

MARKLE

HEALTH IN A NETWORKED LIFE

**Markle Survey:
The Public and Doctors Surveyed Use Social
Media in Comparable Proportions, But Very Few
Want to Be ‘Facebook Friends’ With Each Other**

January 2011

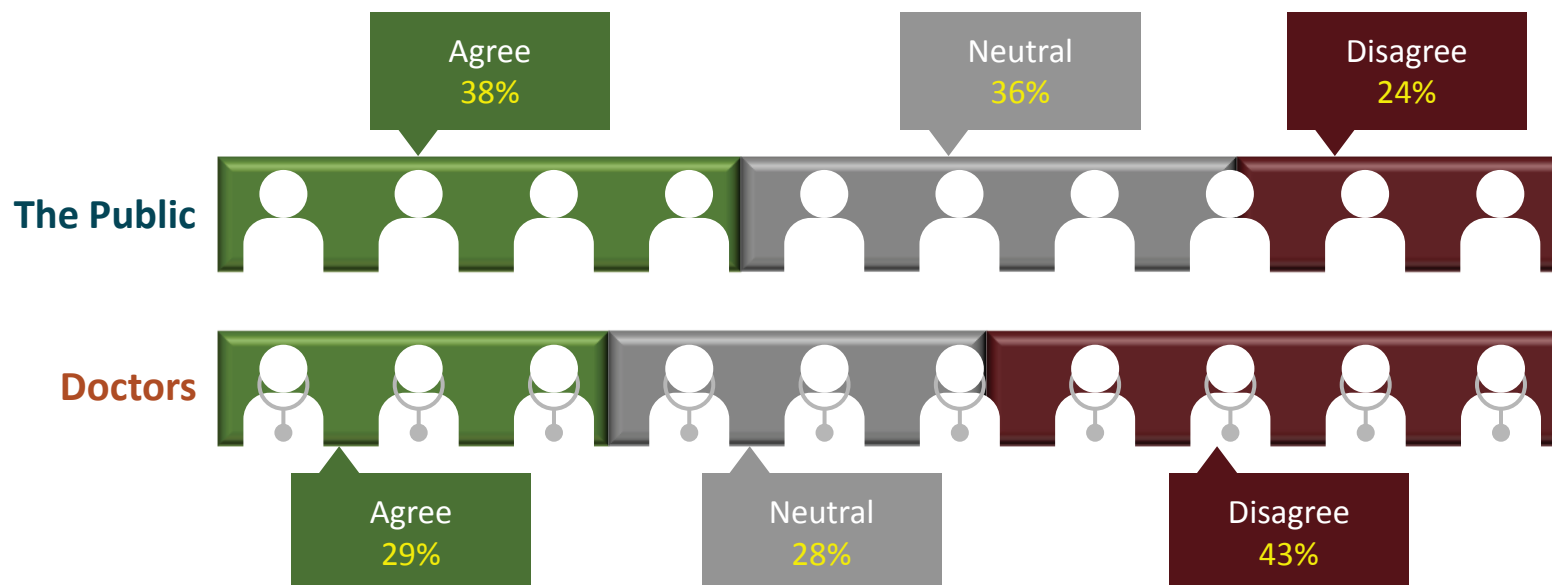
Markle Survey on Health In a Networked Life

Key Findings

- Compared to patients, a higher percentage of doctors disagree that patients can learn a lot of helpful information by communicating with other patients online.
- The public and doctors surveyed use social media in comparable proportions.
- Very few patients and doctors say they'd like to be friends on a social networking site like Facebook.

Online social media

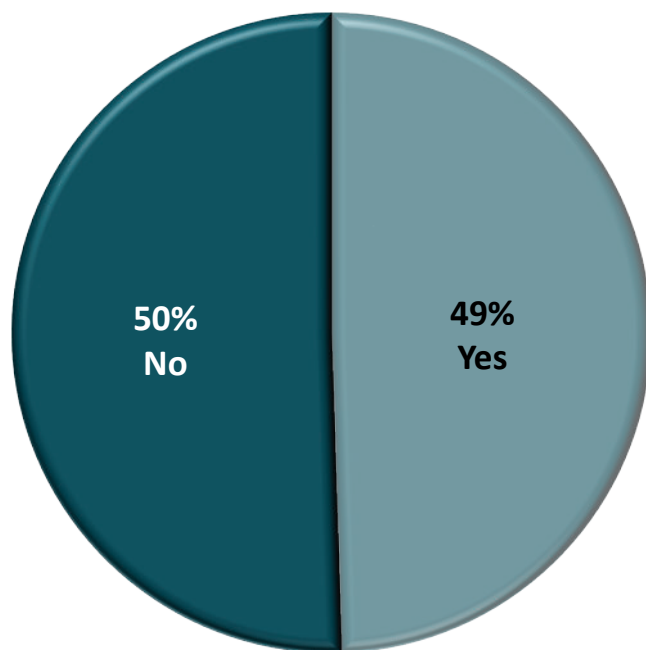
Patients can learn a lot of helpful information about their health conditions by communicating with other patients over the Internet.



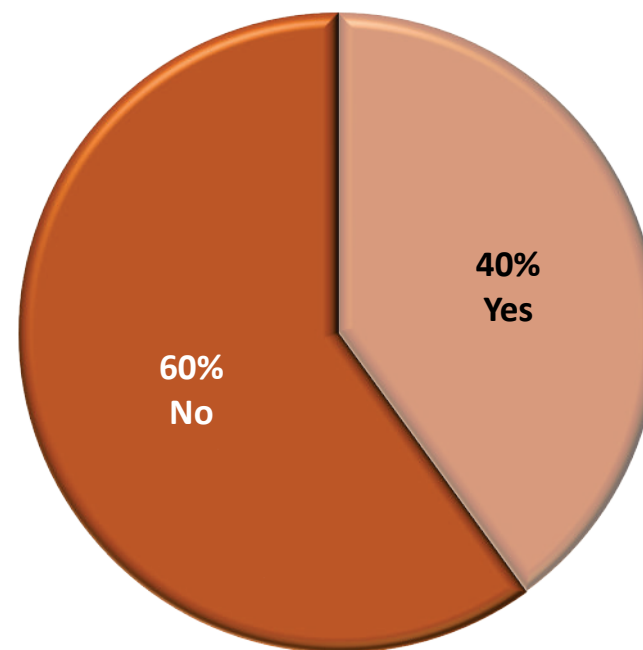
Online social media

Do you have a page on a social networking site (such as Facebook or LinkedIn?)

The Public



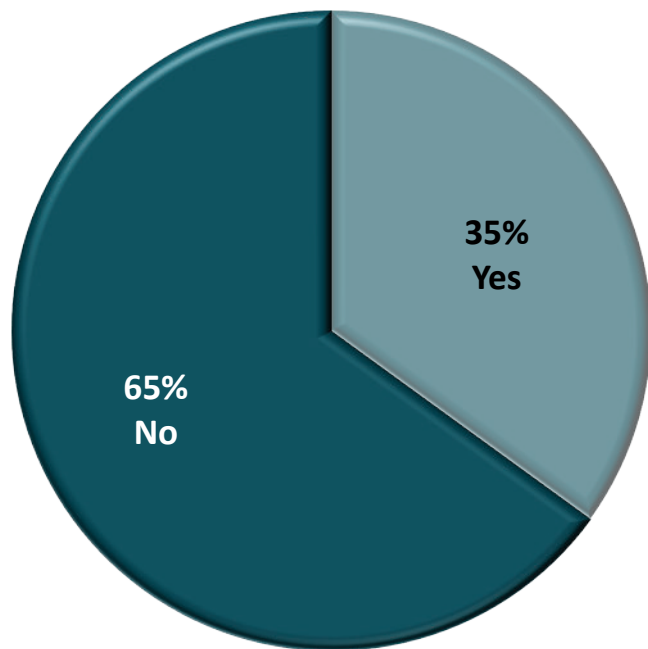
Doctors



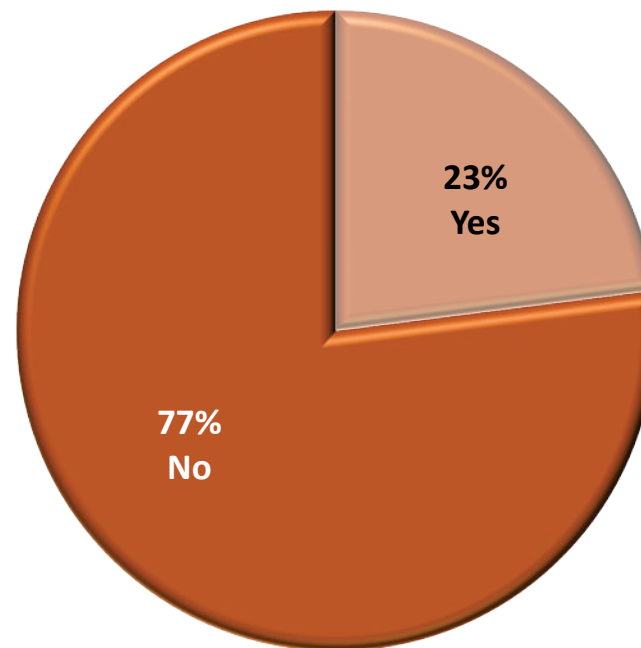
Online social media

I use social networking sites to communicate with friends and family.

The Public



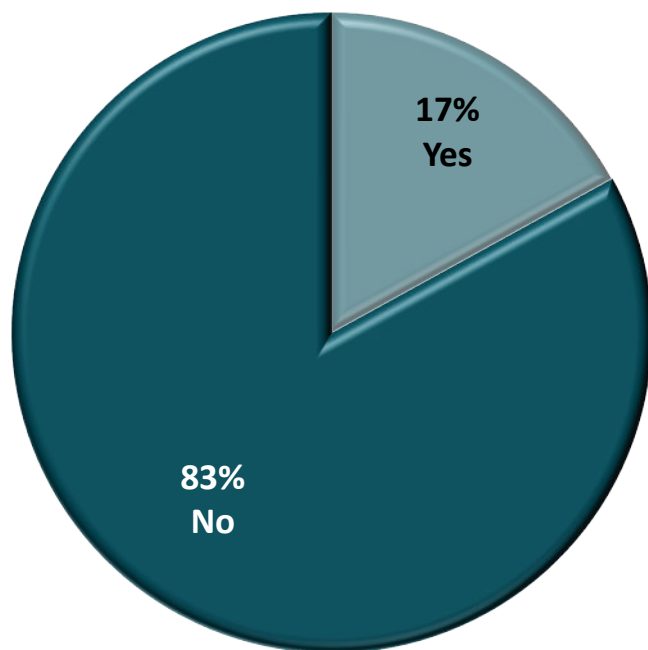
Doctors



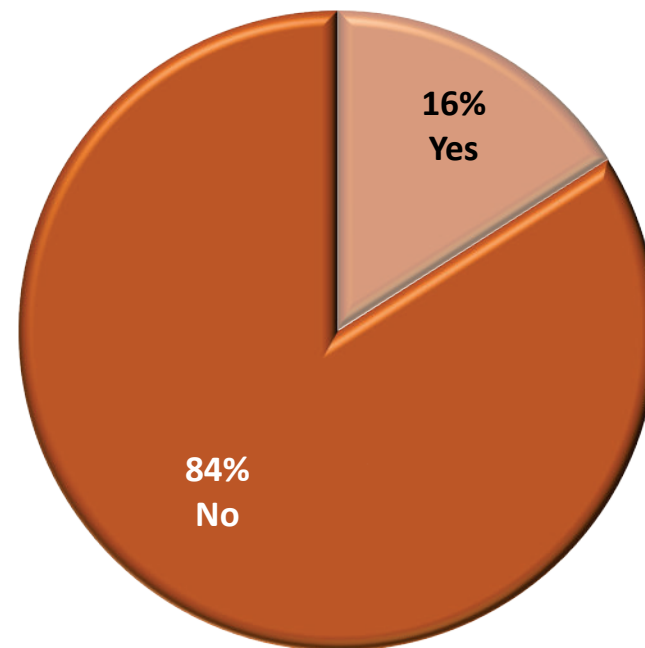
Online social media

I use online chat to communicate with friends and family.

The Public

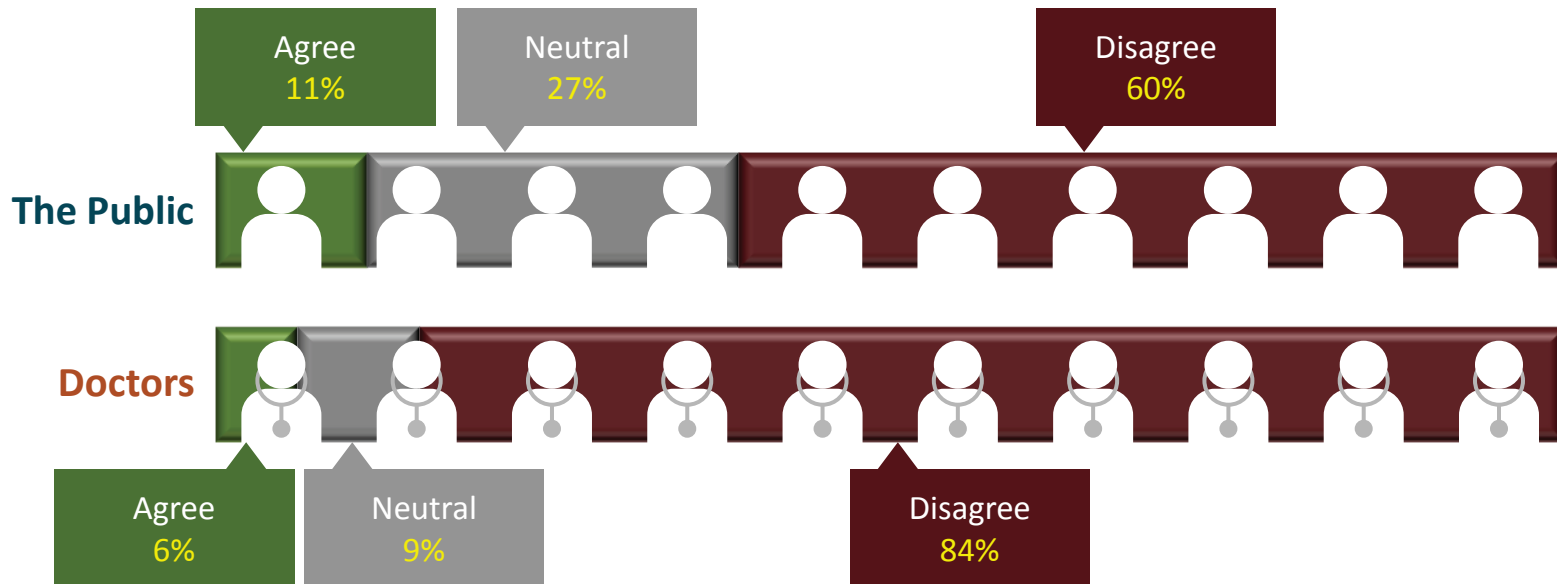


Doctors



Online social media

I'm willing to connect with **my doctor(s)** | **my patients** on social networking websites, such as becoming "friends" on Facebook.



Observations

- Patient and doctor use of social media, both separately and together, is an area that requires much more study.
- From this limited battery, few firm conclusions can be drawn.

Methodology

- Markle commissioned two separate but coordinated surveys with largely parallel questions to be conducted independently by Knowledge Networks (KN).
- **General Population Sample:** An initial sample of 2,493 people was drawn randomly from KN's KnowledgePanel, a probability-based web panel designed to be representative of the U.S. non-institutionalized population age 18 and up, including both online and offline households (households are provided access to the Internet and hardware if needed). From the initial sample, 1,582 responded to this online survey—a completion rate of 63 percent. The survey was conducted August 10 through August 24, 2010.
- **Physician sample:** An initial sample of 2,867 physicians was drawn from Knowledge Networks Physicians Consulting Network, an online opt-in convenience panel consisting of physician members invited to join from reputable listed samples such as the AMA Masterfile and prescriber lists. From the initial sample, 779 physicians responded to this online survey—a completion rate of 27 percent. The physician survey was conducted August 10 through August 26, 2010. The panel generally reflects the U.S. physician population on known demographics, although it somewhat under-represents younger physicians and hospital-based physicians. The study sample consisted of 26 percent primary care doctors (defined as internal medicine, general practice or family practice) and 74 percent specialists.
- The general population sample can validly be projected to the U.S. population, with margin of error of +/- 3.0 percent. Although we believe the physician sample is a highly defensible reflection of U.S. physicians, because it was not drawn entirely by random we are not as comfortable projecting its results to all U.S. physicians. Because the sample is based on those who were invited to join from multiple sources without known probabilities of selection, estimates of theoretical sampling error cannot be calculated.