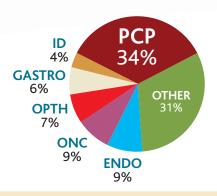
OLSON RESEARCH GROUP INDUSTRY INSIGHTS

How Are Physicians Utilizing Mobile-Based Survey Tools?

Olson Research is launching a new mobile-based version of its online survey software platform *OlsonOnline*™. Using this new mobile tool, and fueled by our proprietary healthcare database, we surveyed 100 US physicians including a mix of PCPs and specialists from a variety of practice settings to gain a better understanding of how these mobile tools can best be utilized in marketing research studies across the healthcare spectrum.

Physician Breakdown By Specialty



Practice Type



30% Hospital



21% Group

49% Single

Key Findings

14

Average number of years in practice

Average number of surveys completed per month

22

Average number of minutes to complete this mobile survey

25%

completed surveys that are mobile-based

96%

Regularly use a smartphone or tablet in their professional role

95%

that use an Apple iPhone or iPad

Physicians surveyed cited the following main benefits of responding via their mobile device:



84% Increased flexibility

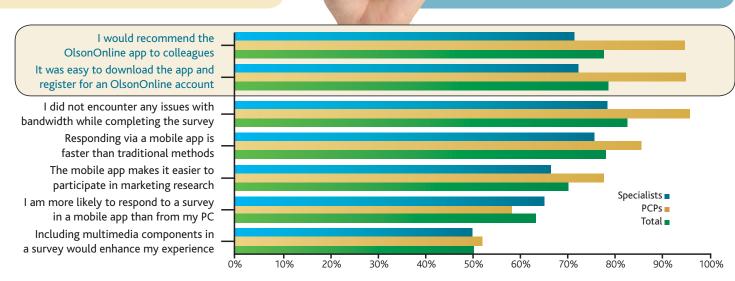


43% Convenience/Ease of use



33% Less time / Faster to respond

Among physicians surveyed, 92% indicated being open to "in-themoment" decision recording, which illustrates the increasing role that mobile applications will play in the healthcare market research industry.



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