**Dermatologists, Medical Oncologists are the Top Physician Specialist Groups Communicating with Patients Online**

*Manhattan Research's latest report discusses the outlook on health information technology for physicians, including current and future adoption of electronic medical records, e-prescribing, and online patient communication*

New York, NY ([PRWEB](https://www.prweb.com)) January 26, 2010 -- Dermatologists and medical oncologists are the physician specialist groups most likely to communicate with patients online, according to the latest physician report, “Physicians in 2012: The Outlook on Health Information Technology,” from pharmaceutical and healthcare market research company Manhattan Research. Neurologists, endocrinologists, and infectious disease specialists round out the top five specialist groups connecting with patients online. Overall, 39% of physicians currently email, secure message, or instant message their patients – a 14% increase since 2006.

Top Specialist Groups Connecting with Patients Online

1. Dermatologists
2. Medical Oncologists
3. Neurologists
4. Endocrinologists
5. Infectious Disease Specialists

“We find that those physicians connecting with their patients online are more likely to be accessing the Internet during patient consultations and using various forms of health IT across the board,” states Erika S. Fishman, Director of Research at Manhattan Research and lead author of the report. “As we work to remove the barriers to physician adoption of online communication with patients, and each party becomes more comfortable with exchanging health information online, we could see a parallel movement in use of electronic medical records and personal health records.”

Topics Covered in Report

Title: Physicians in 2012: The Outlook on Health Information Technology

I. Electronic Medical Records (EMR)
   - EMR Adoption
   - EMR Users
   - Profile by EMR Status
   - The Digital Divide – Solo vs. Group Practice EMR Adoption
   - GE’s Stimulus Simplicity
   - Practice Fusion™
   - Immediate Market for EMR Features
   - PCP vs. Specialist Audience Activities and Associated EMR Features Used

II. Electronic Prescribing (eRX)
   - Safe-Rx™ Awards from Surescripts
   - Overall Electronic Prescribing Adoption
III. Physician-Patient Connectivity

- Patient Fusion
- Times of Internet Use
- Physician-Patient Online Connectivity
- Physician Connecting with Patients Online through Email, Secure Messaging, or Instant Messaging
- Online Connectivity Profile
- Top Activities Conducted Online with Patients


About Taking the Pulse® v9.0

Access to the “Physicians in 2012: The Outlook on Health Information Technology” research module is immediately available to subscribers of Manhattan Research’s Taking the Pulse® v9.0 market research and strategic advisory service.

Taking the Pulse® v9.0 is focused on which technologies physicians have adopted, how they are currently using them, and how they plan to use them in the future. The study was conducted in Q1 2009 among a nationally representative sample of 1,900 practicing U.S. physicians. Broad physician market research can be segmented to provide insight to the technology adoption and integration trends for over twenty specialist groups.

For more information about subscribing to this service and gaining access to the in-depth physician market data and analysis, contact sales@manhattanresearch.com, call 1.888.680.0800, ext. 2 or visit http://www.manhattanresearch.com/ttp.

About Manhattan Research

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