



# Communication Preferences

California Society of Anesthesiologists

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# Background Data

Analysis of communication preferences of CSA members broken out by demographics based on survey sent to CSA members

- Survey contained 6 questions regarding communication preferences. Respondents select one or multiple options provided based on the question

For clinical advice, I seek out the following sources:

- ASA
- CSA
- My Practice
- Colleagues
- Other: \_\_\_\_\_

For practice advice, I seek out the following sources:

- ASA
- CSA
- My Practice
- Colleagues
- Other: \_\_\_\_\_



# Background Data

For personal advice, I seek out the following sources:

- ASA
- CSA
- My Practice
- Colleagues
- Other: \_\_\_\_\_

I prefer to use the following platforms to seek/obtain advice: (choose all that apply):

- Specific Web pages
- Web search
- Social Media
- Personal Contacts
- Electronic Forum/Chat
- Other: \_\_\_\_\_



# Background Data

Would you find it valuable if a comprehensive, easily accessible, and password protected forum/message board were provided on the CSA website to communicate with other anesthesiologists in the state?

- Yes
- No
- Other\_\_\_\_\_

In using a CSA Forum/Chat, I would want to connect with: (choose all that apply)

- My practice colleagues
- Physicians in my community outside of my practice
- Physicians from like sized practices
- Physicians from different types/size practices
- Physicians in CA
- Physicians in other states
- Physicians internationally
- Non-physician healthcare professionals
- Other:\_\_\_\_\_



# Background Data

- 341 total responses collected
- Analysis of each based on total responses and broken out by demographic information:
  - Gender
  - Age
  - Years in Practice
- If a respondent did not answer a demographic question their information was included in the overall analysis, but excluded from demographic specific analysis
- Demographic groups with lower numbers of responses contain higher degrees of variability

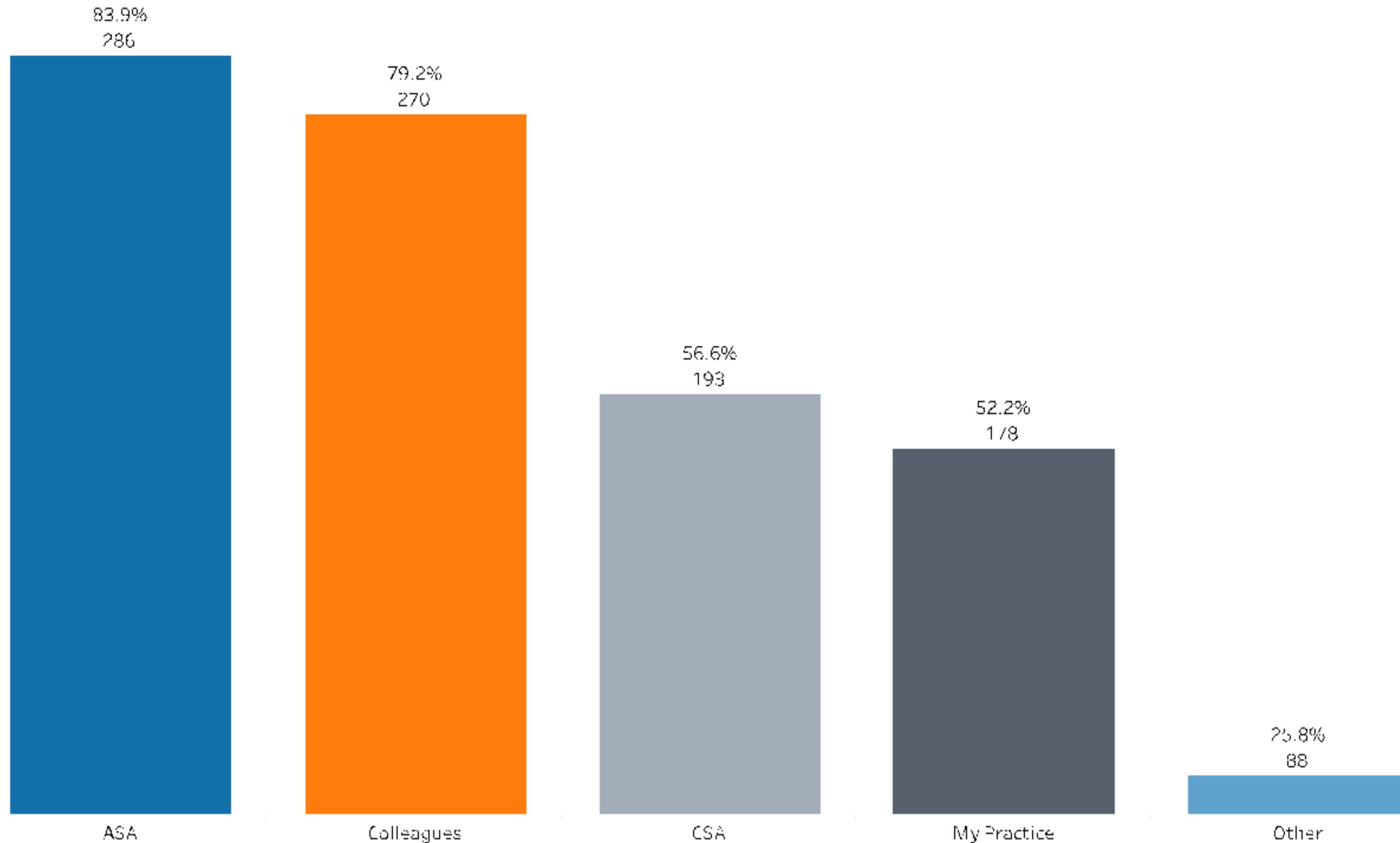
Total Responses by Gender		
Male	Female	Did Not Answer
228	111	2
66.9%	32.6%	0.5%

Total Responses by Age				
30-40	40-50	50-60	60+	Did Not Answer
63	90	86	100	2
18.5%	26.4%	25.2%	29.3%	0.5%

Total Responses by Years in Practice			
1-5	5-10	10+	Did Not Answer
43	54	239	5
12.6%	15.8%	70.1%	1.5%



# Clinical Advice: Overall



- ASA and Colleagues were the two most common sources of Clinical Advice sought:
  - ASA: 83.9% of all respondents
  - Colleagues 79.2% of all respondents
- Fewer Physicians asked the CSA or their own practice for clinical advice
- 88 Physicians (25.8% of respondents) mentioned other sources of clinical advice. Common 'other' sources included:
  - Internet/Social Media: 27 Responses
  - CDC/WHO: 18 Responses
  - Medical Literature: 13 Responses



# Clinical Advice: Gender

Clinical Advice Source	% of Responses		
	Male	Female	Overall Result
ASA	84.6%	83.8%	<b>83.9%</b>
Colleagues	81.1%	75.7%	<b>79.2%</b>
CSA	58.8%	53.2%	<b>56.6%</b>
My Practice	51.3%	53.2%	<b>52.2%</b>
Other	21.1%	35.1%	<b>25.8%</b>

- Men and women sought guidance from the ASA and their Practice at similar rates
- Women were ~5.4% less likely to seek advice directly from their colleagues and ~5.6% less likely to seek clinical advice from the CSA
- Women were ~14.0% more likely to seek advice from other sources



# Clinical Advice: Age Group

Clinical Advice Source	% of Responses				Overall Result
	30-40	40-50	50-60	60+	
ASA	88.9%	78.9%	86.0%	85.0%	<b>83.9%</b>
Colleagues	88.9%	87.8%	72.1%	72.0%	<b>79.2%</b>
CSA	47.6%	54.4%	62.8%	60.0%	<b>56.6%</b>
My Practice	60.3%	58.9%	51.2%	41.0%	<b>52.2%</b>
Other	28.6%	21.1%	27.9%	26.0%	<b>25.8%</b>

- Except for the age 40-50 bracket, physicians consulted the ASA most often
  - 40-50 Year old physicians consulted their colleagues more often than other sources
- Younger Physicians were more likely to consult colleagues than their older counterparts
  - On average Physicians in 30-40 and 40-50 age brackets consulted colleagues ~16% more often than older brackets
- As physicians became older they tended to consult CSA more often
- ‘My Practice’ showed the opposite trend as each fewer physicians in older age brackets consulted their practice for clinical advice





# Clinical Advice: Years in Practice

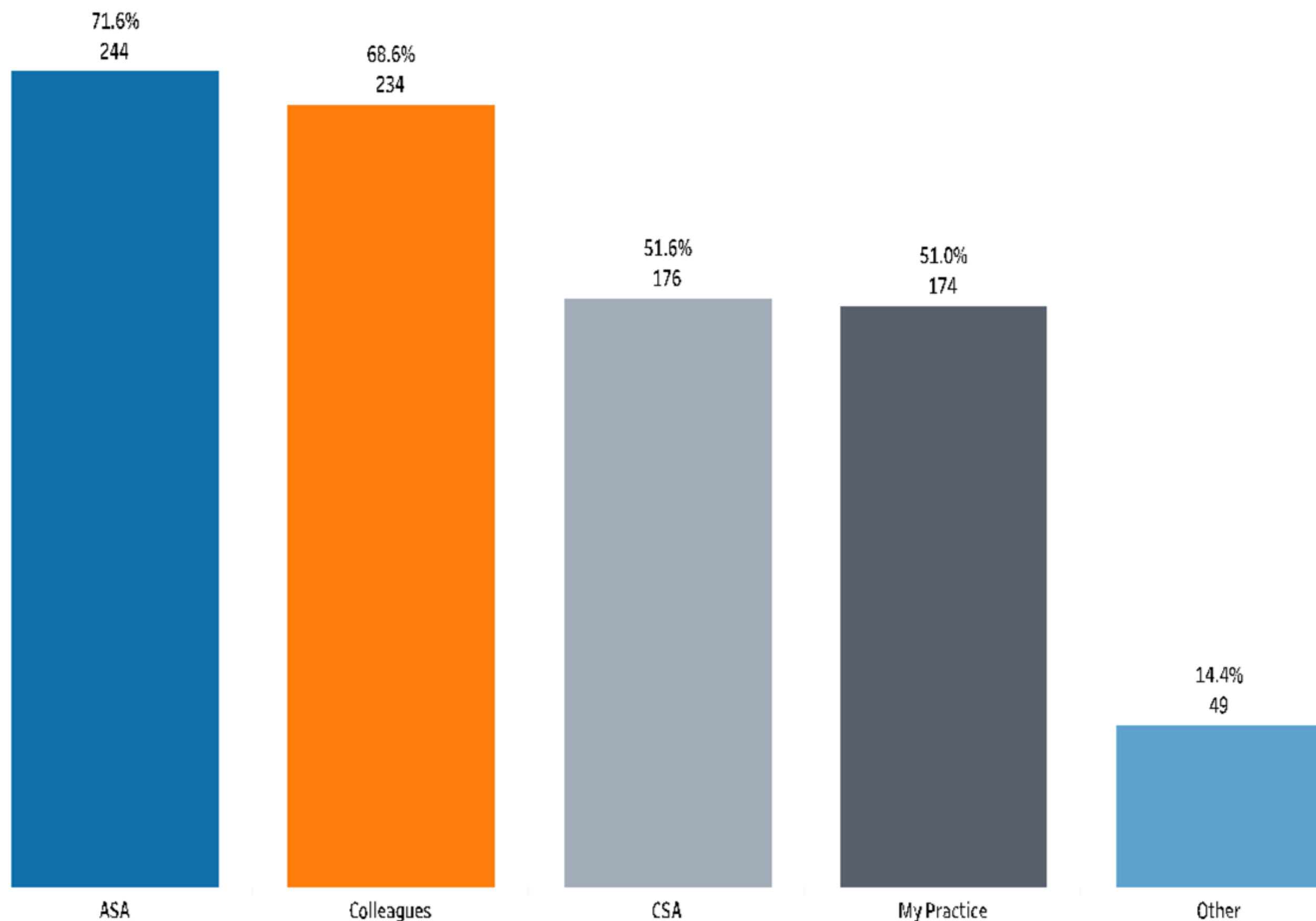
Clinical Advice Source	% of Responses			Overall Result
	1-5 Years	6-10 Years	Greater than 10	
ASA	88.4%	77.8%	84.5%	<b>83.9%</b>
Colleagues	79.1%	81.5%	78.2%	<b>79.2%</b>
CSA	55.8%	55.6%	56.9%	<b>56.6%</b>
My Practice	55.8%	61.1%	49.4%	<b>52.2%</b>
Other	20.9%	31.5%	25.5%	<b>25.8%</b>

- For the most part physicians in practice 1-5 years or Greater Than 10 Years\* were in line with the topline trend
- Physicians with 6-10 years of tenure showed different behavior than their counterparts
  - These physicians consulted Colleagues the most often in contrast to other tenure brackets who consulted ASA most often
- They were also more likely (+5.6%) to consult 'Other' sources than were their counterparts

\*Physicians with more than 10 years of tenure made up 71% of responses and the topline trend largely followed their tendencies



# Practice Advice: Overall



- Similar to Clinical Advice, Physicians were most likely to seek practice advice from ASA and Colleagues. However they did so at comparatively lower rates:
  - ASA: 71.6% of Physicians
  - Colleagues: 68.6% of Physicians
- Physicians sought CSA and their practice ~51% of the time
- Only 14.4% (49 Physicians) report going to other sources
  - WHO/CDC: 8 Physicians
  - Internet/Social Media: 8 Physicians



# Practice Advice: Gender

Practice Advice Source	% of Responses		
	Male	Female	Overall Result
ASA	70.2%	73.9%	71.4%
Colleagues	69.7%	66.7%	68.7%
CSA	52.2%	51.4%	51.9%
My Practice	51.8%	50.5%	51.3%
Other	14.5%	14.4%	14.5%

- Male and Female physicians showed little difference in their sources of practice advice
- Female physicians were 3.7% more likely to seek advice from ASA and 3.0% less likely to seek advice from colleagues
- All other variances between genders were minor



# Practice Advice: Age

Practice Advice Source	% of Responses				Overall Result
	30-40	40-50	50-60	60+	
ASA	81.0%	70.0%	72.1%	66.0%	<b>71.4%</b>
Colleagues	82.5%	73.3%	62.8%	61.0%	<b>68.7%</b>
CSA	50.8%	51.1%	55.8%	50.0%	<b>51.9%</b>
My Practice	52.4%	61.1%	52.3%	41.0%	<b>51.3%</b>
Other	12.7%	13.3%	10.5%	20.0%	<b>14.5%</b>

- Physicians aged 30-40 and 40-50 were more likely to seek out colleagues than the ASA for Practice Advice
- As Physicians aged they tended to become less likely to reach out to colleagues for advice
- Physicians aged 40-50 were ~9.8% more likely than average to reach out to their practice for advice, while physicians aged 60+ were 10.3% less likely
- 60+ Physicians were also 5.5% more likely than average to reach out to other sources



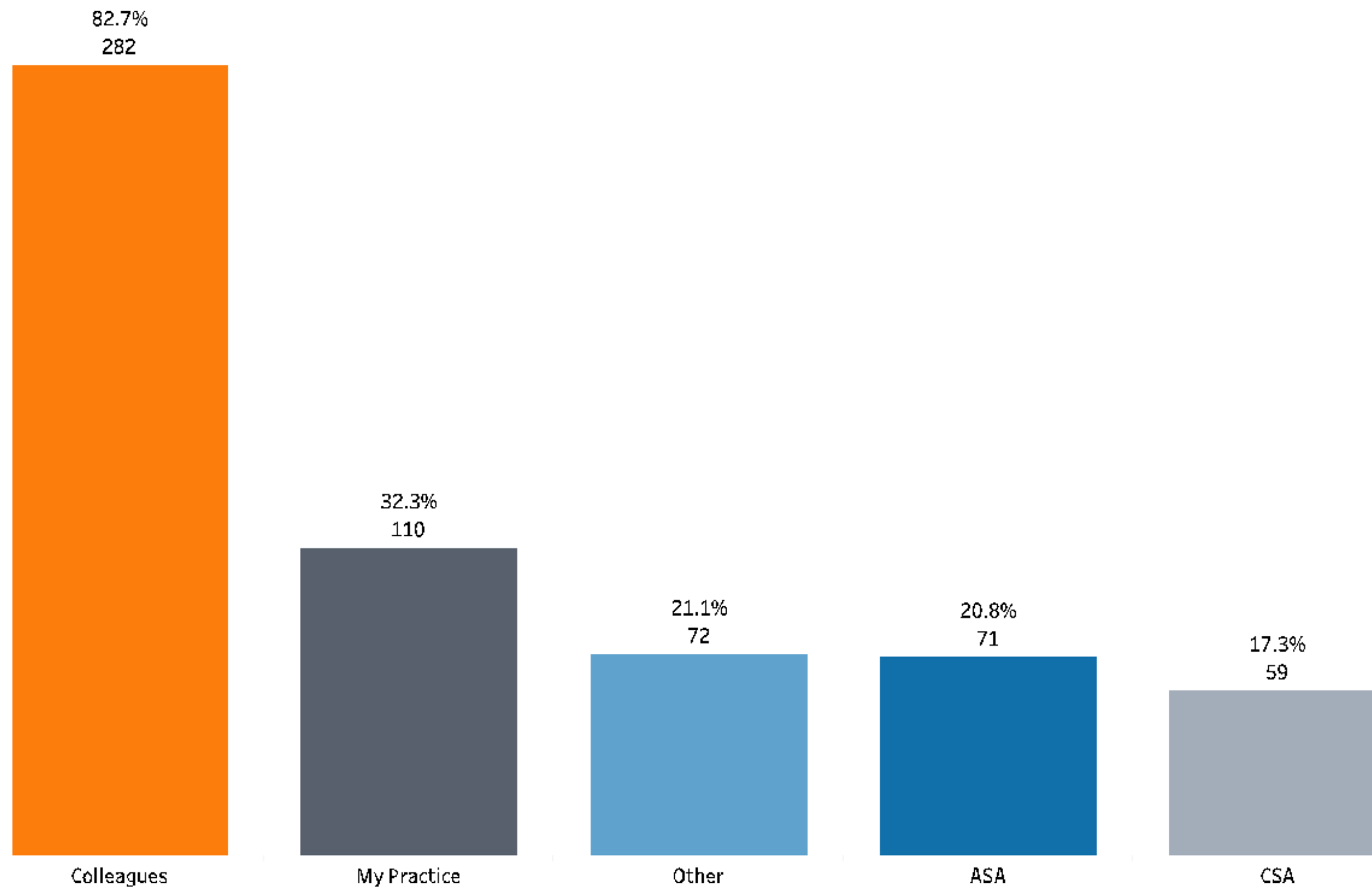
# Practice Advice: Years in Practice

Practice Advice Source	% of Responses			Overall Result
	1-5 Years	6-10 Years	Greater than 10	
ASA	74.4%	74.1%	71.5%	<b>71.4%</b>
Colleagues	76.7%	68.5%	67.4%	<b>68.7%</b>
CSA	46.5%	53.7%	52.7%	<b>51.9%</b>
My Practice	65.1%	53.7%	48.1%	<b>51.3%</b>
Other	4.7%	9.3%	17.2%	<b>14.5%</b>

- Similar to the trend seen in Age, physicians tend to reach out to colleagues and their practice as they accumulate more tenure
- Physicians with higher tenure were also more likely to seek out other sources of practice advice than newer physicians
- Physicians with 1-5 years reached out to the CSA for practice advice at 6-7% less than than longer tenured physicians



# Personal Advice: Overall



- Physicians tended to seek out personal advice from those they knew well rather than ASA or CSA
- A large majority (82.7%) of physicians reported reaching out to colleagues for personal advice
- 32.3% reported reaching out to their practice
- 72 Physicians (21.2%) reported reaching out to other sources
  - Of these 39 mentioned friends or family when seeking personal advice
- Physicians reached out to ASA and CSA for personal advice at much lower rates than for other types of advice



# Personal Advice: Gender

Personal Advice Source	% of Responses		Overall Result
	Male	Female	
Colleagues	80.3%	87.4%	82.7%
My Practice	33.8%	29.7%	32.2%
Other	21.9%	19.8%	21.2%
ASA	21.5%	19.8%	20.8%
CSA	18.4%	15.3%	17.3%

- For the most part male and female Physicians followed similar patterns when reaching out for personal advice
- The only difference of note was that female Physicians were 7.1% more likely than male Physicians to reach out to colleagues for personal advice



# Personal Advice: Age

Practice Advice Source	% of Responses				Overall Result
	30-40	40-50	50-60	60+	
Colleagues	92.1%	87.8%	81.4%	73.0%	82.7%
My Practice	41.3%	33.3%	27.9%	30.0%	32.2%
Other	9.5%	18.9%	24.4%	28.0%	21.2%
ASA	20.6%	13.3%	22.1%	27.0%	20.8%
CSA	19.0%	10.0%	20.9%	20.0%	17.3%

- Physicians in older age brackets were less likely than younger counterparts to reach out to colleagues or their practice for advice
- As Physicians become older they are more likely to report reaching out to other sources for personal advice
- Physicians aged 40-50 reached out to CSA and ASA at a much lower rate than other age brackets





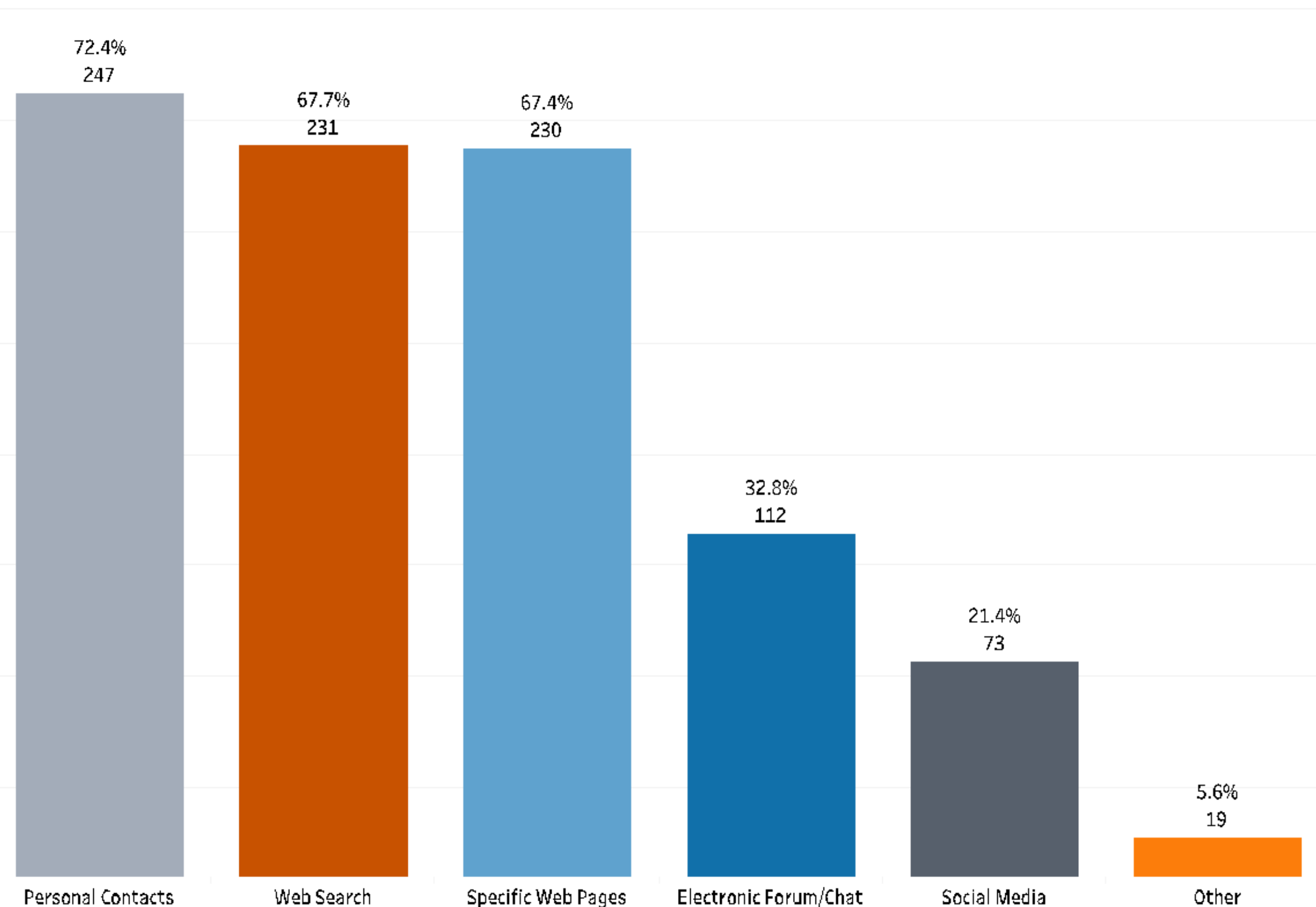
# Personal Advice: Years in Practice

Practice Advice Source	% of Responses			Overall Result
	1-5 Years	6-10 Years	Greater than 10	
Colleagues	90.7%	88.9%	80.3%	82.7%
My Practice	41.9%	35.2%	30.5%	32.2%
Other	11.6%	14.8%	23.8%	21.2%
ASA	23.3%	9.3%	23.0%	20.8%
CSA	18.6%	5.6%	19.7%	17.3%

- Physicians showed similar trends within Years in Practice as they did with Age
- As physicians gain in tenure they become less likely to reach out to colleagues or their practice and more likely to reach out to other sources
- Physicians in the 6-10 year bracket reach out to ASA and CSA at lower rates than other physicians



# Preferred Platform: Overall



- Overall, personal contacts are the most used platform for seeking advice
  - 72.4% report that they prefer this platform
- Web search and Specific Web Pages also commonly used
  - 67.7% use Web Search
  - 67.4% use Specific Web Pages
  - If these categories are treated as one it would appear on 88.0% of survey responses
- Electronic Forum/Chat and Social media also appeared frequently on response
- Only a small percentage (5.5% of responses) contained other types of forum



# Preferred Platform: Gender

Preferred Platform	% of Responses		
	Male	Female	Overall Result
Personal Contacts	70.6%	75.7%	72.4%
Web Search	69.7%	64.0%	67.7%
Specific Web Pages	65.4%	71.2%	67.4%
Electronic Forum/Chat	31.6%	35.1%	32.8%
Social Media	14.5%	36.0%	21.4%
Other	7.5%	1.8%	5.6%

- Except for Web Search and Other, female physicians used all platforms at a higher rate than male physicians
- The highest variance was in Social Media
  - Female Physicians use Social Media to seek advice 21.5% more frequently than did male physicians



# Preferred Platform: Age

Preferred Platform	% of Responses				Overall Result
	30-40	40-50	50-60	60+	
Personal Contacts	84.1%	74.4%	65.1%	69.0%	72.4%
Web Search	60.3%	65.6%	75.6%	68.0%	67.7%
Specific Web Pages	71.4%	67.8%	66.3%	65.0%	67.4%
Electronic Forum/Chat	39.7%	31.1%	31.4%	31.0%	32.8%
Social Media	41.3%	27.8%	16.3%	8.0%	21.4%
Other	0.0%	4.4%	7.0%	9.0%	5.6

- Physicians aged 30-40 and 40-50 preferred Personal Contacts and Social Media at higher rates than did physicians in higher age brackets
  - Personal Contacts were also the most preferred channel among younger physicians
- Older physicians generally preferred Web Search to personal contacts including 75.6% of physicians aged 40-50



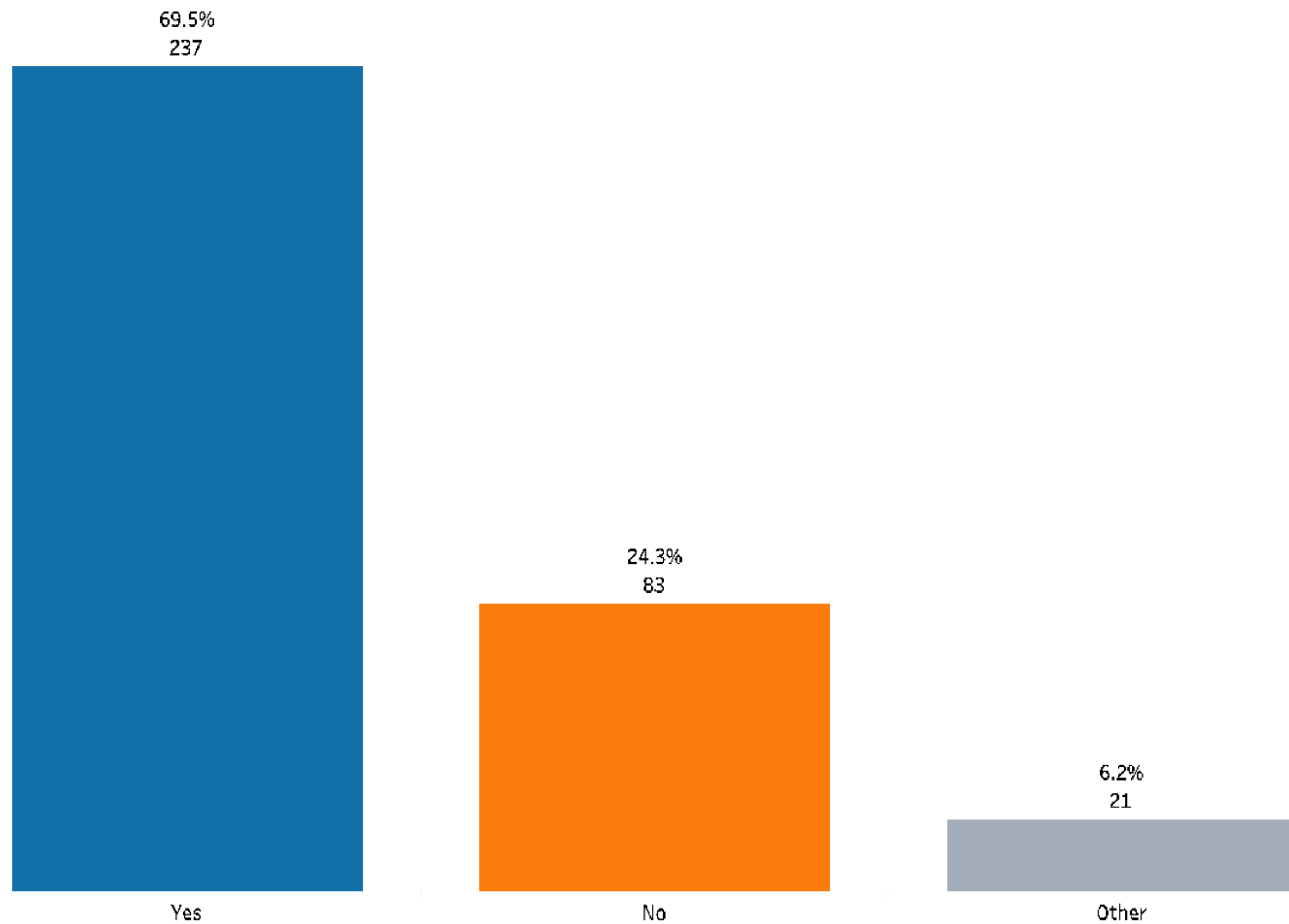
# Preferred Platform: Years in Practice

Preferred Platform	% of Responses			Overall Result
	1-5 Years	6-10 Years	Greater than 10	
Personal Contacts	81.4%	81.5%	69.0%	72.4%
Web Search	72.1%	57.4%	69.0%	67.7%
Specific Web Pages	76.7%	68.5%	65.3%	67.4%
Electronic Forum/Chat	41.9%	27.8%	33.1%	32.8%
Social Media	27.9%	13.0%	22.2%	21.4%
Other	2.3%	3.7%	6.7%	5.6

- Physicians with less than 10 years of tenure preferred personal contacts ~12.5% more often than physicians with 10+ years of tenure
- Physicians with 1-5 Years of tenure also preferred Specific Web Pages, Electronic Forum/Chat and Social Media at higher rates



# CSA Forum: Overall



- Voting Breakdown:
  - Yes: 237 Votes, 69.5%
  - No: 83 Votes, 24.3%
  - Other: 6.2% 21 Votes
- The majority of respondents were in favor of adding a Forum/Message Board to the CSA website
- Of the 21 physicians who submitted 'Other' answers, 13 indicated specific concerns including:
  - Ensuring the forum was low cost
  - Making sure that content was high quality/moderated



# CSA Forum: Gender

Favors Adding Forum	% of Responses		Overall Result
	Male	Female	
Yes	65.8%	77.5%	69.5%
No	27.2%	18.0%	24.3%
Other	7.0%	4.5%	6.2%

- Female physicians favored adding a Forum/Message board to the CSA website at an 11.7% higher rate than did male physicians



# CSA Forum: Age

Practice Advice Source	% of Responses				Overall Result
	30-40	40-50	50-60	60+	
Yes	68.3%	71.1%	68.6%	70.0%	69.5%
No	28.6%	21.1%	26.7%	22.0%	24.3%
Other	3.2%	7.8%	4.7%	8.0%	6.2%

- Physicians in all age brackets favored adding a forum/message board at similar rates with only minor variance
- The 40-50 and 60+ age brackets had higher instances of 'Other' responses than other age brackets





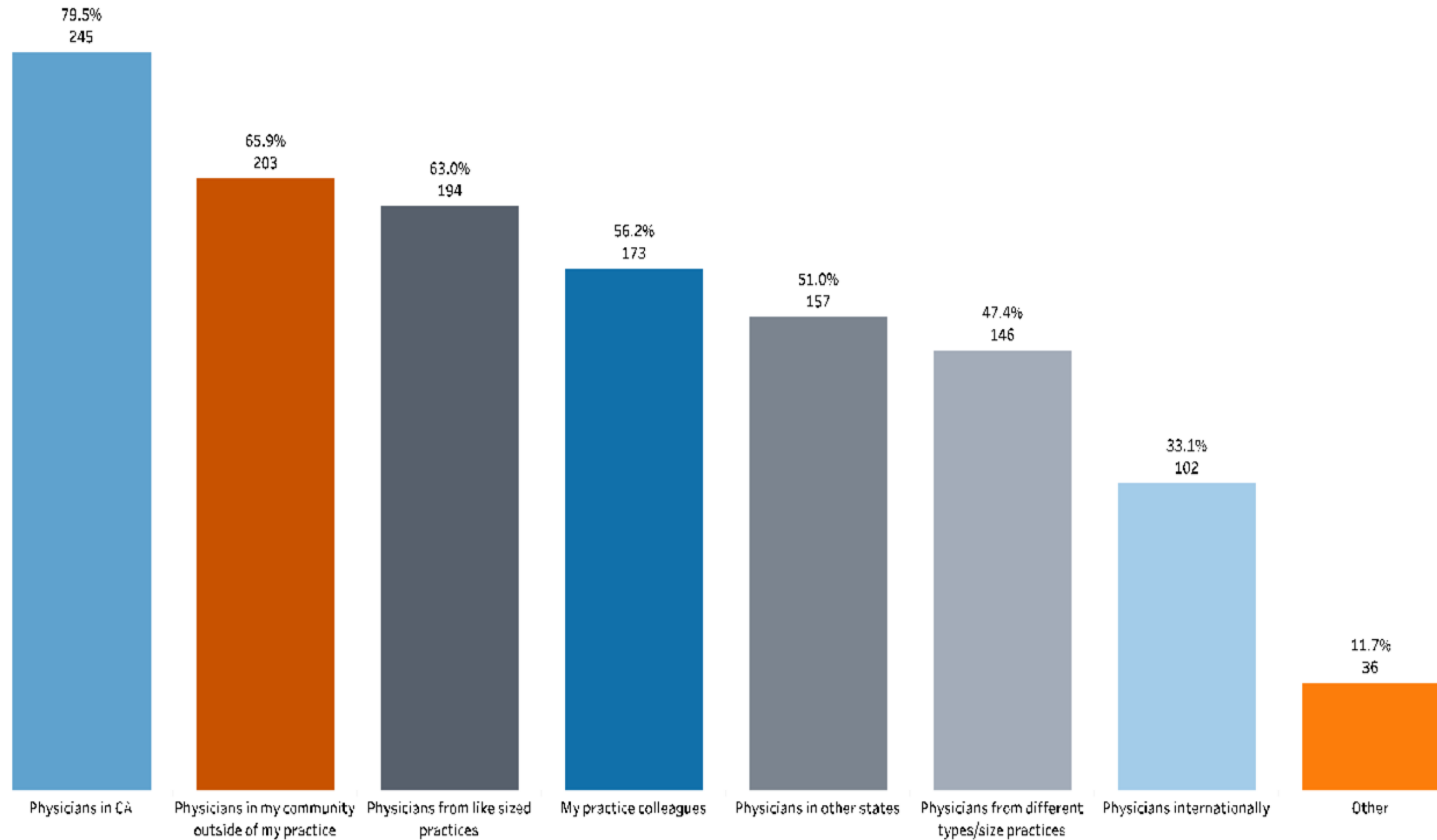
# CSA Forum: Years in Practice

Favors Adding Forum	% of Responses			Overall Result
	1-5 Years	6-10 Years	Greater than 10	
Yes	65.1%	83.0%	68.5%	69.5%
No	30.2%	15.1%	23.9%	24.3%
Other	4.7%	1.9%	7.6%	6.2%

- All tenure brackets were in favor of adding a forum
- Physicians with 6-10 years of tenure favored adding a forum than both new physicians and physicians with 10+ years of tenure
  - These physicians favored adding a forum at a ~15% higher rate than counterparts



# Forum Connections: Overall



- Physicians strongly favored being able to connect with other physicians in California and their community outside of their practice
  - Physicians in CA: 79.5% of responses
  - Physicians in Community: 65.9% of responses
  - Combined these categories were present in 88.3% of responses
- 63.0% also favored connecting with physicians from similar sized practices
- Respondents were less in favor of connecting with physicians in other states or internationally
  - Other States: 51.0%
  - International: 33.1%



# Forum Connections: Gender

Favors Adding Forum	% of Responses		
	Male	Female	Overall Result
Physicians in CA	77.8%	82.7%	<b>79.5%</b>
Physicians in community outside my practice	64.5%	68.3%	<b>65.9%</b>
Physicians from like sized practices	62.6%	63.5%	<b>63.0%</b>
My practice colleagues	54.2%	59.6%	<b>56.2%</b>
Physicians in other states	49.3%	53.8%	<b>51.0%</b>
Physicians from different types/size practices	45.8%	50.0%	<b>47.4%</b>
Physicians internationally	32.0%	34.6%	<b>33.1%</b>
Other	12.8%	9.6%	<b>11.7%</b>

- Male and Female Physicians displayed similar preferences regarding who they would connect with in a CSA Forum/Message Board
- All answers varied by <5.0% between genders



# Forum Connections: Age

Favors Adding Forum	% of Responses				Overall Result
	30-40	40-50	50-60	60+	
Physicians in CA	83.9%	78.8%	80.8%	76.3%	<b>79.5%</b>
Physicians in community outside my practice	80.4%	66.3%	64.1%	58.1%	<b>65.9%</b>
Physicians from like sized practices	76.8%	70.0%	57.7%	52.7%	<b>63.0%</b>
My practice colleagues	60.7%	51.3%	56.4%	57.0%	<b>56.2%</b>
Physicians in other states	60.7%	46.3%	52.6%	47.3%	<b>51.0%</b>
Physicians from different types/size practices	64.3%	43.8%	48.7%	38.7%	<b>47.4%</b>
Physicians internationally	41.1%	23.8%	34.6%	34.4%	<b>33.1%</b>
Other	5.4%	2.5%	16.7%	19.4%	<b>11.7%</b>

- With few exceptions, the order of preferences was similar among all age brackets
- Younger physicians were more in favor of connecting with out of state and international physicians than older counterparts
- Physicians in higher age brackets showed less interest in connecting with physicians in their community outside of their practice



# Forum Connections: Years in Practice

Favors Adding Forum	% of Responses			Overall Result
	1-5 Years	6-10 Years	Greater than 10	
Physicians in CA	75.0%	82.7%	79.3%	<b>79.5%</b>
Physicians in community outside my practice	77.5%	71.2%	62.4%	<b>65.9%</b>
Physicians from like sized practices	60.0%	71.2%	61.5%	<b>63.0%</b>
My practice colleagues	57.5%	57.7%	55.4%	<b>56.2%</b>
Physicians in other states	47.5%	51.9%	51.2%	<b>51.0%</b>
Physicians from different types/size practices	52.5%	42.3%	47.9%	<b>47.4%</b>
Physicians internationally	27.5%	36.5%	33.3%	<b>33.1%</b>
Other	7.5%	7.7%	13.6%	<b>11.7%</b>

- Preferences were largely similar among physicians in different tenure brackets
- Similar to the trend seen in age, physicians in higher tenure brackets showed less interest in connecting with physicians in their community outside of their practice
- Physicians in the 6-10 year bracket were interested in connecting with like size practices at a ~10% higher rate than counterparts



# Conclusions

Several trends were observed in the data

- Younger physicians had a higher tendency to reach out to colleagues and personal connections for advice than did older physicians
  - This trend was seen in younger physicians citing colleagues as their preferred advice source and social media more often than older physicians
  - Female physicians reached out to colleagues slightly less than male, and used social media at a slightly higher rate
- Older physicians displayed a higher tendency to reach out to other sources than did younger
- The ASA and other web searches consistently ranked higher as a source of advice than the CSA
- Physicians saw a CSA Forum as being most valuable if focused on California and their local communities, and not out of state or international physicians



# Appendix