2/3 of patients have an Internet-capable mobile device with them during their POC journey.

63% of patients believe POC ads are supported by their physician.

23% of physicians believe that a lack of resources at the point of care is a challenge to physician-patient communication.

1/3 of US adults use the Internet to determine their medical condition (or the condition of another person).

53% of adults talked with a physician about the information they found online.

26 minutes is the average time a patient spends in the waiting room.

1/3 of US adults use the Internet to determine their medical condition (or the condition of another person).

31% of patients look up something related to their health on a mobile device while in the waiting room.

80% of patients seek out information online after visiting their physician.

50% of patients have their prescriptions filled the same day.

68% of pharmacists encounter patients looking for co-pay cards at least a few times per week.

2 hours per day is the average time pharmacists spend counseling patients.

40% of physicians go online during patient consultations, with 31% using tablets.

56% of physicians who use mobile devices believe they help expedite decision-making.

100% of patients said materials found in the waiting room were credible.

30% discuss something they see in the waiting room with their HCP.

8 minutes is the average time spent by physicians on Electronic Health Records (EHRs).

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