



Ready to connect with international physicians more effectively?

Gain a complete view of physicians' information preferences with the **Sources & Interactions International Study**, the market's most comprehensive assessment of how EU and APAC physicians engage with both digital and offline information sources.

With a robust sample of over 2,400 active physicians across **France, Germany, Italy, Spain, the U.K., China, and Japan**, this study delivers in-depth insights into their behaviors, preferences and the channels that influence their decisions, empowering you to build more impactful marketing and communications campaigns.



Expanded profiling to understand and create segments for unique, strategic marketing:

Demographics
Gender, age, country

Professional view
15+ physician specialties, years in practice, number of patients seen, professional activities, association membership, meetings attended, career attitudes/opinions

Practice & prescribing detail
Primary type of practice, new adopters, level of involvement in purchasing devices/equipment/service contracts

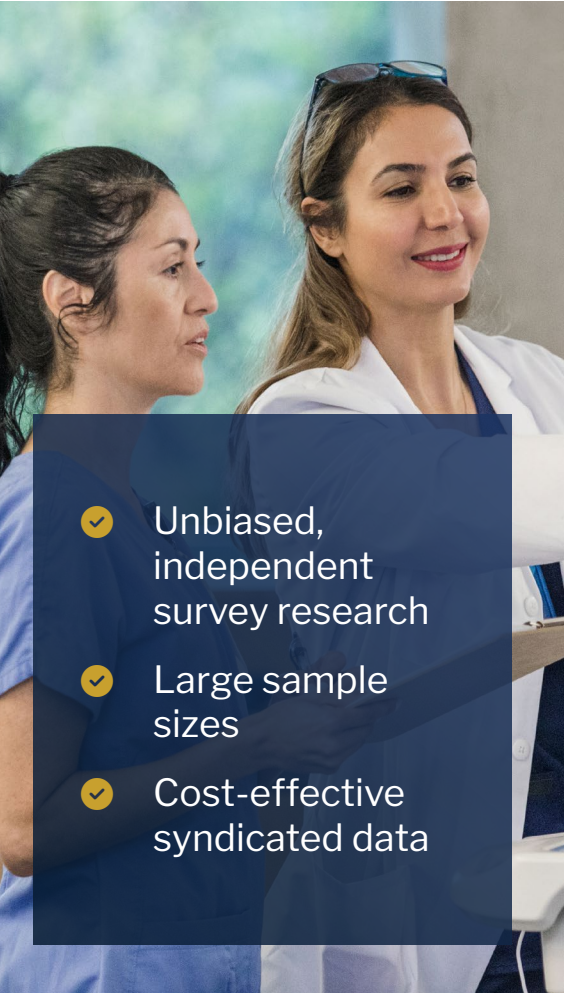
Digital behavior
Online video events watched, influence of video creators on prescribing/treatment decisions, podcast listening frequency and types listened to, specific consumer/professional social network usage

Emerging technologies
Technologies used in practice (online tests kits, digital tools, etc.), actions taken while using EMR/EHR/e-Prescribing/Telemedicine platforms, attitudes toward AI

Media usage
Time spent reading medical content on various channels (print, professional portals, medical journal websites, etc.), publication readership

Support omnichannel marketing strategy International physicians' channel preferences and usage across 35+ information sources:

- Conferences & meetings
- CME (meetings/printed courses/digital)
- Professional Journals (print/websites)
- Social Media
- Professional mobile apps
- Online medical videos
- Medical webcasts/webinars
- Podcasts
- EHR/EMRs
- Pharma & Device/Equipment Websites
- Professional Portals
- Newsletters & Emails
- Sales Reps
- Preferred information like to acquire via certain channels & channels like to use for different types of information
- AI-powered activities
- + much more



Sources & Interactions International Study details

Fielding & release:	Composed of EU & APAC editions, both fielding and releasing in separate years
Survey respondents:	2,400+ across EU and APAC
Sample source:	All Global Circle and M3 Global Research physician panel
Methodology:	Online interviews of active physicians. Respondents were weighted based on the size of the universe of each country/ specialty combination to which they belong. EU universe projections were attained from the Eurostat database
Data access options:	Dashboard, charts & tables, crosstabulation & planning tools
Specialties measured:	Cardiology, Dermatology, Diabetes / Endocrinology, Diagnostic Radiology, Family Medicine / General Practice Gastroenterology, Hematology / Oncology, Infectious Diseases, Internal Medicine, Oncology, Neurology, Primary Care, Pulmonary Diseases, Radiology, Rheumatology, Surgery

Counts* by country

Total EU study physicians	N=1,765
France	N=355
Germany	N=319
Italy	N=361
Spain	N=367
United Kingdom	N=363

Total APAC study physicians	N=715
China	N=353
Japan	N=362

*Based on 2024 EU and 2025 APAC studies

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