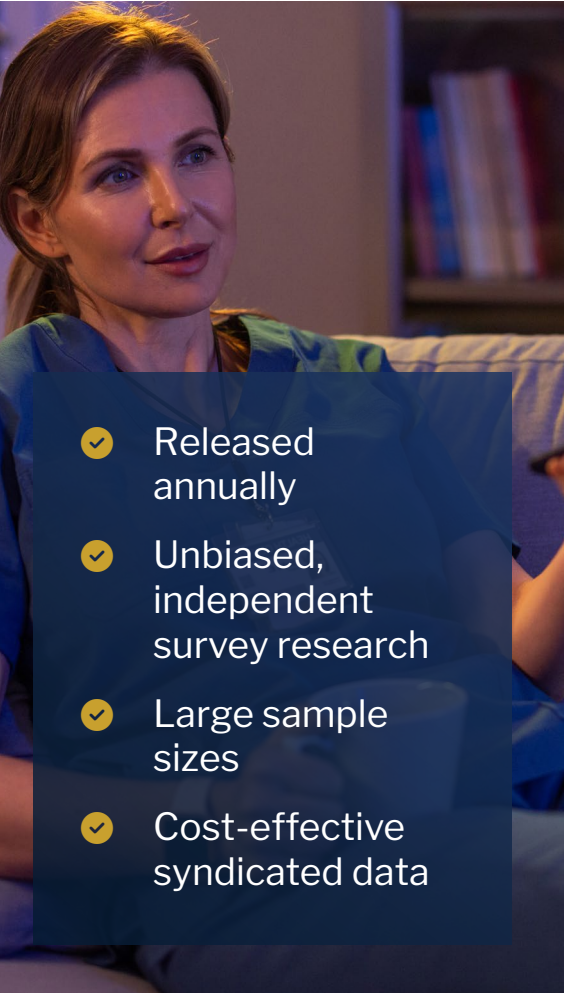
Flexible data access options

Data is available via multiple platforms and formats:

- Full database access via online crosstabulation software, allowing users to explore more granular targets and insights
- Custom data tables, reports or charts, interactive dashboards
- Respondent level data (de-identified) for analysis and linkage
- Accessible through the Professional Health Gateway
- Custom solutions

Actionable data and insights for agencies, brands, and media

- Create detailed HCP profiles that capture TV viewing habits (live vs. on-demand, preferred genres, networks), trust in pharmaceutical advertising and digital/social media usage to find efficiencies from consumer plans reaching HCPs outside of work
- Understand how to reach HCPs who are open to new career opportunities, leveraging insights on career satisfaction, challenges and more
- Utilize information source preference and channel/media usage to pinpoint where to interact with HCP groups outside of medical media
- Reach relevant targets with the right message and creative



- ✓ Released annually
- ✓ Unbiased, independent survey research
- ✓ Large sample sizes
- ✓ Cost-effective syndicated data

Doctors as Consumers Study details

Survey respondents:	3,800+ physicians (Results for PA/NPs also available)
Sample source:	Random selection from AMA/AOA Physician Masterfile
Methodology:	Online HCP interviews, weighted to the U.S. universe of each specialty by gender and age group
Data access options:	Dashboard, charts & tables, crosstabulation & planning tools

Counts* by provider type and top physician specialties

Physicians	N=3,804
Primary Care (Family Medicine/Internal Medicine)	N=555
Psychiatry	N=221
Pediatrics	N=199
PA/NPs	N=154

*Based on 2025 study

M3 MI Professional Health
Other Syndicated Offers



Ad Intelligence

The market’s leading competitive ad intelligence platform, used by brands, agencies and media to understand advertising share of voice, competitive strategies and spend across media channels. Data is collected, classified and updated daily.



HCP Specialties & Health Verticals

Media measurement and strategic omnichannel insights for 20+ medical/surgical physician specialties, and other health verticals including: dentistry, managed care, PA/NP, veterinary, and more.

View the [full list](#) on our website.



MARS Consumer Health

MARS is the industry’s most comprehensive dataset of health consumers, connecting 100+ conditions with treatments, Rx brands, media usage, health behaviors, attitudes, and more. Developed from a nationally representative data set of 40K U.S. adults, M3 MI’s annual bilingual survey provides robust samples sizes and coverage of low incidence conditions.

M3 MI

For more information contact us or visit our website:
✉ info@M3-MI.com 🌐 www.M3-MI.com

M3 MI provides media insights and marketing intelligence to the healthcare market’s advertisers, agencies and media companies.