Introduction

Medical conventions are essential to the advancement of medical knowledge. Physicians (P) believe that attending medical conventions is a useful method to learning. However, physicians prefer disease-specific educational materials and marketing tools, such as education and reimbursement-related information, from manufacturers. This information may also help them to improve their practice. However, most physicians do not attend medical conventions or receive medical information from commercial booths. The present investigation aimed to determine the preferences of physicians regarding the delivery of medical or scientific information. The survey included questions regarding preferences for meeting size, educational materials, and areas for further analysis.

Objectives

The research aims to evaluate Health Care Providers (HCP) perceptions of the utility and effectiveness of consulting medical and scientific information from pharmaceutical companies.

Methods

A 10-question, interest-based survey was distributed to 300 Health Care Providers. In this email, all participants were introduced to the intent of the research and got further understanding of HCPs preferences regarding medical and scientific information. The majority of respondents (64.2%) had attended a medical convention in the last year, and 50.5% indicated that they visit or utilize the Medical booth mostly preferred speaking with medical associates, whereas 21.4% stated that Medical booths were a helpful resource to receive medical or scientific information. The majority of physicians indicated that they never attend Medical conventions (20.3% ) and one out of ten physicians preferred attending medical conventions annually (10.3%).

Results

Survey Respondent Profile

The survey was undertaken with a majority of the respondents (51%) from Family Medicine, 23% from Internal Medicine, and 11% from Pediatrics. The majority of the physician survey respondents were of mixed specialties. Most respondents were not aware of the differences between a Medical and Commercial booth (14.8%). The majority of respondents were aware of the difference between Medical and Commercial booths (55.0%). When asked what type of information at Medical booths do you find most useful to enhance your clinical knowledge and/or decisions (See Table 2), the majority of respondents stated they visit or utilize the Medical booth mostly preferred speaking with medical associates, whereas 21.4% stated that Medical booths were a helpful resource to receive medical or scientific information.