

THE COLLEGE OF
FAMILY PHYSICIANS
OF CANADA



LE COLLÈGE DES
MÉDECINS DE FAMILLE
DU CANADA

MRIStudy

Medical Readership Information

September 2019

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, 2019.
- ▶ A draw for an Apple iPad was offered as an incentive for completing the survey.
- ▶ The population studied was the approximately 38,000 physicians who are currently members in good standing of the College of Family Physicians of Canada. A total of 7,372 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 Survey Gizmo.
- ▶ A total of 389 family physicians completed the survey, including 362 in English and 27 in French.
- ▶ 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 4,039 francophone active College members in Quebec (out of 4,226 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*.

On-line survey: This was an on-line 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:

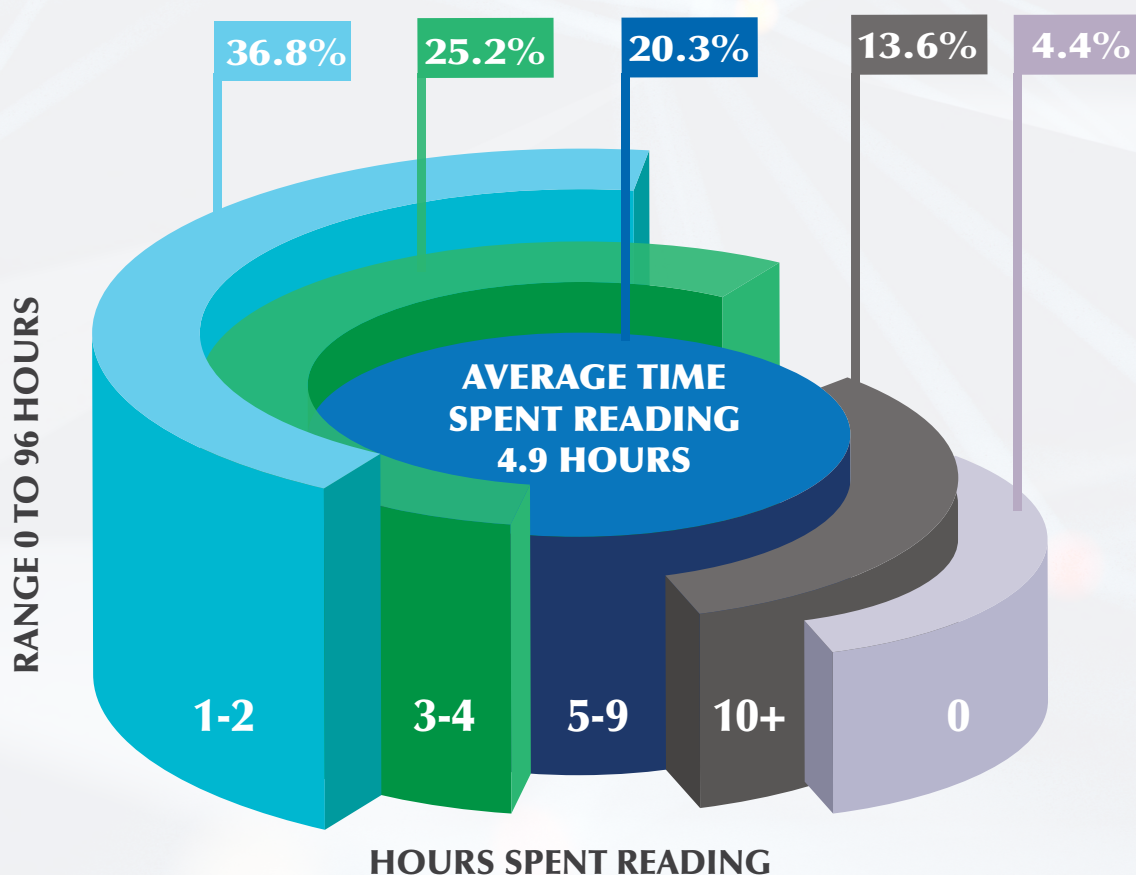
- ▶ **Always read** The physician enjoys, trusts and relies on the journal. Reading it is also seen as a professional duty, particularly if the journal in question is published by a professional association or organization of which the physician is a member. He or she makes it a point to always pick 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	4.4
1-2 hours	36.8
3-4 hours	25.2
5-9	20.3
10+ hours	13.6
Average time spent reading	4.9 hours
Range 0 to 96 hours	

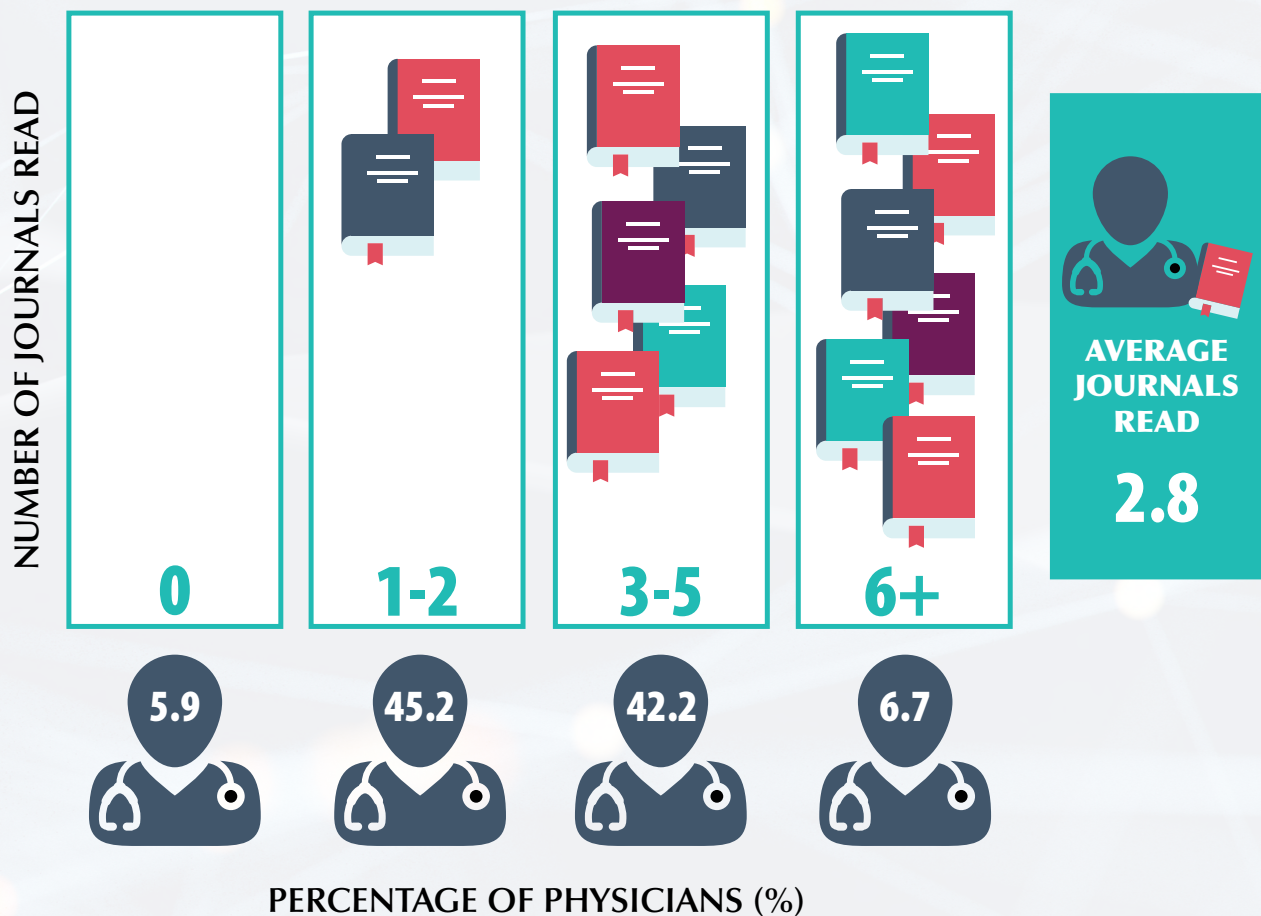


Number of journals read

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	5.9%
1-2	45.2%
3-5	42.2%
6+	6.7%



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.)

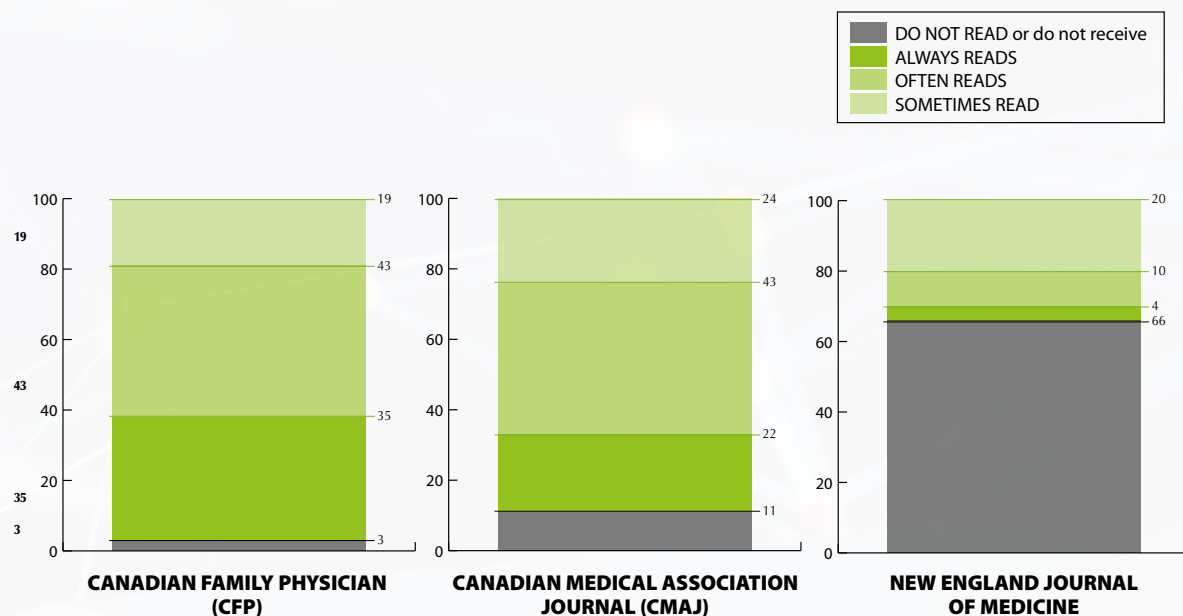
ENGLISH RESPONSES	TIMES	
	#	%
CFP	240	75
CMAJ	198	61.9
American Family Physician	112	35.0
BMJ	72	22.5
JAMA	70	21.9
NEJM	67	20.9
Medical Post	53	16.6
Canadian Journal of Diagnosis	42	13.1
Canadian Journal of Rural Medicine	34	10.6
Annals of Family Medicine	31	9.7
Lancet	30	9.4
Ontario Medical Review	29	9.1
Annals of Emergency Medicine	27	8.4
Journal of Obstetrics and Gynaecology	27	8.4
Canadian Journal of Emergency Medicine	22	6.9
Journal Watch	18	5.6
British Columbia Medical Journal	17	5.3
Journal of Pain & Symptom Management	14	4.4
Paediatrics and Child Health	14	4.4
Medical Letter	12	3.8
British Journal of General Practice	12	3.8
Le Médecin du Québec	12	3.8
Annals of Internal Medicine	9	2.8
Medical Teacher	5	1.6
Santé Inc.	4	1.3

FRENCH RESPONSES *	TIMES	
	#	%
Le Médecin du Québec	20	80.0
CFP	11	44.0
CMAJ	8	32.0
BMJ	7	28.0
NEJM	5	20.0
Le Clinicien	5	20.0
American Family Physician	5	20.0
Annals of Family Medicine	4	16.0
Santé Inc.	4	16.0
JAMA	3	12.0
Canadian Journal of Emergency Medicine	3	12.0
Medical Letter	3	12.0
Profession Santé Inc	2	8.0
Canadian Journal of Diagnosis	2	8.0
Annals of Emergency Medicine	2	8.0
Lancet	2	8.0
Journal of Obstetrics and Gynaecology	1	4.0
Paediatrics and Child Health	1	4.0
Annals of Internal Medicine	1	4.0
British Journal of General Practice	1	4.0
Medical Post	1	4.0
Medical Teacher	1	4.0

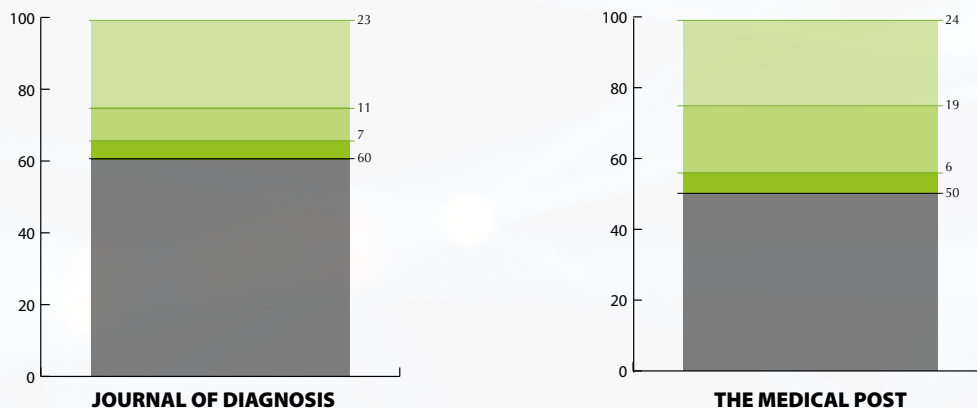
English language readership %

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

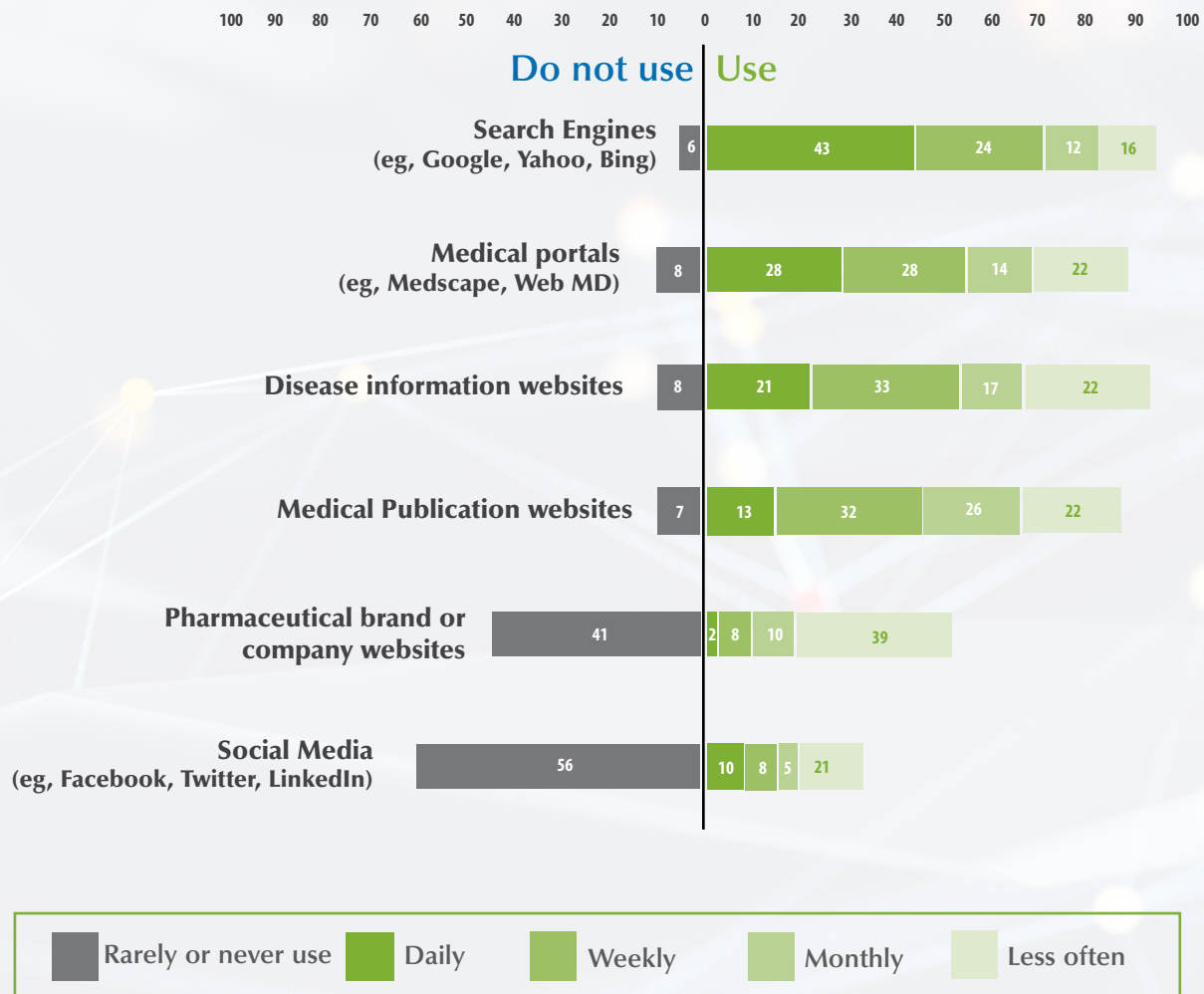
To what extent do you use each of the following sources of information and continuing professional development to stay current? Regularly use - this is my major source of information and CPD, Often use - this is a significant source of information and CPD, Sometimes use, but not a major source, Rarely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



Professional Websites Visited

Question

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



Medical Websites Visited

Question

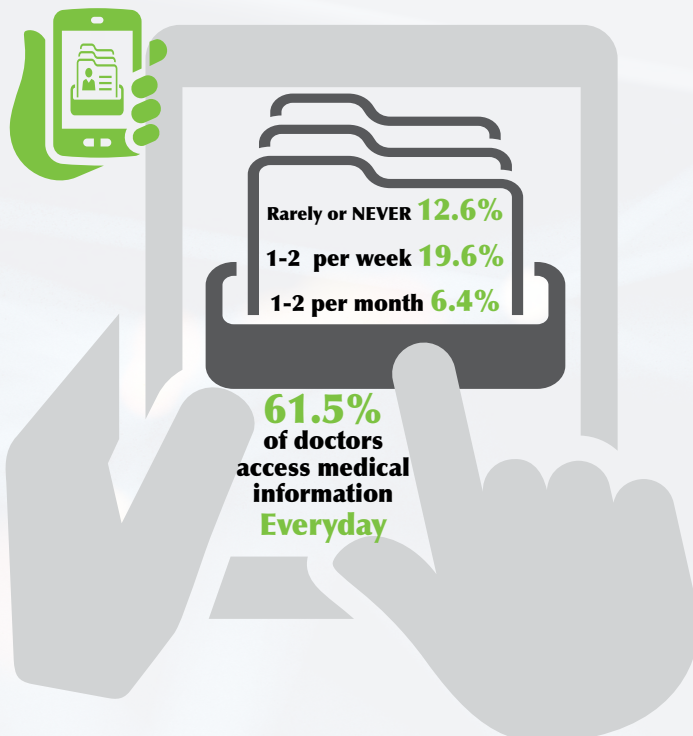
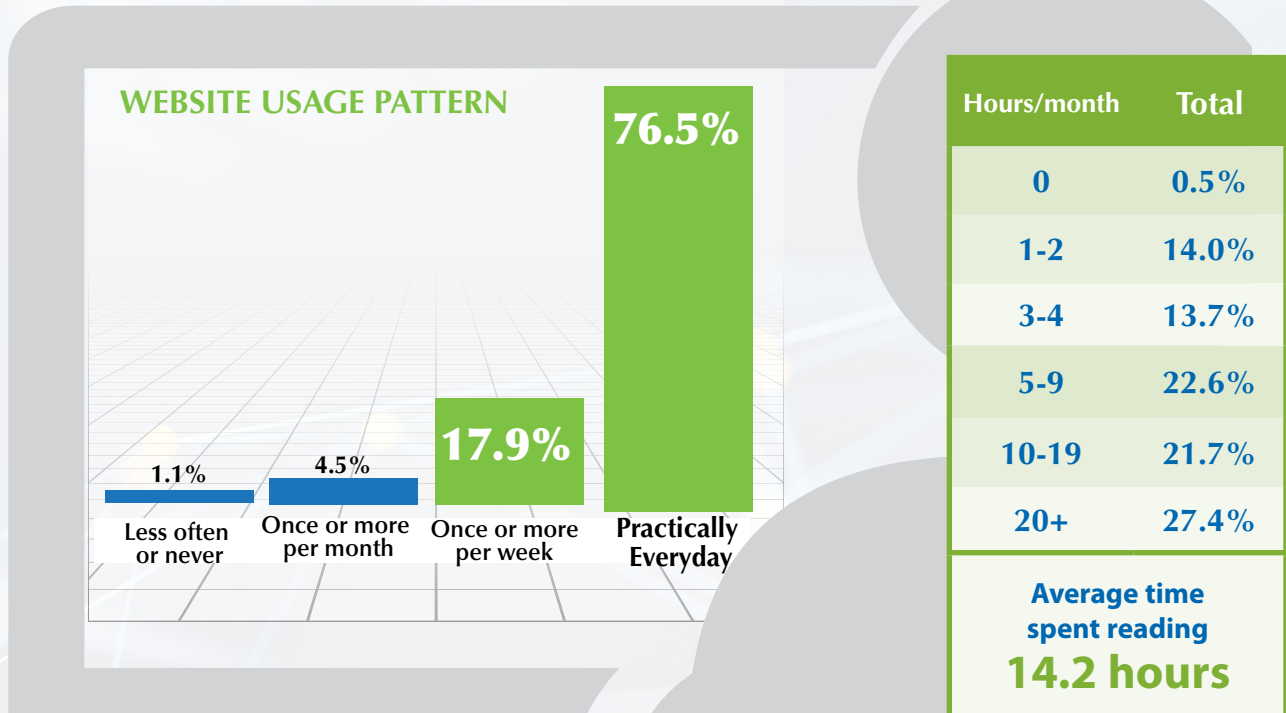
Which medical websites do you visit most often? List as many as you like.

SITE	ENG	%	FRE	%	NAME OF ORGANIZATION
www.uptodate.com	232	70.1	19	76.0	Up To Date
www.google.com	108	56.8	15	60.0	Google
www.cfp.ca/cfpc.ca	138	41.7	5	20.0	College of Family Physicians of Canada
www.Rxfiles.ca	111	33.5	2	8.0	RX Files
www.cma.cacmaj.ca	100	30.2	6	24.0	Canadian Medical Association
www.aafp.org/aafp	98	29.6	3	12.0	Amercian Academy of Family Physicians
www.cdc.gov	94	29.6	4	16.0	Centers for Disease Control
www.pubmedcentral.nih.gov	79	23.9	9	36.0	PubMed/PubMed Central
www.medscape.com	78	23.6	7	20.0	MedScape
www.phac-aspc.gc.ca	76	23.0	13	52.0	Health Canada
www.mayoclinic.com	74	22.4	6	24.0	Mayo Clinic
www.wikipedia.org	63	19.0	6	24.0	Wikipedia
www.lexi.com	59	17.8	4	16.0	Lexi-comp
www.topalbertadoctors.org	57	17.2	1	4.0	Towards Optimized Practice
www.fpnotebook.com	57	17.2	1	4.0	Family Practice Notebook
www.sogc.com	54	16.3	3	12.0	Society of Obstetricians and Gynaecologists
dynamed.ebscohost.com	50	15.1	2	8.0	Dynamed
www.emedicine.com	48	14.5	3	12.0	e Medicine
www.webmd.com	46	13.9	3	12.0	Web MD
www.cochrane.org	39	11.8	2	8.0	Cochrane Library
www.bmj.com	38	11.5	4	16.0	British Medical Journal
www.mdbriefcase.com	37	11.2	7	28.0	mdBriefCase
www.nejm.org	32	9.7	4	16.0	New England Journal of Medicine
e-CPS	30	9.1	2	8.0	Canadian Pharmacists Association
www.epocrates.com	29	8.8	5	20.0	Epocrates
www.medconsult.com	27	8.2	5	20.0	MD Consult
www.jama.ama-assn.org	26	7.9	1	4.0	JAMA, American Medical Association
www.papidonline.com	12	3.6	1	4.9	PEPID online
www.univadis.com	10	3.0	1	4.0	Univadis

Website Usage Patterns

Question

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



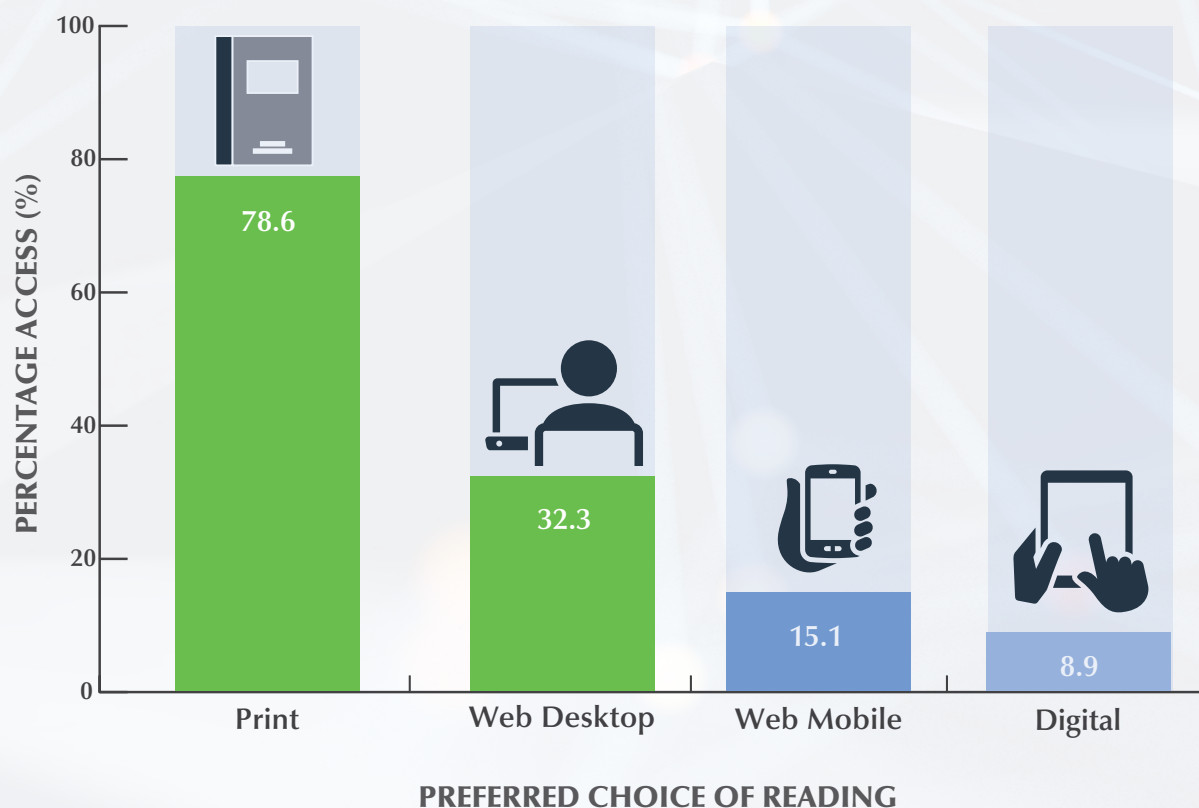
Question

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)?

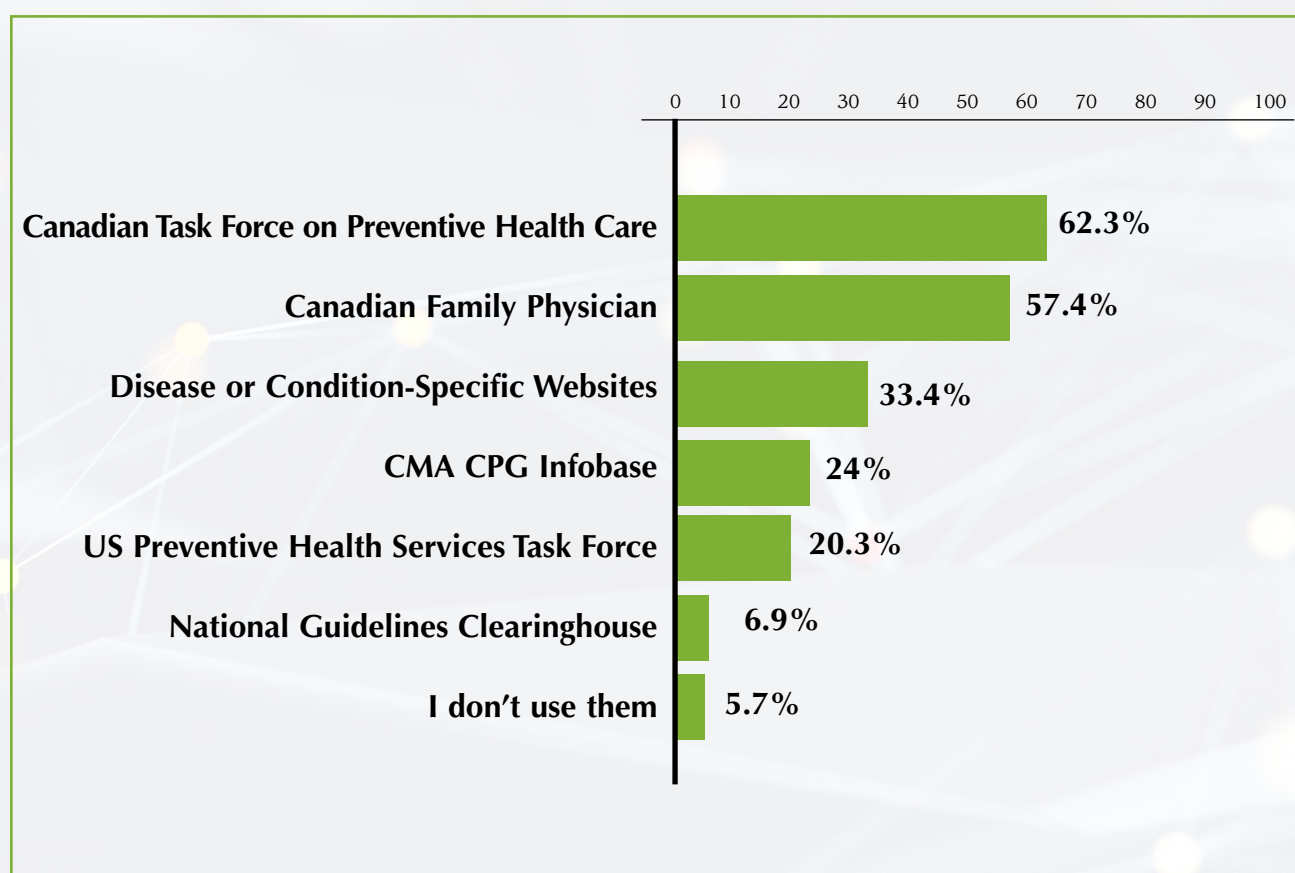
- ☒ The print edition
- ☒ The website (**cfp.ca**)
- ☒ The digital edition
(page by page electronic version)



Clinical Practice Guidelines

Question

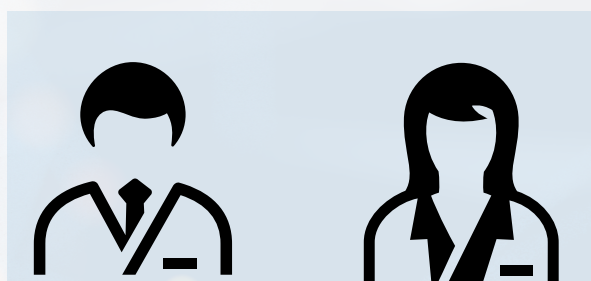
Family physicians routinely use Clinical Practice Guidelines in their practice.
Where do you go to find the most useful and reliable guidelines?



Demographics

Question

Are you male or female?

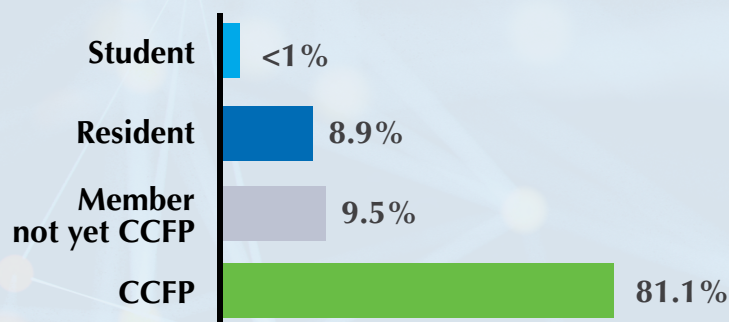


40.8% Male

59.2% Female

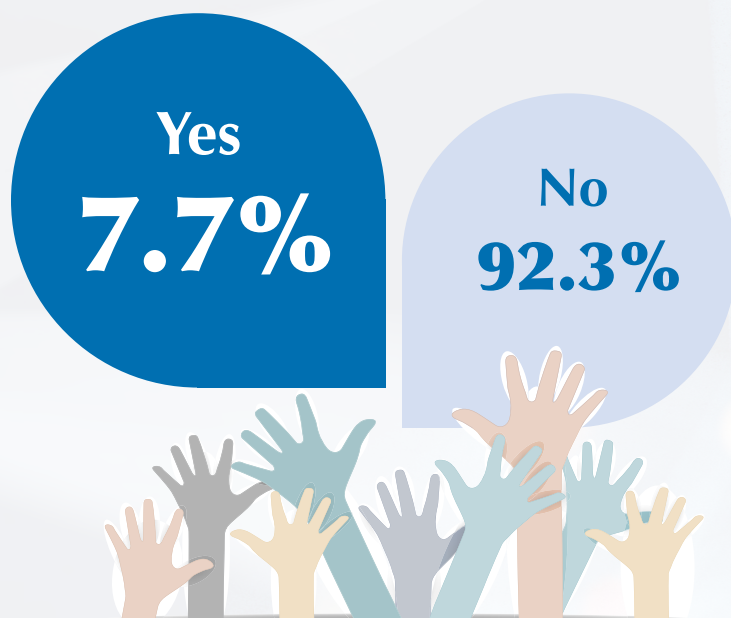
Question

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



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?



VOLUNTEER

Question

In what province do you currently practise?

PROVINCE	%	Count
Alberta	14.3	48
British Columbia	13.1	44
Manitoba	5.4	18
New Brunswick	2.7	9
Newfoundland and Labrador	1.8	6
Northwest Territories	0.6	2
Nova Scotia	2.7	9
Nunavut	0.3	1
Ontario	40.8	137
Prince Edward Island	0.3	1
Quebec	10.7	36
Saskatchewan	0.9	3
Yukon	0.9	3