

The Sources & Interactions Study, U.S. Edition

View of how physicians discover, trust, and act on information

The standard for understanding what drives HCP engagement and decision making

What the study delivers

- Unbiased, independent survey research
- Structured view of how physicians navigate the information landscape
- Measures engagement, trust, and content preferences across channels

How it informs decisions

- Identifies which channels influence treatment and prescribing decisions
- Enables smarter omnichannel planning by market
- Guides more effective content and engagement strategies

Study snapshot

3500+ Physician respondents

35+ Information sources

380+ Media properties

25+ Physician Specialties

CORE STUDY CAPABILITIES

What the study covers

Channel Usage & Engagement

- Importance of 35+ professional information sources, including digital, print, sales reps, and peer channels
- Frequency of use, time spent, and role of different channels in the information journey
- Specific platforms, websites and apps used

Content Preferences

- Preferred formats (articles, video, podcasts), content and length
- When and how physicians engage with content
- Content types that drive deeper engagement

Digital & Social Behavior

- Professional use of social media, video and podcasts
- Trust in medical content across platforms
- Drivers of engagement with professional social content

Influence on Treatment & Prescribing

- Impact of sources on prescribing and treatment decisions
- Role of peers, KOLs, and influencers
- Actions taken based on information exposure

Physician Behavior & Practice Context

- Patient engagement and shared decision-making attitudes
- Adoption, influence, and professional activity
- Point-of-care and EHR/telemedicine usage

WHAT'S NEW IN 2026

AI in Healthcare

- Expanded AI adoption, trust, and usage measurement
- Use in decision-making, patient care and practice management
- Verification of AI outputs

Social & Influencer Impact

- Enhanced social media, healthcare influencer, and KOL engagement tracking
- Impact on prescribing and treatment decisions
- Digital activities/DOLs

Patient & Practice

- Patient use of AI in healthcare
- Role and value of patient education resources, engagement tools and digital health resources

Market and Access Trends

- Pharma rep access shifts
- Attitudes toward GLP-1s

Content Evolution

- Format, length, and timing preferences
- Influence of videos, podcasts, professional communities, medical apps, and emerging digital platforms

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

Sources & Interactions Study details

Survey respondents

3500+ collected in April-June 2026

Sample source

All Global Circle, M3 Global Research and Sermo panels plus IQVIA & DocNexus email invitations

Methodology

Online interviews of active physicians, weighted to universe of each specialty by gender and age group

Data access options

Dashboard, charts & tables, and crosstabulation tools



Counts by Medical Specialty

Allergy	N=100
Anesthesiology	N=125
Cardiology	N=239
Dermatology	N=224
Diabetes/Endocrinology	N=126
Emergency Medicine	N=100
Family Medicine	N=200
Gastroenterology	N=180
General Surgery	N=100
Hematology/Oncology	N=101
Infectious Diseases	N=138
Internal Medicine	N=224
Nephrology	N=126

Neurology	N=210
Obstetrics/Gynecology	N=102
Oncology	N=93
Orthopedic Surgery	N=207
Otolaryngology	N=103
Pediatrics	N=125
Plastic Surgery	N=100
Psychiatry	N=121
Pulmonary Diseases	N=151
Radiation Oncologist	N=65
Rheumatology	N=141
Urology	N=122

Other Syndicated Offers



Sources & Interactions International Edition

Strategic omnichannel insights for 10+ physician specialties across 7 countries in Europe and Asia.

[Click](#) for more info.



Media Measurement U.S.

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