



# HCP MOBILE TECHNOLOGY U&A

AUSTRALIAN DIGITAL HEALTH AGENCY › MAY 2020

# RESEARCH METHODOLOGY

## HOW WE CONDUCTED THIS PROJECT

### HOW

Online survey utilising an existing HCP panel with a pre-screener to further qualify respondents



### WHERE

We aimed for a representative spread of HCPs by state across the country and let the location, metro vs regional, fall out naturally



### WHEN

We conducted the fieldwork between 15-26 April 2020 which means we could get a good read on the impacts of Covid-19 on behaviour









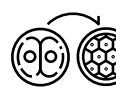



### WHO

We targeting any GP, Nurse, six types of Medical Specialist and Pharmacists who didn't work in hospital pharmacies



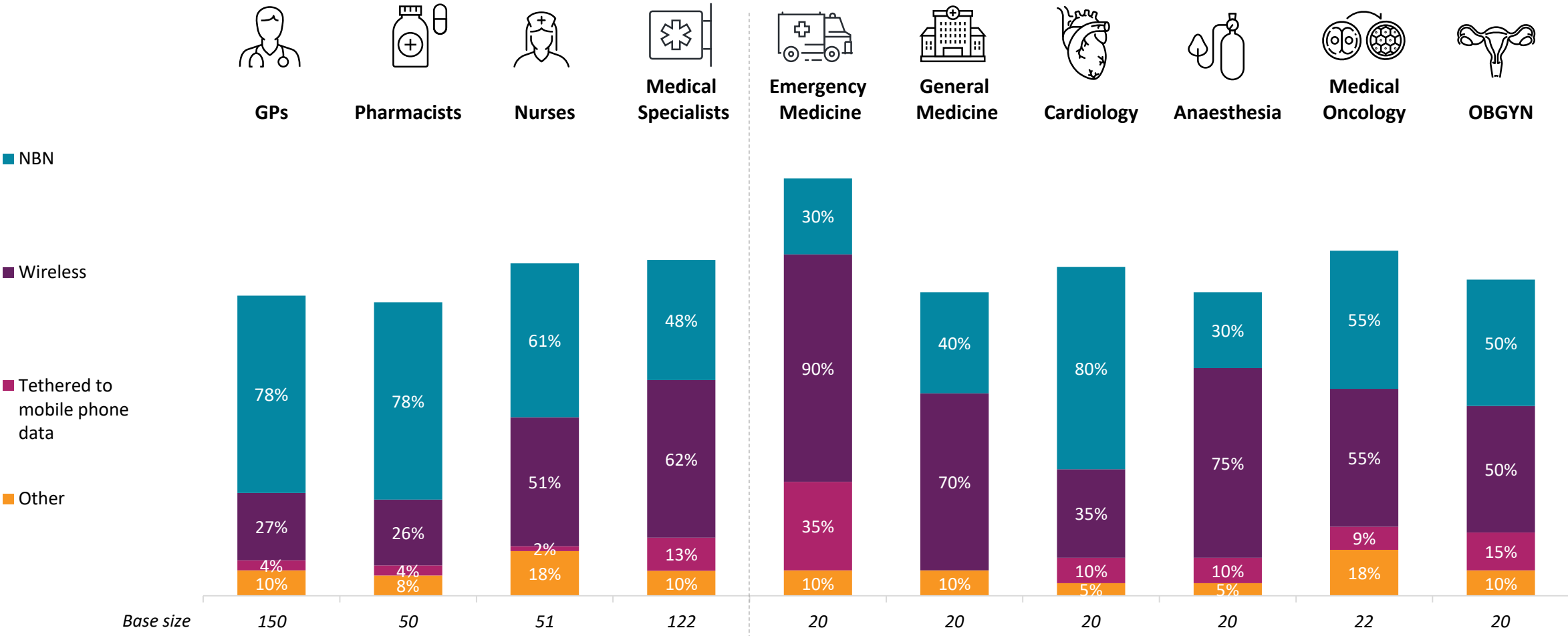
# THE MAJORITY OF HEALTHCARE PROFESSIONALS WE SPOKE TO WERE OVER 35 YEARS OLD, WITH THE EXCEPTION OF PHARMACISTS, AND HAVE OVER 11 YEARS EXPERIENCE

	 GPs	 Pharmacists	 Nurses	 Medical Specialists	 Anaesthesia	 Cardiology	 Emergency Medicine	 General Medicine	 Medical Oncology	 OB/GYN	
<i>Base size</i>	150	50	51	122	20	20	20	20	22	20	
<b>GENDER</b>	Males	60%	50%	14%	76%	75%	75%	95%	85%	64%	65%
	Females	40%	50%	86%	24%	25%	25%	5%	15%	36%	35%
<b>AGE OF HCP</b>	18-34 yrs.	9%	50%	24%	7%	15%	5%	5%	0%	14%	0%
	35-44 yrs.	23%	32%	24%	32%	30%	30%	35%	35%	41%	20%
	45-54 yrs.	26%	10%	29%	34%	35%	35%	35%	35%	36%	25%
	55+ yrs.	41%	8%	24%	28%	20%	30%	25%	30%	9%	55%
	AVERAGE	50.2	37.5	45.0	48.1	46.7	48.7	48.0	49.4	43.1	53.5
<b>YEARS OF PRACTICE</b>	>5 years	1%	12%	6%	5%	10%	5%	0%	0%	14%	0%
	6-10 years	13%	30%	22%	12%	5%	10%	25%	0%	27%	5%
	11-20 years	35%	38%	29%	33%	40%	25%	25%	40%	36%	30%
	20+ years	52%	20%	43%	50%	45%	60%	50%	60%	23%	65%



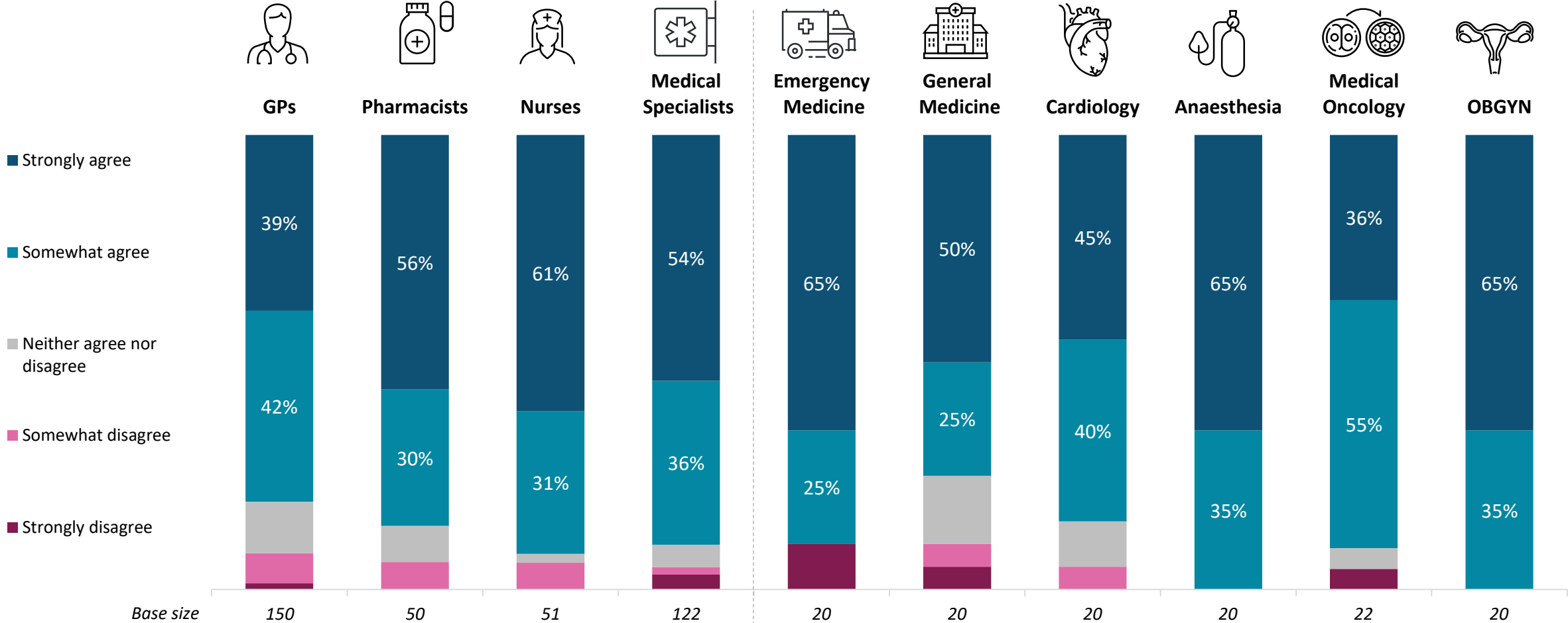
# THE MAJORITY OF HCPs HAVE EITHER NBN OR A WIRELESS INTERNET CONNECTION

## INTERNET CONNECTION BY HCP TYPE



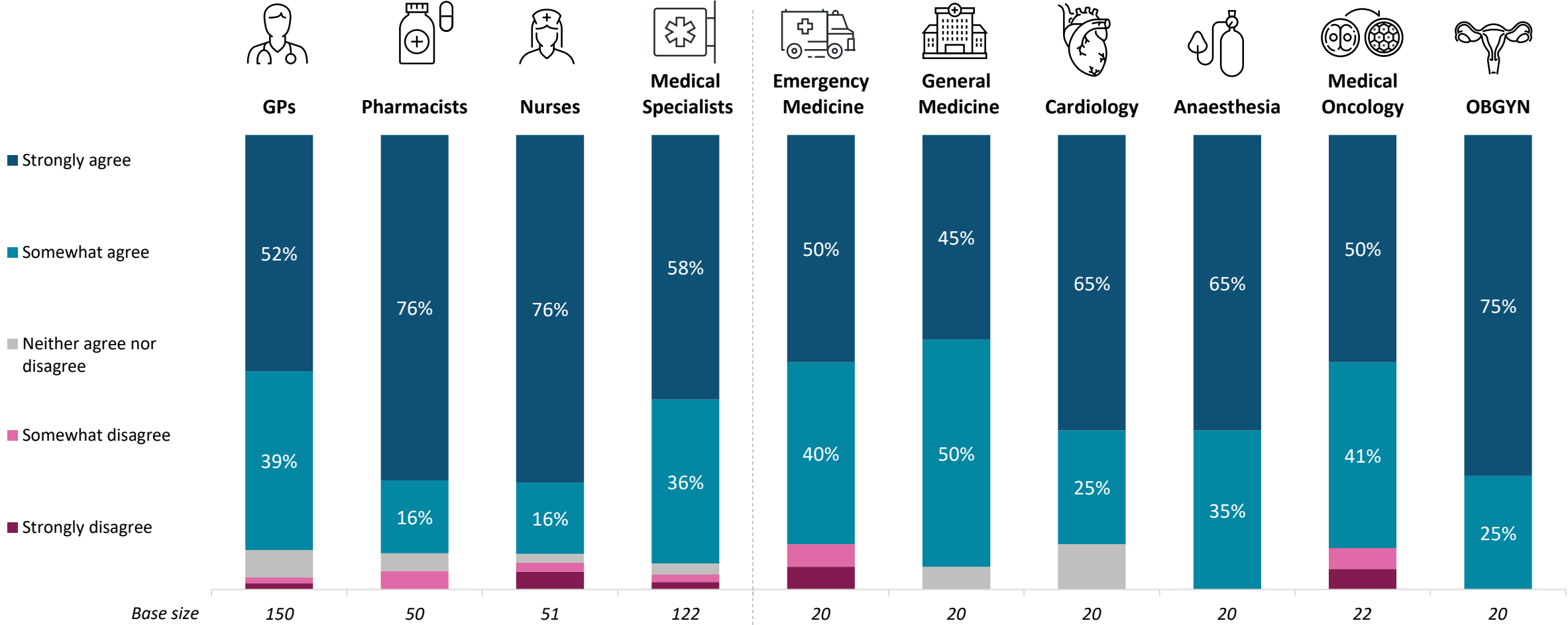
# THE VAST MAJORITY OF HCPs ARE OPEN TO DOING MORE THINGS DIGITALLY

## OPENNESS TO DIGITAL APPROACHES



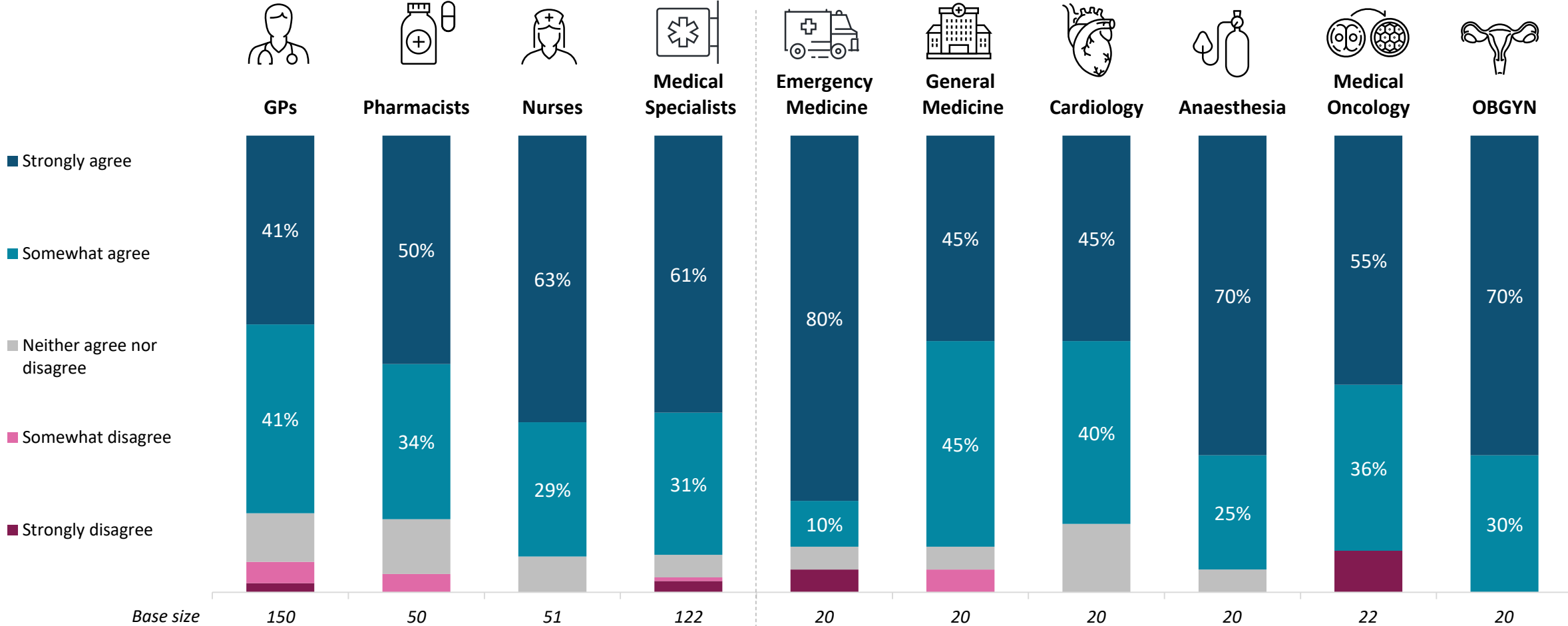
# THE VAST MAJORITY OF HCPs UNDERSTAND THE IMPORTANCE OF HOW TO USE TECHNOLOGY TO IMPROVE PATIENT HEALTH OUTCOMES

## IMPORTANCE OF UNDERSTANDING HOW TO USE TECHNOLOGY



# THE VAST MAJORITY OF HCPs CAN SEE THE BENEFITS OF MOBILE TECHNOLOGY IN THEIR WORKPLACE

## BENEFITS OF MOBILE TECHNOLOGY IN THE WORK PLACE



# THE VAST MAJORITY OF HCPs BELIEVE IT IS IMPORTANT FOR THE GOVERNMENT TO FOCUS ON TECHNOLOGY IN HEALTH

## IMPORTANCE OF THE GOVERNMENT TO FOCUS ON TECHNOLOGY IN HEALTH

