

PHYSICIAN NETWORKING

31% of health care professionals use social media for professional networking

Source: MedTech Media

61%
of
Physicians

scanned social media for medical information at least weekly

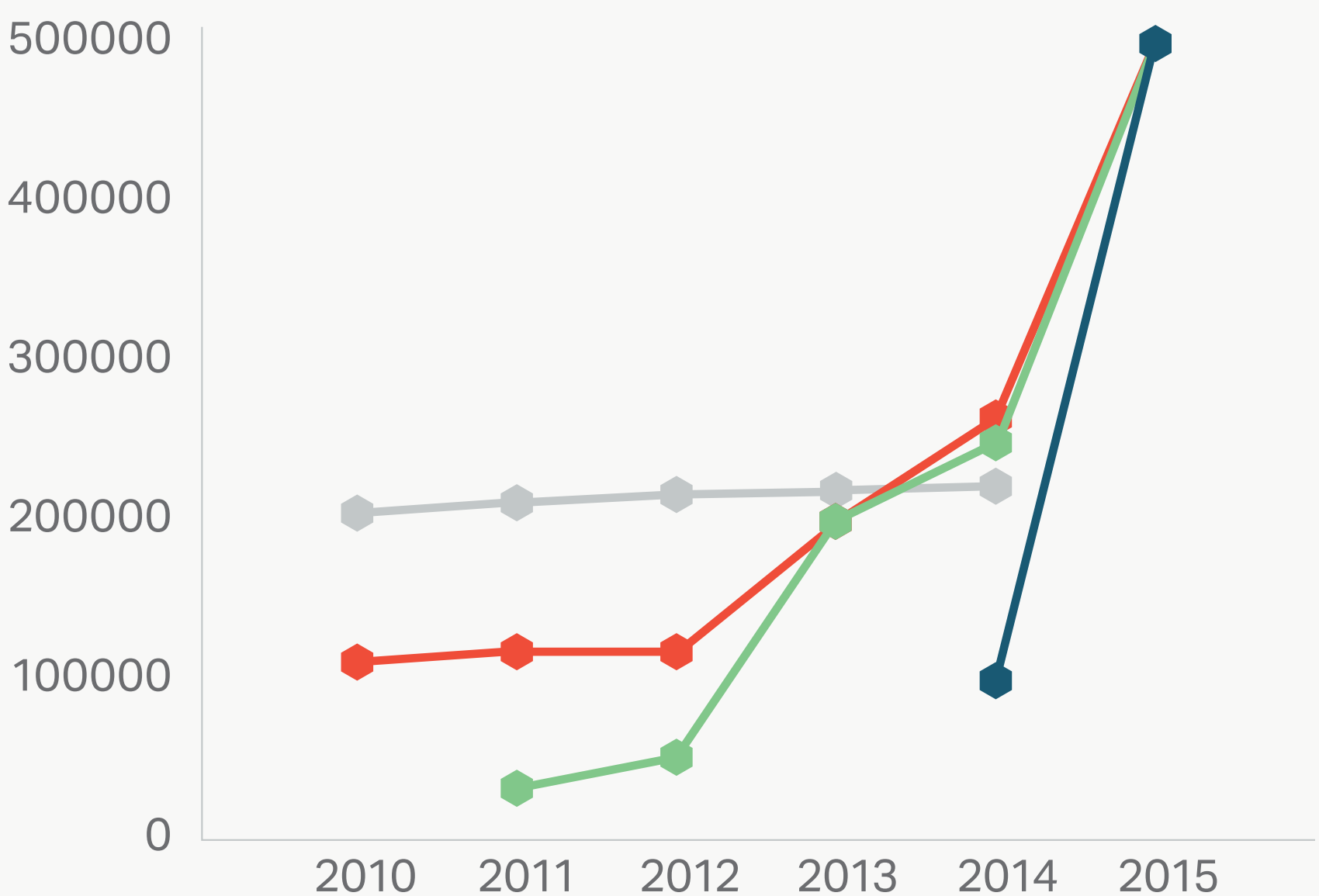
contributed information to social media on at least a weekly basis

46%

Source: 2012 study published in the Journal of Medical Internet Research

AMA membership has fallen from a high of 70% of U.S. doctors in the 1950s to 15% in 2011. Meanwhile, **social networking** and crowdsourcing sites have seen a **substantial increase in the number of physician users / members.**

Membership Trends



AMA AMERICAN MEDICAL ASSOCIATION SERMO talk real world medicine doximity figure1

Source: AMA Annual Reports 2010-2014, Sermo, Doximity, Figure 1

For more information, contact us at jacksonphysiciansearch.com/contact