

THE COLLEGE OF
FAMILY PHYSICIANS
OF CANADA



LE COLLÈGE DES
MÉDECINS DE FAMILLE
DU CANADA

MRI Study

Medical Readership Information

2023

Results of a study of the reading patterns and preferences of Canadian family physicians conducted by the College of Family Physicians of Canada



About the MRI Study

- ▶ The study was conducted during May-June, 2023.
- ▶ The population studied was the approximately 43,000 physicians who are currently members in good standing of the College of Family Physicians of Canada. A total of 8,000 random members were invited to participate.
- ▶ The e-mail message to members made it clear that the survey originated with the College of Family Physicians of Canada.
- ▶ The invitation was sent in English and French.
- ▶ The invitation e-mail directed physicians to the survey questionnaire in the language of their choice, located on an independent, third-party survey site.
- ▶ Results were compiled using Alchemer.
- ▶ A total of 480 family physicians completed the survey, including 448 in English and 32 in French. There were also 82 partially completed surveys.
- ▶ All responses were entirely anonymous.

Notes

Member survey

This is a survey of members of the College of Family Physicians of Canada (CFPC), almost all of whom receive Canadian Family Physician (CFP) as a benefit of membership. This may mean that there is some degree of “halo effect” in which overall attitudes revealed in questions regarding journal readership tend to favour CFP.

Journal readership patterns among francophone readers may be particularly affected. There are approximately 3,386 francophone active College members in Quebec (out of 4,650 active Quebec members in total). This group, by choosing membership in a national organization, rather than the provincial alternative, has shown a strong commitment to the College that may be reflected in reported readership of CFP.

Online survey

This was an online survey. Seven thousand three hundred seventy two random members of the CFPC received an e-mail inviting them to click on a link to the survey site. This may mean that the survey has a built-in bias toward those physicians who use e-mail and are comfortable using the Internet.

Journal readership patterns among Canadian family physicians

Focus groups and previous surveys have shown us that readership of medical publications only rarely falls into yes-no categories. In fact, we consistently find that there are actually four main readership patterns. Most physicians, when asked face-to-face about a given publication, will invariably describe their reading habits in terms of one of these four patterns.

The MRI study reflects the following basic reading patterns:

Always read

The physician enjoys, trusts and relies on the journal. Reading it is also seen as a professional duty, particularly if the journal in question is published by a professional association or organization of which the physician is a member. He or she makes it a point to always pick up this publication and makes time to look through the table of contents to see what is there and what is new. This almost always includes reading one or two favourite sections and one or more major articles.

Often read

The physician likes the publication and will scan the cover and flip through the contents to see if there is anything of particular interest. He or she will often find one or more articles to read and, if so, will make time to read them. However, reading this journal is not seen as a professional duty.

Sometimes read

The physician is familiar with the publication, but generally does not pick it up or take it home, mainly due to lack of time. It is not a priority; however, if he or she has available time and the publication is at hand, he or she will pick it up, leaf through it, and read all or parts of one or more articles.

Never read

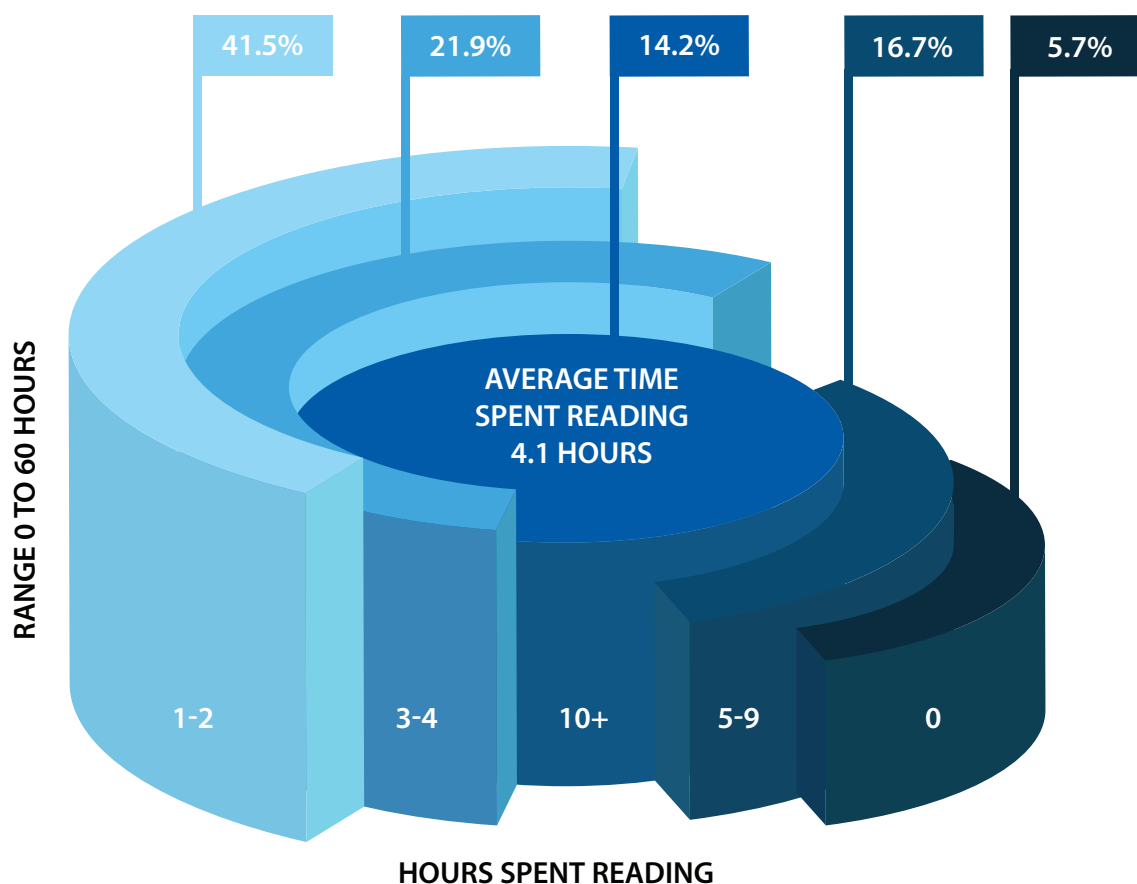
The physician either does not receive the publication or does not much like or trust it; he or she generally “puts it straight into the recycling” to quote the most common description.

Time Spent Reading

Question

In an average month, how many hours do you spend reading medical publications?

Time Spent Reading	Total Percentage
0 hours	5.7
1-2 hours	41.5
3-4 hours	21.9
5-9 hours	16.7
10+ hours	14.2
Average time spent reading	4.6 hours
Range 0 to 120 hours	

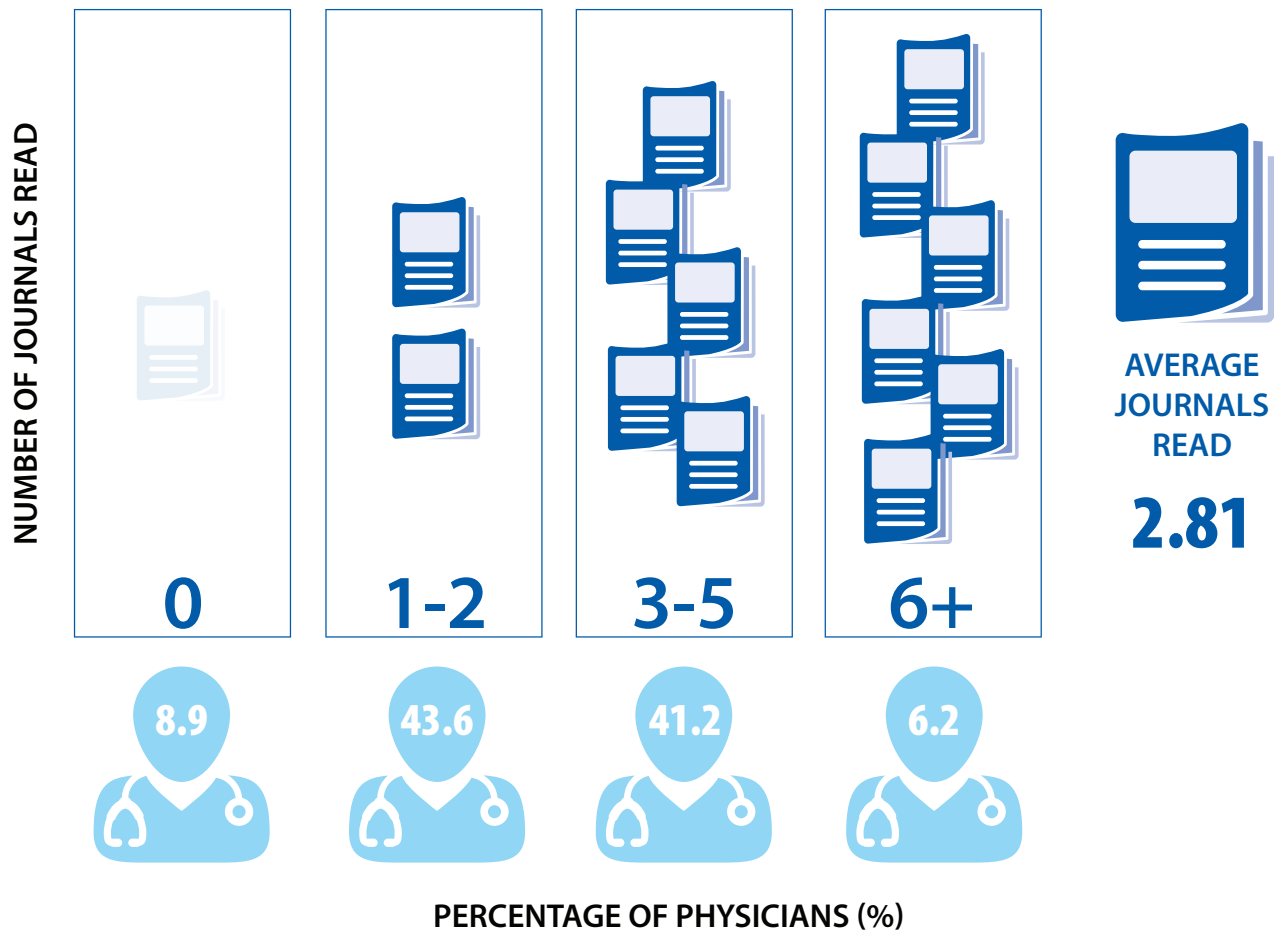


Number of journals read

Question

On average, how many medical journals do you pick up, scan for content and read significant parts of in any given month?

Journals	Total
0	7.5%
1-2	50.4%
3-5	36.7%
6+	7.5%



Most important Medical Publications

Question

Please list the medical journals you consider essential to your practice of medicine.

(List as many as you feel are important.)

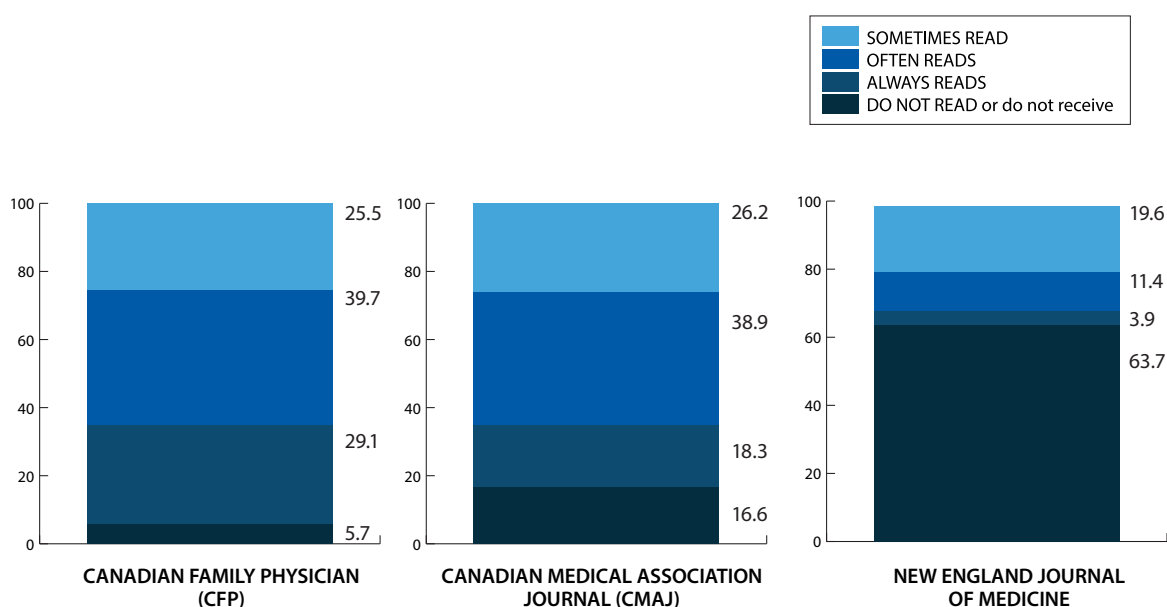
English Responses	TIMES	
	#	%
CFP	266	67.3
CMAJ	239	60.5
American Family Physician	136	34.4
BMJ	100	25.3
JAMA	75	19.0
NEJM	74	18.7
Medical Post	54	13.7
Canadian Journal of Rural Medicine	44	11.1
Canadian Journal of Diagnosis	40	10.1
The Lancet	35	8.9
Annals of Family Medicine	35	8.9
Medical Letter	27	6.8
Ontario Medical Review	25	6.3
Journal of Obstetrics and Gynaecology	25	6.3
Canadian Journal of Emergency Medicine	23	5.8
Annals of Emergency Medicine	14	3.5
British Journal of General Practice	13	3.3
Annals of Internal Medicine	13	3.3
Journal Watch	12	3.0
Medical Teacher	8	2.0
Paediatrics and Child Health	8	2.0
Journal of Pain & Symptom Management	7	1.8
Le Médecin du Québec	5	1.3

French Responses	TIMES	
	#	%
Le Médecin du Québec	22	71.0
CFP	13	42.0
CMAJ	11	35.5
JAMA	10	32.3
NEJM	6	19.4
Annals of Emergency Medicine	6	19.4
American Family Physician	6	19.4
Profession Santé Inc	5	16.1
Canadian Journal of Emergency Medicine	5	16.1
BMJ	5	16.1
The Lancet	4	12.9
Medical Letter	3	9.7
Le Clinicien	3	9.7
Annals of Family Medicine	3	9.7
Annals of Internal Medicine	3	9.7
Santé Inc.	3	9.7
Medical Post	2	6.5
Paediatrics and Child Health	2	6.5
Canadian Journal of Diagnosis	1	3.2
Journals of Obstetrics and Gynaecology	1	3.2
Medical Teacher	1	3.2
Ontario Medical Review	1	3.2

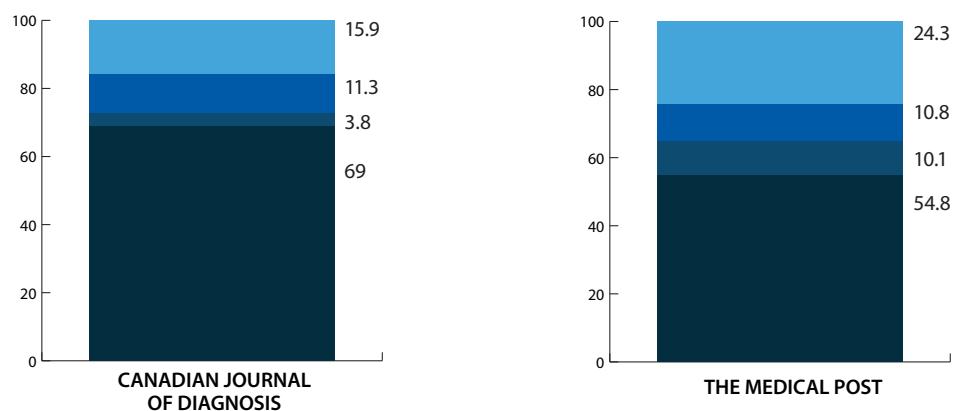
English language readership %

Question

In terms of usefulness or importance to your practice of medicine, how would you rate the following types of medical information sources available in Canada? Always look through it, usually read several articles; Often look at contents, often read one or more articles; Sometimes pick it up, occasionally read an article; Generally don't read it or don't receive it.



PEER-REVIEWED



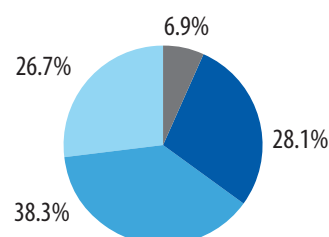
NON PEER-REVIEWED

NEWS ORIENTED

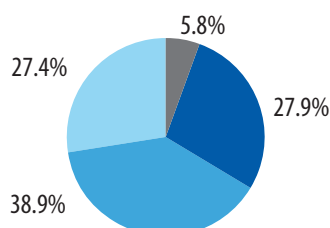
Sources of Continuing Professional Development

Question

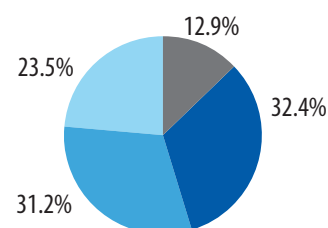
To what extent do you use each of the following sources of information and continuing professional development to stay current? Regularly use - this is my major source of information and CPD, Often use - this is a significant source of information and CPD, Sometimes use, but not a major source, Rarely or never use



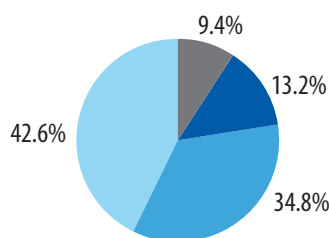
Accredited conferences



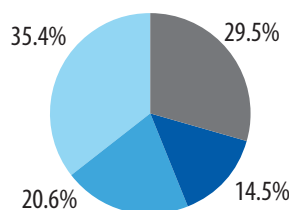
Evidence-based resources
(eg, clinical practice guidelines, data repositories)



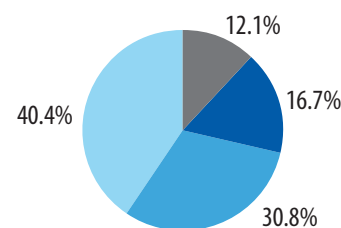
Self-directed courses
(eg, Self-Learning, practice based small group learning)



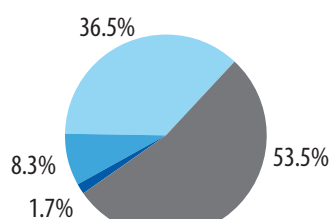
Peer-reviewed journals



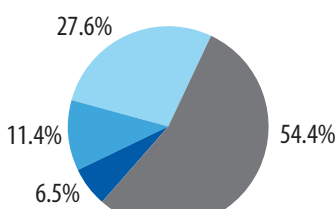
Rounds, journal clubs, small group activities



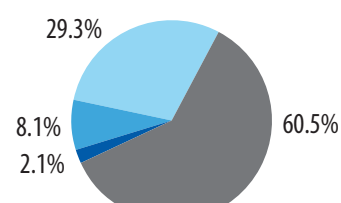
Online education courses



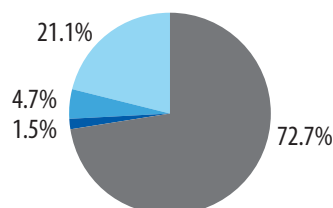
Non-peer-reviewed publications



Self-assessment programs
(eg, multiple choice questions (MCQ) practice portfolios, CME logs, multi-source feedback)



Performance practice audits



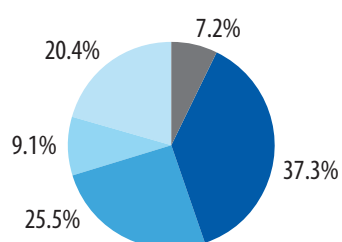
Simulators



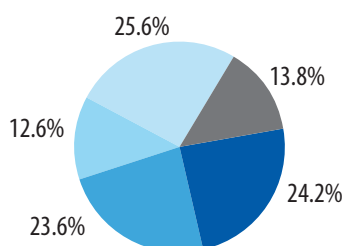
Professional Websites Visited

Question

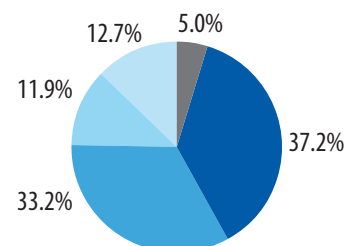
How often do you visit the following types of websites for professional purposes?



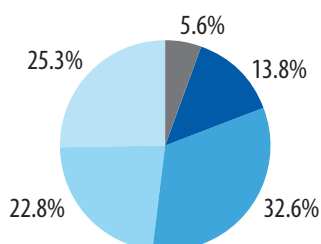
Search engines
(eg, Google, Yahoo, Bing)



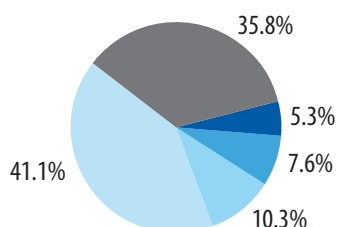
Medical portals
(eg, Medscape, Web MD)



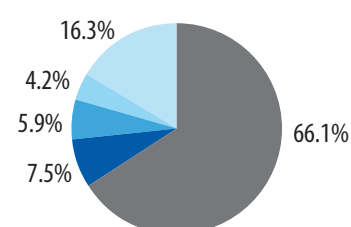
Disease information websites



Medical publication websites



Pharmaceutical brand or company websites



Social Media
(eg, Facebook, Twitter, LinkedIn)



Medical Websites Visited

Question

Which medical websites do you visit most often? List as many as you like.

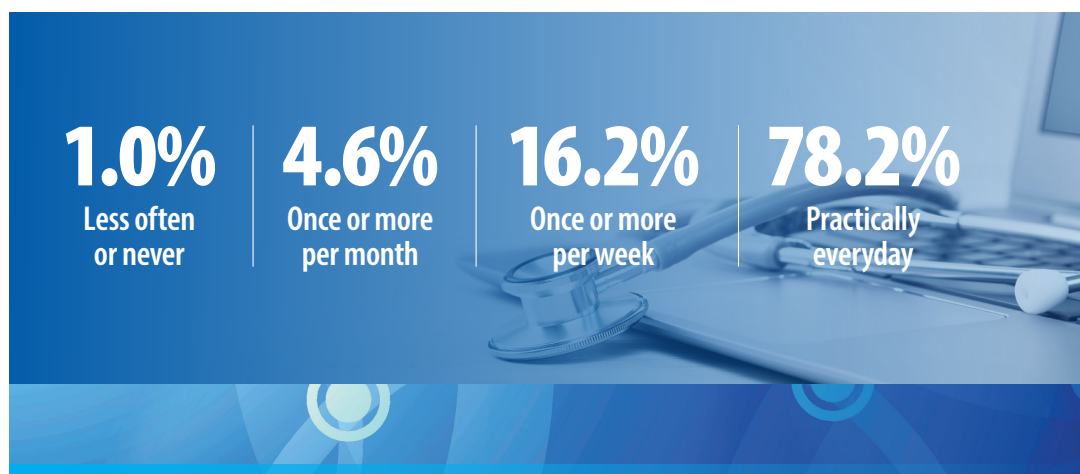
Site	EN	%	FR	%	Name of Organization
www.uptodate.com	316	73.1	26	81.2	Up To Date
www.google.com	201	46.5	14	48.8	Google
www.cfp.ca/cfpc.ca	151	35.0	17	53.1	CFP, College of Family Physicians of Canada
www.Rxfiles.ca	114	26.4	4	12.5	RxFiles
www.cma.cacmaj.ca	114	26.4	5	15.6	CMAJ, Canadian Medical Association
www.aafp.org/afp	111	25.7	3	9.4	AFP, American Academy of Family Physicians
www.medscape.com	102	23.6	4	12.5	MedScape
www.cdc.gov	97	22.5	6	18.8	Centers for Disease Control
www.pubmedcentral.nih.gov	91	21.1	11	34.4	PubMed/PubMed Central
www.mayoclinic.com	89	21.0	8	25.0	Mayo Clinic
www.phac-aspc.gc.ca	82	19.0	14	48.8	Health Canada
www.lexi.com	72	16.7	2	6.7	Lexi-comp
www.fpnotebook.com	69	16.0	3	9.4	Family Practice Notebook
www.webmd.com	61	14.1	1	3.1	Web MD
www.sogc.com	58	13.4	4	12.5	Society of Obstetricians and Gynaecologists
www.wikipedia.org	54	12.5	9	28.1	Wikipedia
www.topalbertadoctors.org	51	11.8	1	3.1	Towards Optimized Practice
www.bmj.com	50	11.6	1	3.1	British Medical Journal
dynamed.ebscohost.com	49	11.3	2	6.7	Dynamed
www.cochrane.org	45	10.4	5	15.6	Cochrane Library
e-CPS	38	8.8	0	0	Canadian Pharmacists Association
www.mdbriefcase.com	35	8.1	2	6.7	mdBriefCase
www.medconsult.com	34	7.9	3	9.4	MD Consult
www.jama.ama-assn.org	34	7.9	3	9.4	JAMA, American Medical Association
www.nejm.org	30	7.0	4	12.5	New England Journal of Medicine
www.epocrates.com	28	6.5	1	3.1	Epocrates
www.emedicine.com	24	5.6	1	3.1	e Medicine
www.univadis.com	14	3.2	1	3.1	Univadis
www.pepidonline.com	7	1.6	1	3.1	PEPID online

Website Usage Patterns

Question

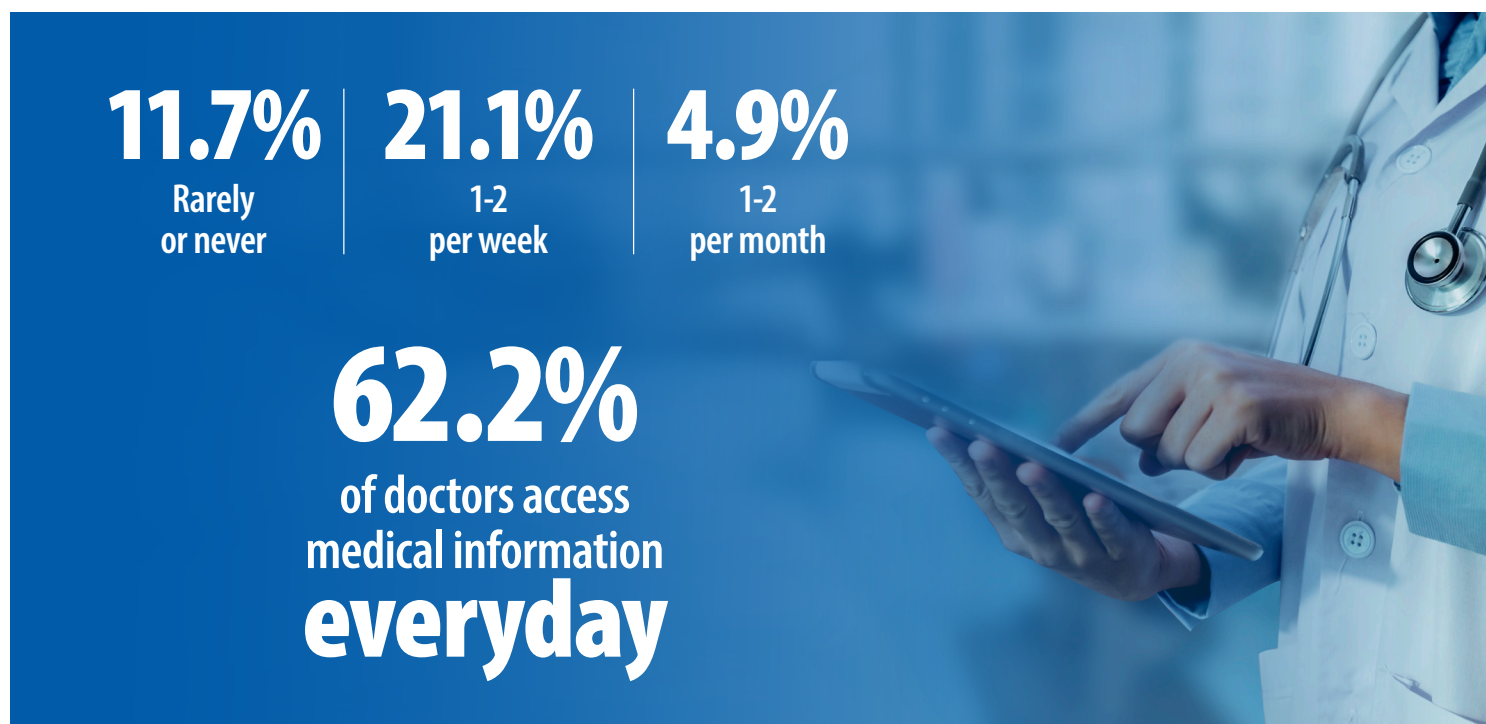
Which of the following best describes how often you access medical information on the Internet?

Hours/month	Total
Less than 1 hour	1.0%
1-2	14.6%
3-4	14.8%
5-9	18.1%
10-19	27.0%
20+	22.6%
Average time spent reading 13.7 hours	



Question

How often do you access medical information on a smartphone or tablet?

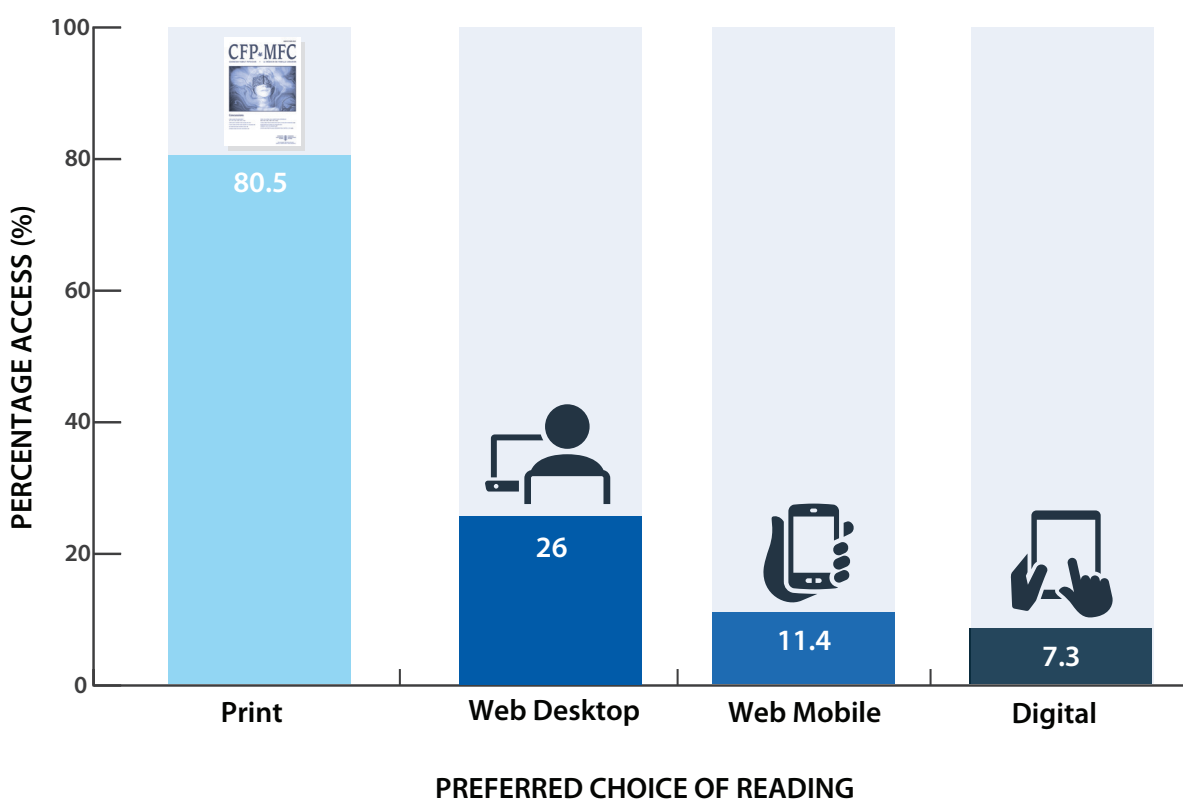


CFP in various media

Question

Which versions of CFP do you read or access all or parts of (check more than one if applicable)?

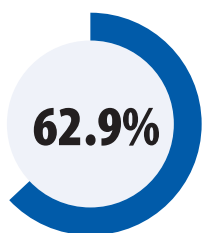
- The print edition
- The website (*cfp.ca*)
- The digital edition
(page by page electronic version)



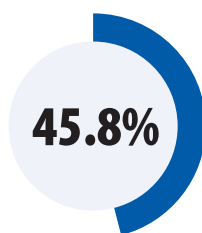
Clinical Practice Guidelines

Question

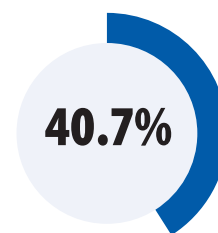
Family physicians routinely use Clinical Practice Guidelines in their practice. Where do you go to find the most useful and reliable guidelines?



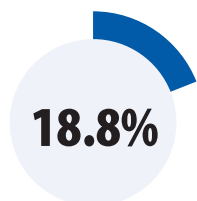
Canadian Task Force
on Preventive
Health Care



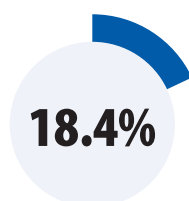
Canadian Family
Physician



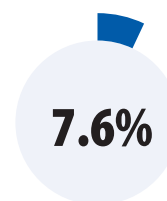
Disease or
condition-specific
websites



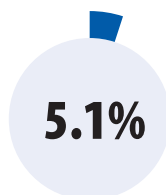
CMA CPG
Infobase



US Preventive
Health Services
Task Force



I don't
use them



National Guidelines
Clearinghouse

Demographics

Question

Are you male or female?



40.9%

Male



57.4%

Female

Question

Do you currently serve, or have you in the past served as an elected or volunteer leader of the CFPC, one of its Chapters, or a committee or section?



11.3%

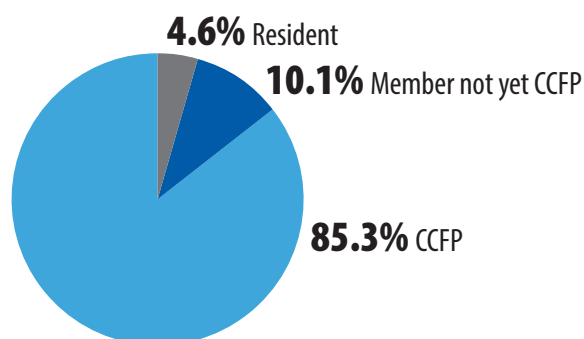
Yes

88.7%

No

Question

Are you currently a student, resident, member not yet CCFP, or CCFP?



Question

In what province do you currently practise?

Province	%	Count
Alberta	14.5	68
British Columbia	17.1	80
Manitoba	5.6	26
New Brunswick	1.5	7
Newfoundland and Labrador	2.4	11
Nova Scotia	4.5	21
Ontario	39.7	186
Prince Edward Island	1.3	6
Quebec	7.3	34
Saskatchewan	5.1	24
Yukon	0.2	1