



Ready to optimize your marketing strategy and connect with physicians more effectively?

Gain a complete view of physicians’ information preferences with the **Sources & Interactions + Digital Insights Study**, the market’s most comprehensive assessment of how physicians engage with both digital and offline information sources.

With a robust sample of over 3,400 active U.S. physician respondents across 25 medical specialties, the 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, ethnicity, location

Professional view
Years in practice, number of patients seen, professional activities, association membership, interaction with sales reps

Level of Influence
KOLs, purchase decision-maker, consulted by other physicians for opinions regarding treatment, healthcare social media influencer, formulary committee membership

Prescribing behavior
Number of Rx written, adoption of new treatments, factors influencing decisions, OTC recommendations

Treatment Segmentation
Based on “more likely” behaviors re: efficacy vs. invasiveness, personal experience vs clinical studies

Treatment and patient categories to identify subspecialties

-  **Prescribing: 260+ Drug categories**
Any, high, very high prescribers
-  **Diagnosis: 175+ ICD-10 condition diagnosis codes**
Any patients, high # of patients
-  **Procedures: 140+ CPT procedure codes**
Any procedures, high # of procedures

Support omnichannel marketing strategy

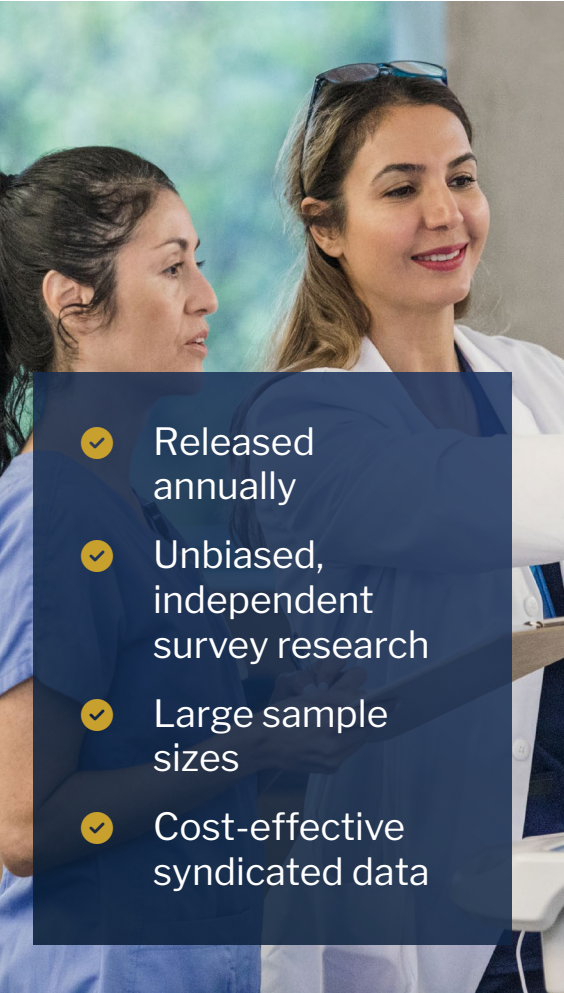
Physicians’ channel preferences and usage across 35+ information sources:

- Conferences & meetings
- Professional Journals (print/websites)
- Social Media
- Professional mobile app
- Online Video
- 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 and attitudes
- + much more

Develop media plans for your target audiences

Trusted media measurement data across 380+ media properties:

- Multispecialty and specialty medical journals
- Professional websites
- Professional and consumer social media
- Reference websites
- Mobile apps
- Media attitudes & opinions



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

Sources & Interactions + Digital Insights Study details

Survey respondents:	3,400+
Sample source:	All Global Circle, M3 Global Research and Sermo panels plus IQVIA email invitations
Methodology:	Online interviews of active physicians, weighted to universe of each specialty by age group
Data access options:	Dashboard, charts & tables, crosstabulation & planning tools

Counts* by medical specialty

Family Medicine	N=177
Internal Medicine	N=234
Allergy & Allergy/Immunology	N=101
Anesthesiology	N=126
Cardiology	N=200
Dermatology	N=204
Diabetes/Endocrinology	N=125
Emergency Medicine	N=102
Gastroenterology	N=201
Infectious Diseases	N=125
Nephrology	N=125
Neurology	N=200

Obstetrics/Gynecology	N=114
Oncology Specialties (Oncology & Hem/Onc, Radiation Onc)	N=255
Otolaryngology	N=100
Pediatrics	N=125
Psychiatry	N=134
Pulmonary Disease	N=151
Rheumatology	N=150
Surgery, General	N=100
Surgery, Orthopedic	N=177
Surgery, Plastic	N=109

*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 Target List Matching

Align syndicated HCP strategic insights and media measurement data with your brand’s target lists to understand similarities and differences in media behavior against the specialty overall.



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.

Sources & Interactions + Digital Insights

Navigating Channel Preferences and Engagements



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For more information, contact info@M3-MI.com or visit www.M3-MI.com