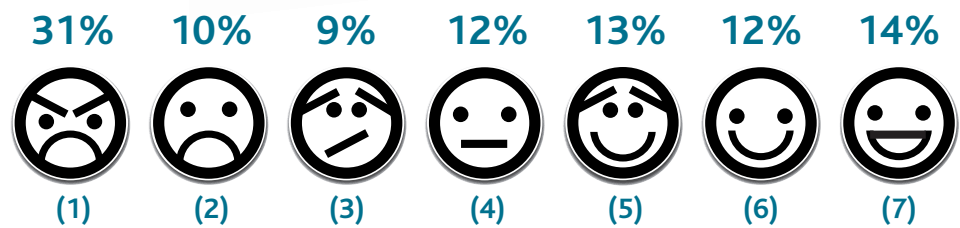


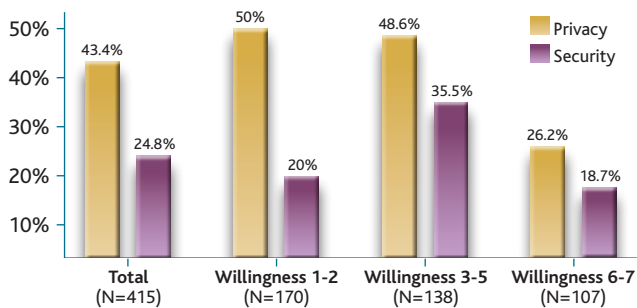
## How Comfortable are Physicians with Having Their Digital Internet Behavior Monitored?

In April 2011, using our internet-based tool *OlsonOnline™* and proprietary healthcare database, Olson Research surveyed more than 400 US-based primary care physicians to better understand their level of willingness with having their digital internet behavior monitored.

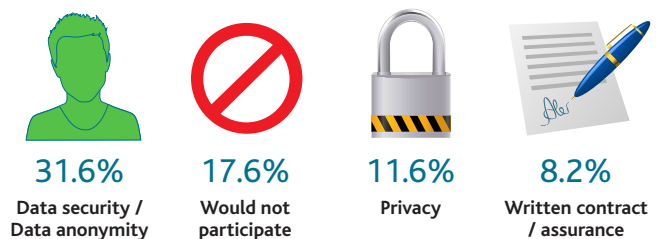


Mean=3.56

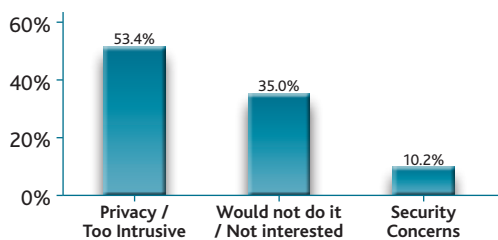
### Concerns with being digitally monitored



### What types of assurances would you look for prior to participating in such a study that monitored your digital internet behavior?

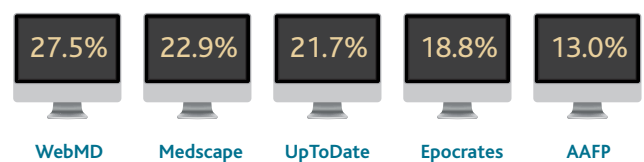


### Of those participants that rated a 1-3 for their level of willingness, reasons cited include: (N=206)



*It is interesting to note that of those physicians (N=107) willing to have their digital behavior monitored, they would expect an average of \$290 in monthly compensation.*

### Digital sites visited most often by physicians for professional purposes



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