

MRI Study

Medical Readership Information

2020

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

THE COLLEGE OF
FAMILY PHYSICIANS
OF CANADA



LE COLLÈGE DES
MÉDECINS DE FAMILLE
DU CANADA

About the MRI Study

- ▶ The study was conducted during June-July, 2020.
- ▶ 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 5,000 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 Survey Gizmo.
- ▶ A total of 309 family physicians completed the survey, including 279 in English and 30 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 3,582 francophone active College members in Quebec (out of 4,713 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. Five thousand 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

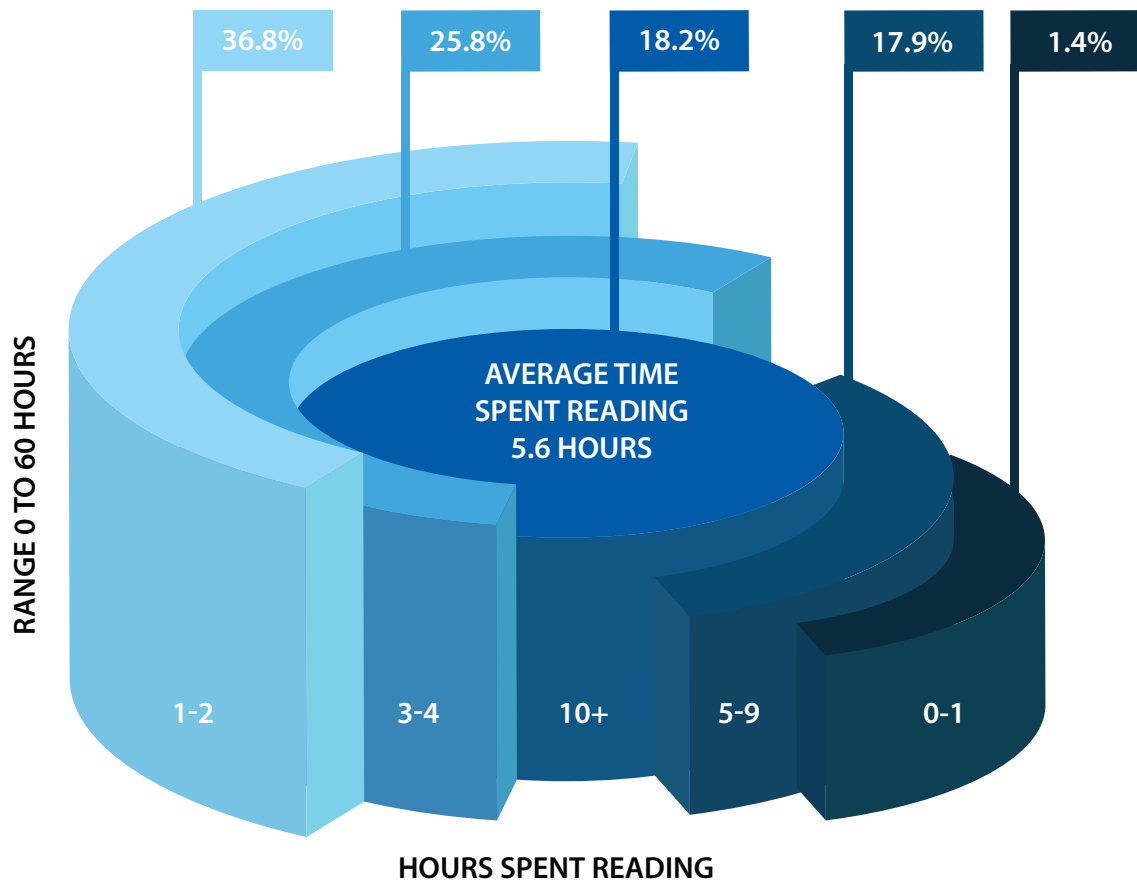
The physician either does not receive the publication or does not much like or trust it; he or she generally “puts it straight into the recycling” to quote the most common description.

Time Spent Reading

Question

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

Time Spent Reading	Total Percentage
0-1 hours	1.4
1-2 hours	36.8
3-4 hours	25.8
5-9 hours	17.9
10+ hours	18.2
Average time spent reading	5.6 hours
Range 0 to 60 hours	

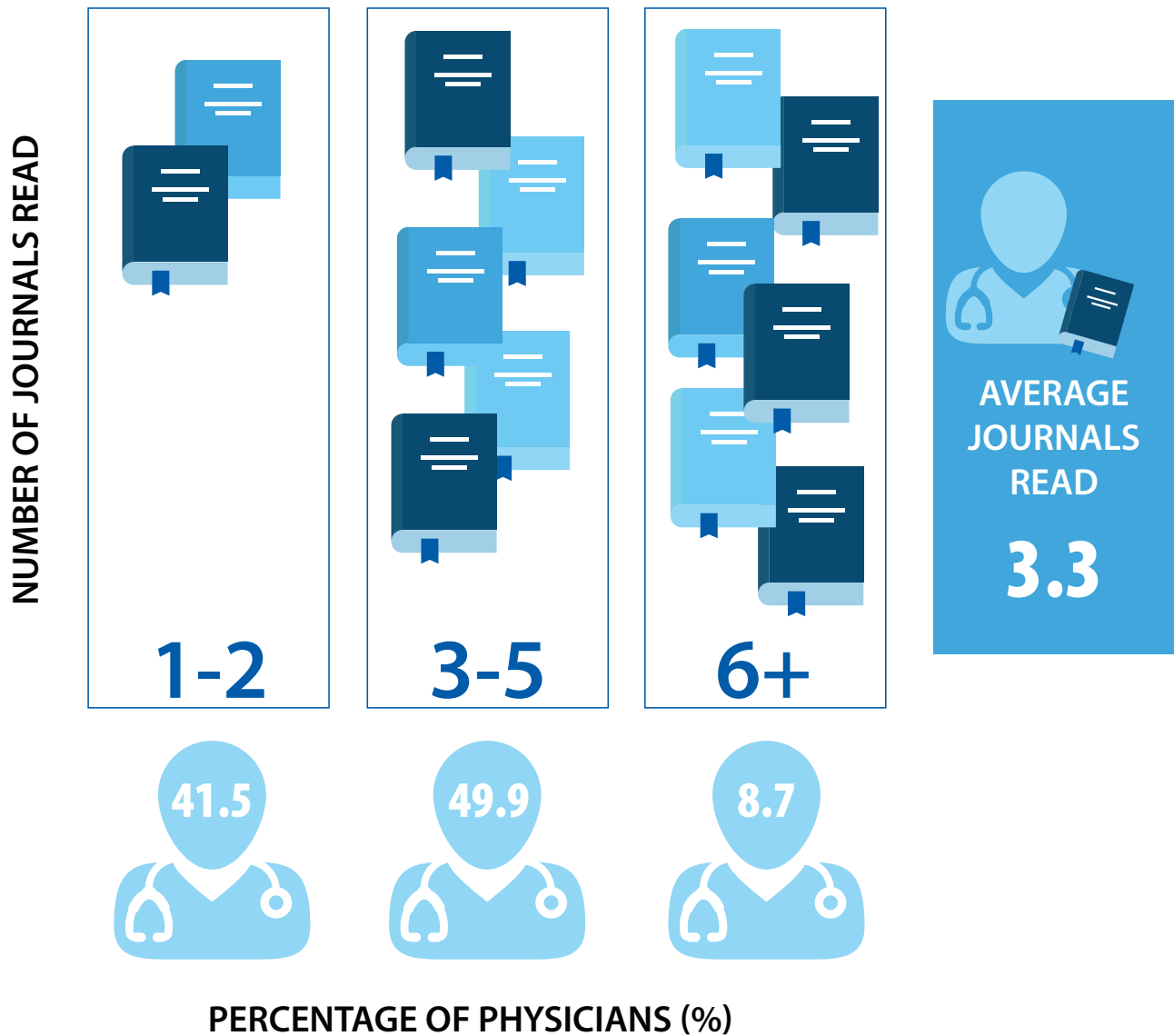


Number of journals read

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
1-2	41.5%
3-5	49.9%
6+	8.7%



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.)

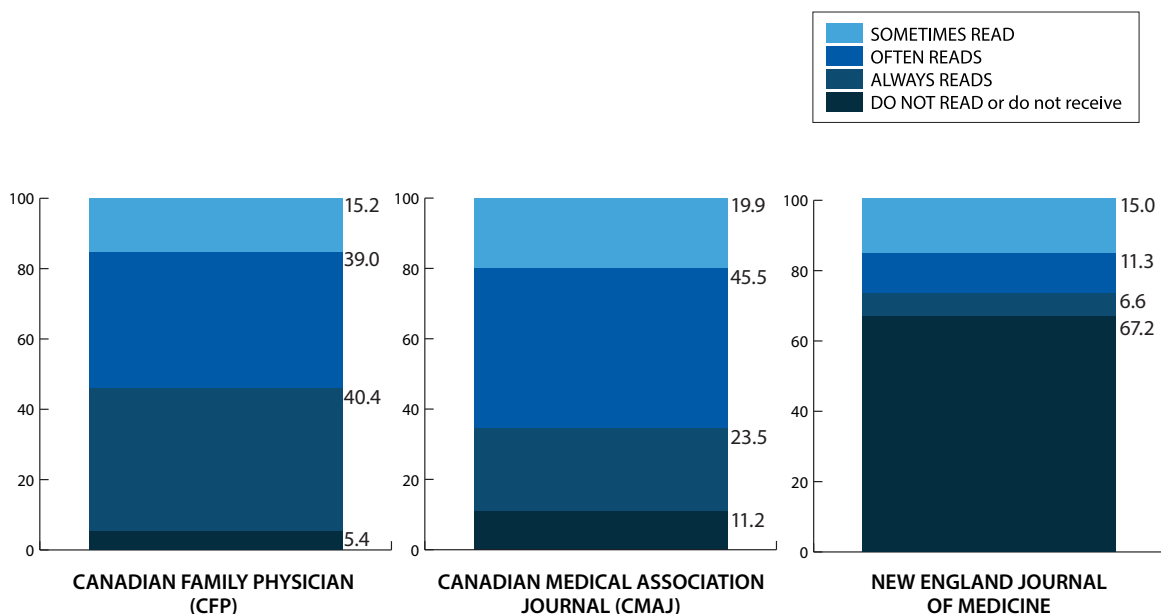
English Responses	TIMES	
	#	%
CFP	195	77.1
CMAJ	163	64.4
American Family Physician	74	29.2
NEJM	58	22.9
Medical Post	47	18.6
BMJ	43	17.0
JAMA	40	15.8
Diagnosis	31	12.3
Canadian Journal of Diagnosis	29	11.5
Ontario Medical Review	28	11.1
Lancet	26	10.3
Canadian Journal of Rural Medicine	24	9.5
Medical Letter	22	8.7
Annals of Family Medicine	20	7.9
Canadian Journal of Emergency Medicine	20	7.9
Annals of Emergency Medicine	16	6.3
Journals of Obstetrics and Gynaecology	16	6.3
Journal Watch	14	5.5
Paediatrics and Child Health	11	4.3
Journal of Pain & Symptom Management	8	3.2
Le Médecin du Québec	7	2.8
Annals of Internal Medicine	6	2.4
Medical Teacher	6	2.4
Santé Inc.	2	0.40

French Responses	TIMES	
	#	%
Le Médecin du Québec	22	81.5
CFP	15	55.6
CMAJ	11	40.7
NEJM	8	29.6
BMJ	7	25.9
Santé Inc.	7	25.9
Profession Santé Inc	7	25.9
Canadian Journal of Diagnosis	7	25.9
JAMA	6	22.2
Le Clinicien	5	18.5
American Family Physician	4	14.8
Lancet	4	14.8
Diagnosis	4	14.8
Canadian Journal of Emergency Medicine	3	11.1
Annals of Emergency Medicine	2	7.4
Medical Post	2	7.4
Medical Letter	1	3.7
Journal of Obstetrics and Gynaecology	1	3.7

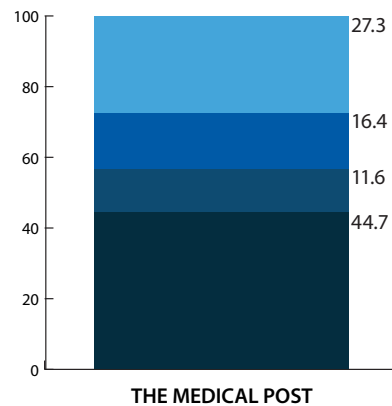
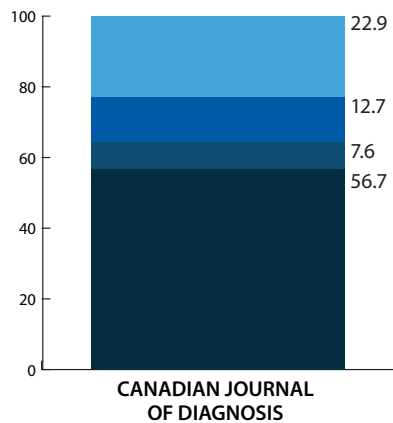
English language readership %

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



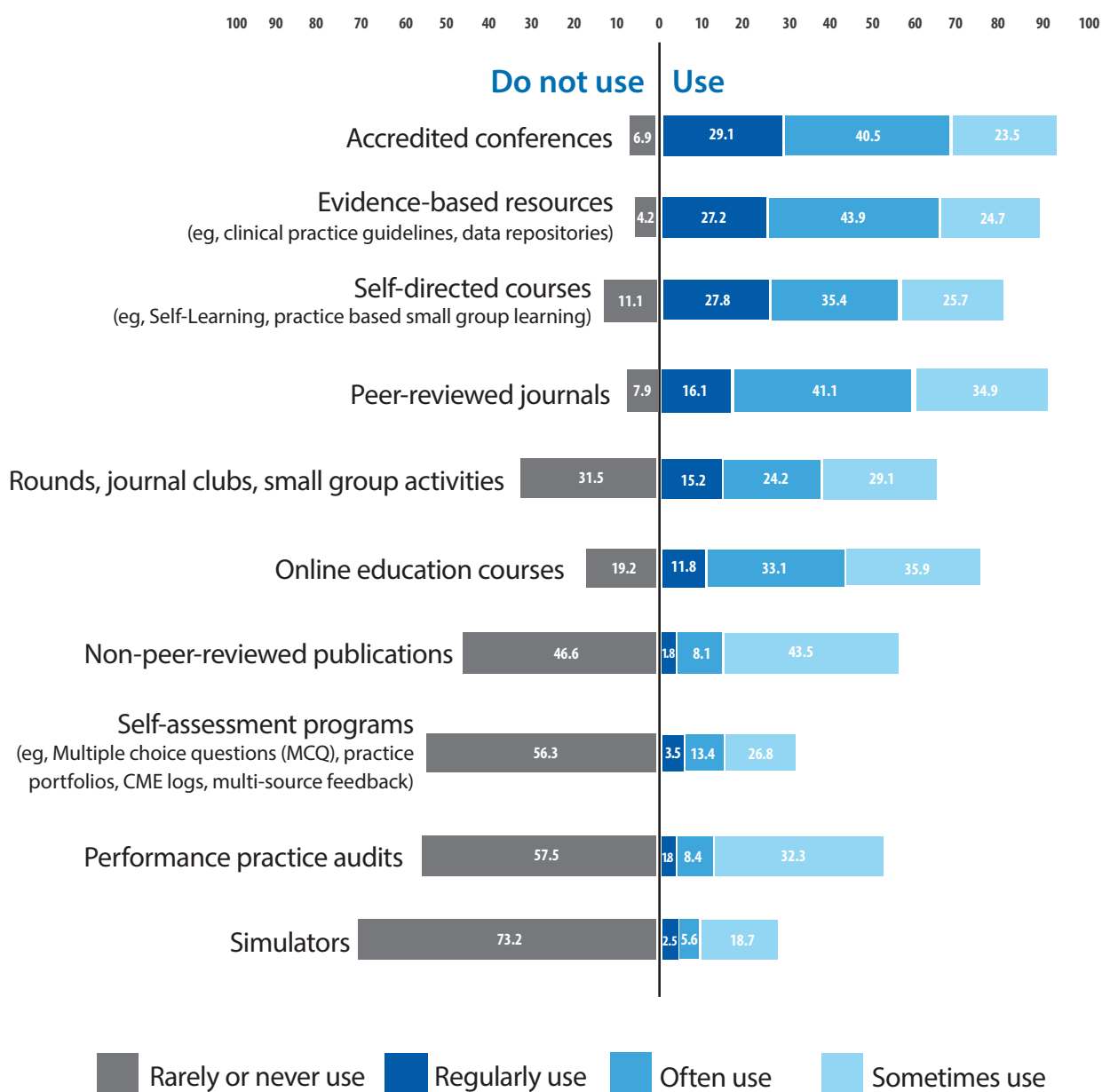
NON PEER-REVIEWED

NEWS ORIENTED

Sources of Continuing Professional Development

Question

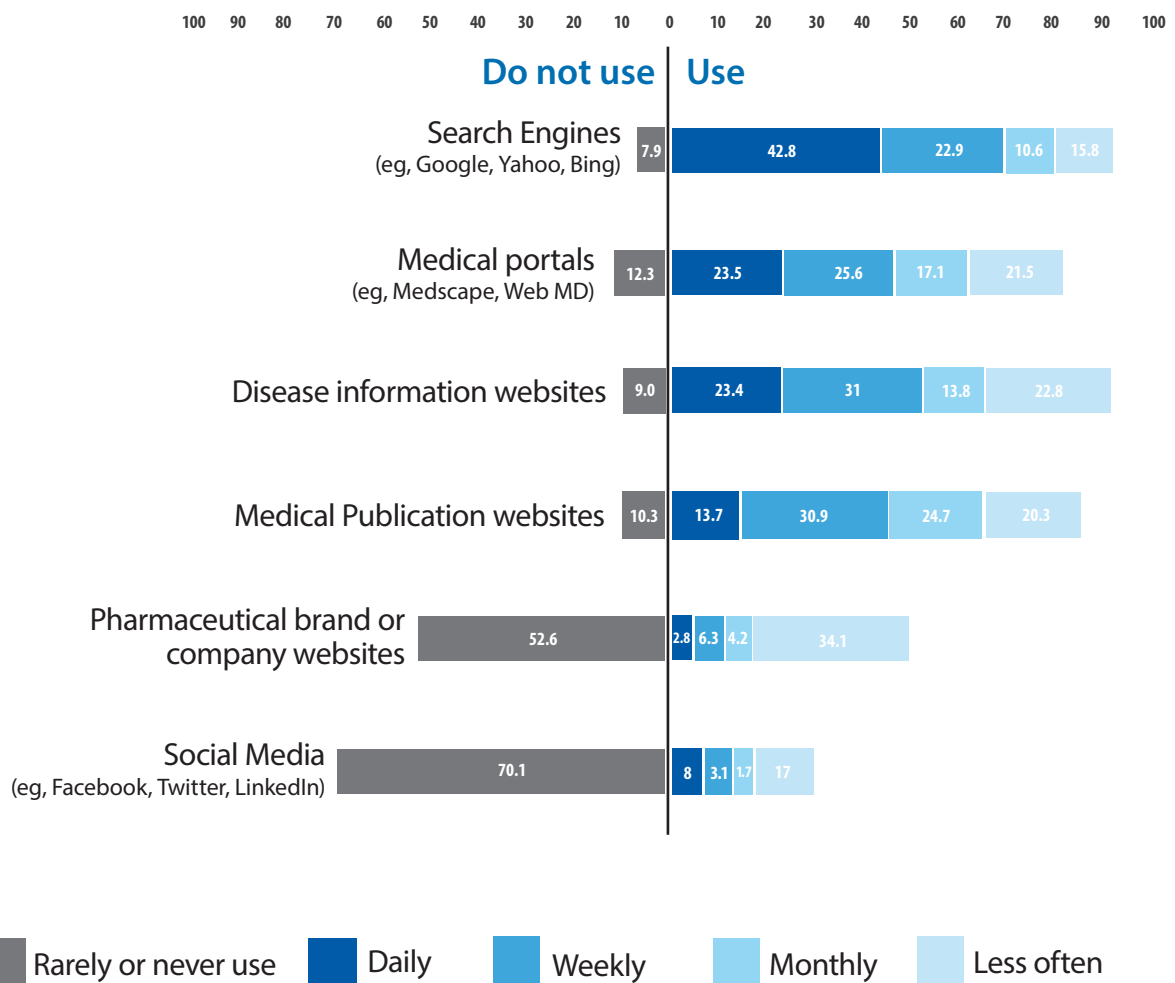
To what extent do you use each of the following sources of information and continuing professional development to stay current? Regularly use - this is my major source of information and CPD, Often use - this is a significant source of information and CPD, Sometimes use, but not a major source, Rarely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



Professional Websites Visited

Question

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



Medical Websites Visited

Question

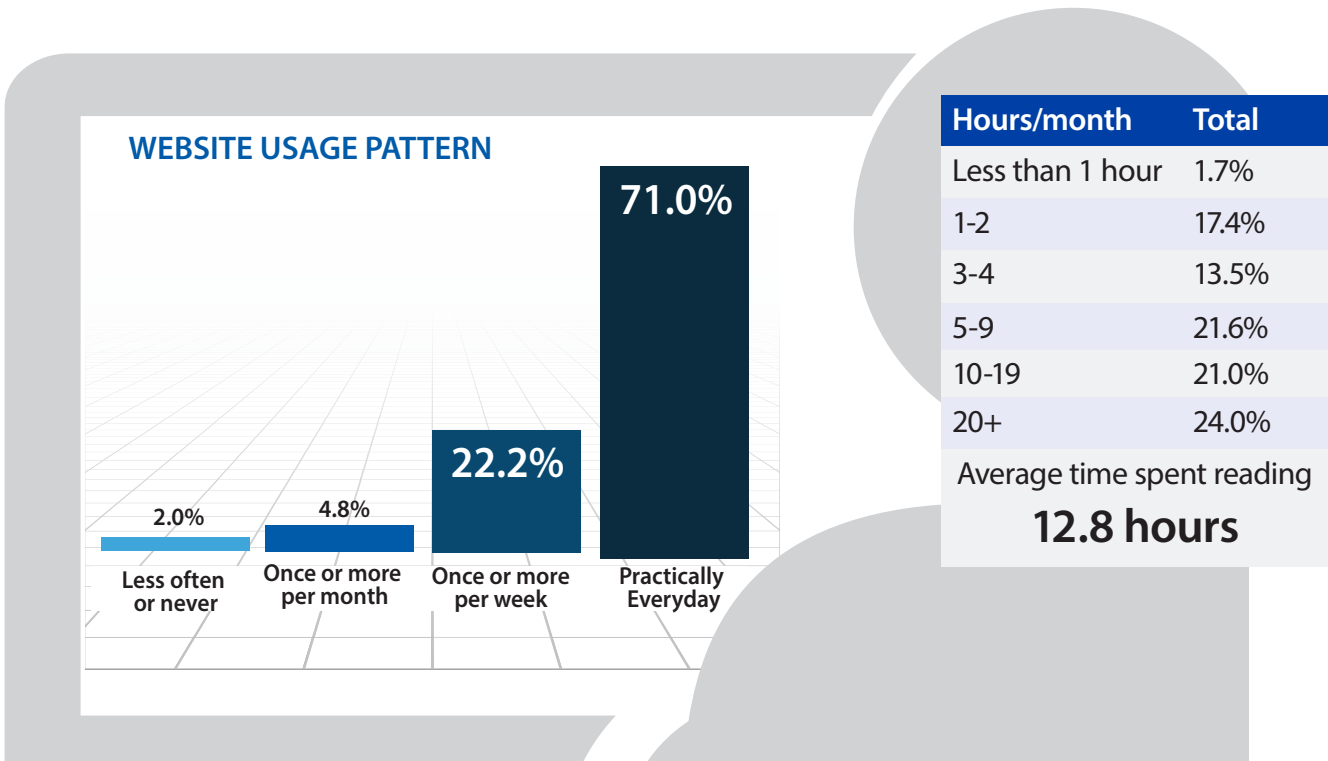
Which medical websites do you visit most often? List as many as you like.

Site	EN	%	FR	%	Name of Organization
www.uptodate.com	167	63.5	19	67.9	Up To Date
www.google.com	137	52.1	13	46.4	Google
www.cfp.ca/cfpc.ca	107	40.7	11	39.3	College of Family Physicians of Canada
www.cma.cacmaj.ca	86	32.7	5	17.9	Canadian Medical Association
www.aafp.org/afp	69	26.2	3	10.7	American Academy of Family Physicians
www.cdc.gov	67	25.5	5	17.9	Centers for Disease Control
www.phac-aspc.gc.ca	64	24.3	10	35.7	Health Canada
www.mayoclinic.com	61	23.2	3	10.7	Mayo Clinic
www.Rxfiles.ca	59	22.4	2	7.1	RX Files
www.medscape.com	55	20.9	7	25.0	MedScape
www.wikipedia.org	44	16.7	7	25.0	Wikipedia
www.webmd.com	43	16.3	4	14.3	Web MD
www.pubmedcentral.nih.gov	41	15.6	7	25.0	PubMed/PubMed Central
www.lexi.com	41	15.6	2	7.1	Lexi-comp
www.emedicine.com	36	13.7	0	0	e Medicine
www.nejm.org	34	12.9	6	21.4	New England Journal of Medicine
www.fpnotebook.com	32	12.2	3	10.7	Family Practice Notebook
www.sogc.com	32	12.2	0	0	Society of Obstetricians and Gynaecologists
www.epocrates.com	32	12.2	10	35.7	Epocrates
www.cochrane.org	31	11.8	3	10.7	Cochrane Library
www.bmj.com	30	11.4	3	10.7	British Medical Journal
www.medconsult.com	29	11.0	2	7.1	MD Consult
www.topalbertadoctors.org	28	10.6	1	3.6	Towards Optimized Practice
dynamed.ebscohost.com	27	10.3	4	14.3	Dynamed
www.mdbriefcase.com	19	7.2	7	25.0	mdBriefCase
e-CPS	19	7.2	1	3.6	Canadian Pharmacists Association
www.jama.ama-assn.org	16	6.1	5	17.9	JAMA, American Medical Association
www.univadis.com	12	4.6	1	3.6	Univadis
www.pepidonline.com	4	1.5	0	0	PEPID online

Website Usage Patterns

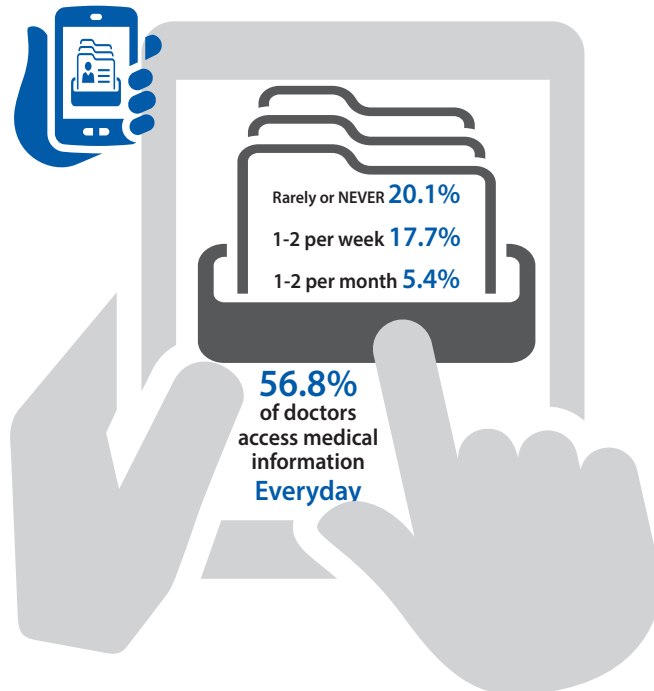
Question

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?

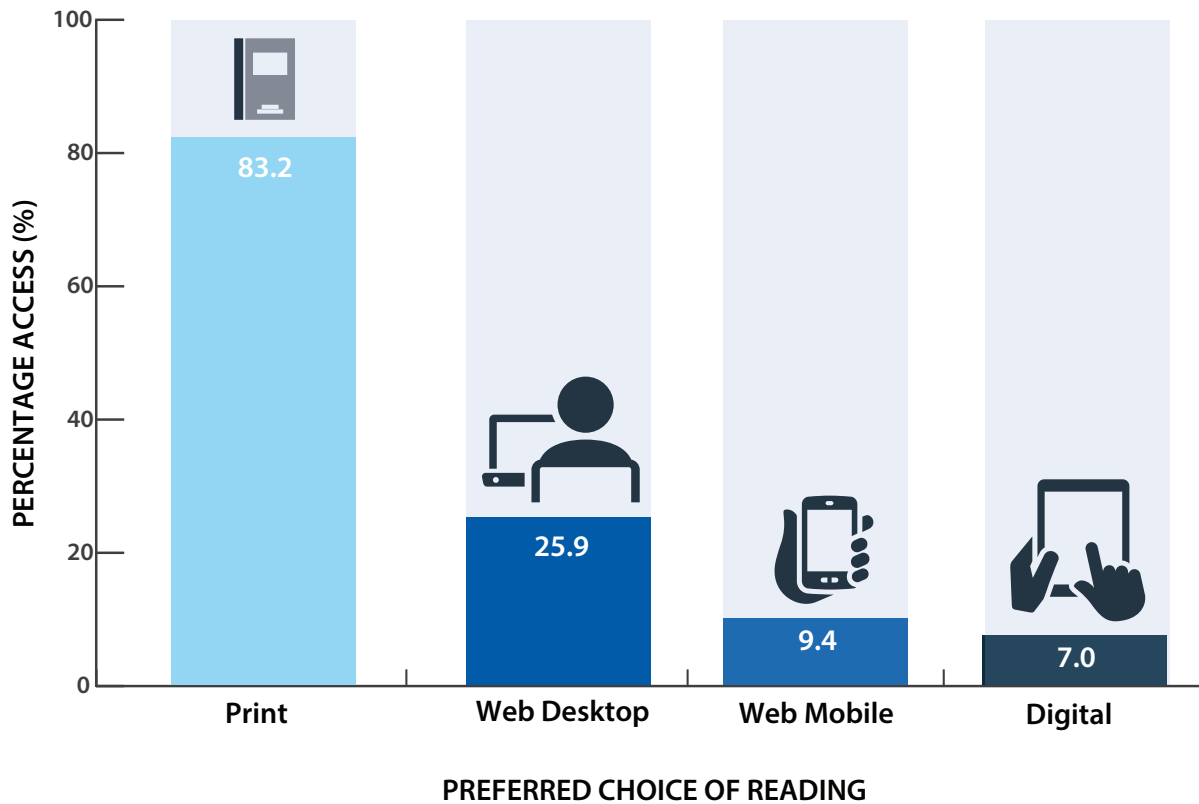


CFP in various media

Question

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

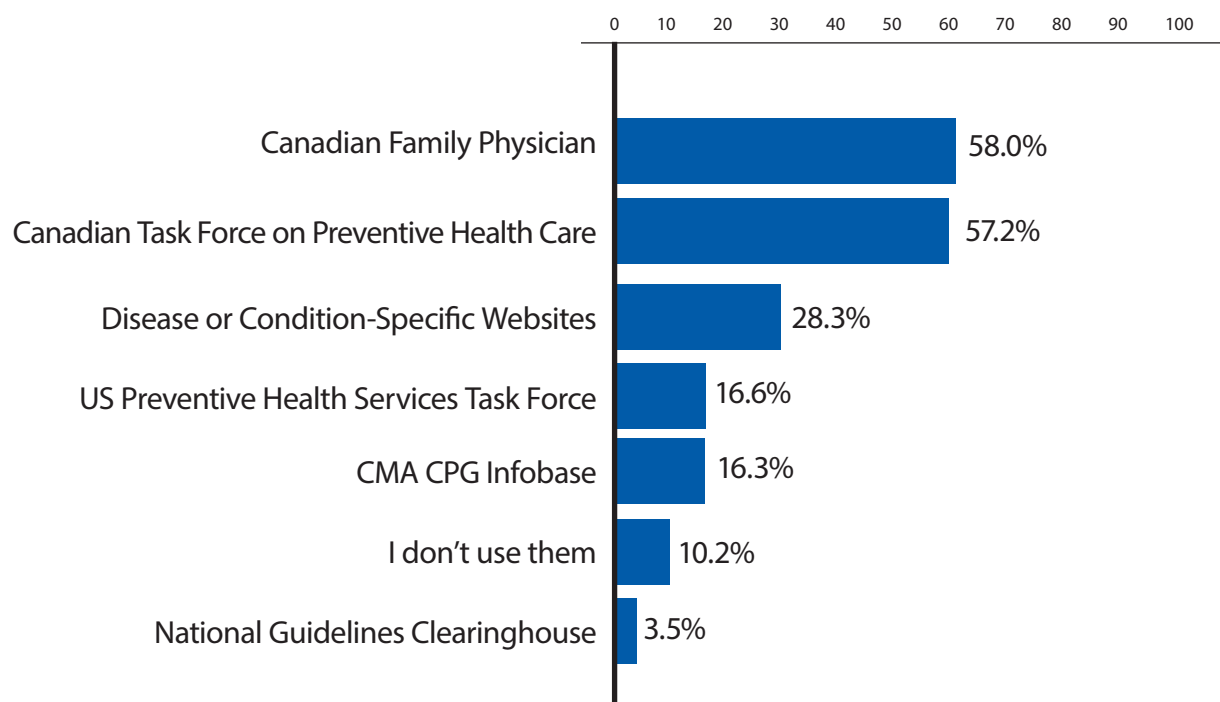
- The print edition
- The website (*cfp.ca*)
- The digital edition
(page by page electronic version)



Clinical Practice Guidelines

Question

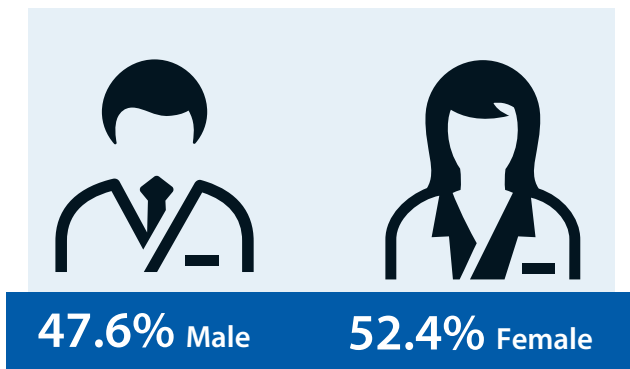
Family physicians routinely use Clinical Practice Guidelines in their practice. Where do you go to find the most useful and reliable guidelines?



Demographics

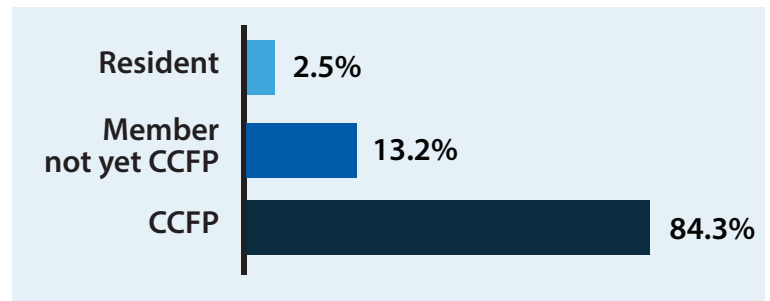
Question

Are you male or female?



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?



Question

In what province do you currently practise?

Province	%	Count
Alberta	12.1	34
British Columbia	18.9	53
Manitoba	5.4	15
New Brunswick	1.8	5
Newfoundland and Labrador	2.1	6
Nova Scotia	1.8	5
Ontario	42.9	120
Prince Edward Island	0.4	1
Quebec	12.1	34
Saskatchewan	2.5	7