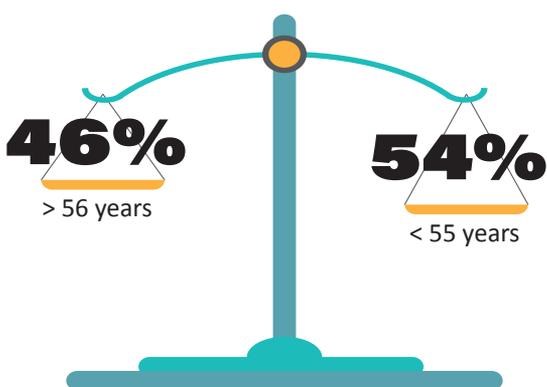


ENDEAVOR CAN HELP YOU REACH TOMORROW'S PHYSICIANS TODAY



TODAY'S PHYSICIANS ARE



Women physicians in the workforce rose from **28.3%** in 2007 to **36.3%** in 2019

2032

The demand for physicians will exceed supply by as many as 121,900 full-time equivalent physicians.



- Pioneers of adopting home computers
- Increased anxiety associated with technology use
- Take longer to adapt to new technologies
- Use less variety of technology



In higher levels of leadership and therefore most likely to make technology decisions

- Grew up with social media and smart phones
- Adept and efficient with managing digital tools
- Process information differently
- Better able to keep up with the speed of tech change



As they are promoted into leadership they will see tech as an opportunity for improving clinician productivity and well-being

Young physicians are studying primary care, family medicine, sports medicine and neurology



Shortages in surgery, psychiatry, geriatrics, and infectious diseases specialties will occur

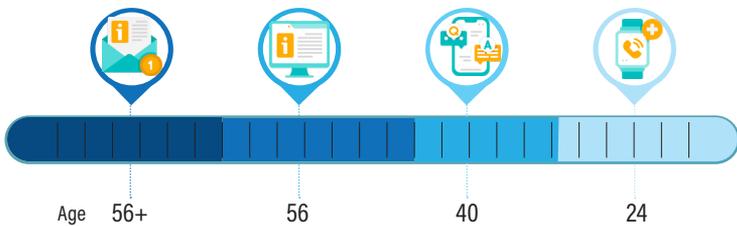


Less physicians are owning their own practices and are becoming employees

HOW PHYSICIANS ARE ENGAGING ONLINE



PREFERRED COMMUNICATION



80% of physicians use a smart phone and medical apps



65% believe social media increases job performance



average amount of time physicians spend on social media during a typical work day



62% believe that social media improves the quality of patient care

88% research medical tools and data online

WHAT APPS ARE MOST POPULAR?

70% of U.S. physicians use DOXIMITY

Over 800,000 verified doctors use SERMO
150 Countries

300,000 medical professionals use DAILY ROUNDS

WHERE DO THEY GO FOR CLINICAL INFORMATION?

- Internet: 78%
- Books: 65%
- Colleagues: 39%
- Conferences: 37%
- Scientific Journals: 32%
- Pharmaceutical Reps: 10%



54% of those younger than 55 years of age & **42%** of older generations are connected or would like to be connected with their healthcare professional on social media.

Endeavor

www.endeavormgmt.com