

*Mobile Device Internet  
and Social Media Use and  
Habits Survey Report*

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Wolters Kluwer  
Health



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- Objectives: To explore, track and understand the policies, promotion, and use of mobile devices, internet, and social media in the healthcare setting among hospitals and nurses.
- Sample: The survey was sent to all in the “nurse” profession in the marketing database (more than 100,000) and to 5,000 randomly selected nurse executives from an internal sales list. The survey link was also posted on the Facebook pages for Lippincott Solutions (Facebook.com/lippincottsnursingsolutions) and the Nursing Drug Handbook (Facebook.com/nursingdrughandbook).
- Methodology: Online survey using SurveyMonkey conducted from December 18, 2013 to January 5, 2014. Respondents who completed the survey were entered into a drawing to win one (1) of ten (10) \$100 American Express gift cards.

Respondent Affiliation	# Responses
Healthcare	1,921
Higher education	386
Other	56
Not working/Retired	135
<b>TOTAL</b>	<b>2,498</b>

# I. Mobile Device Ownership and Usage at Work



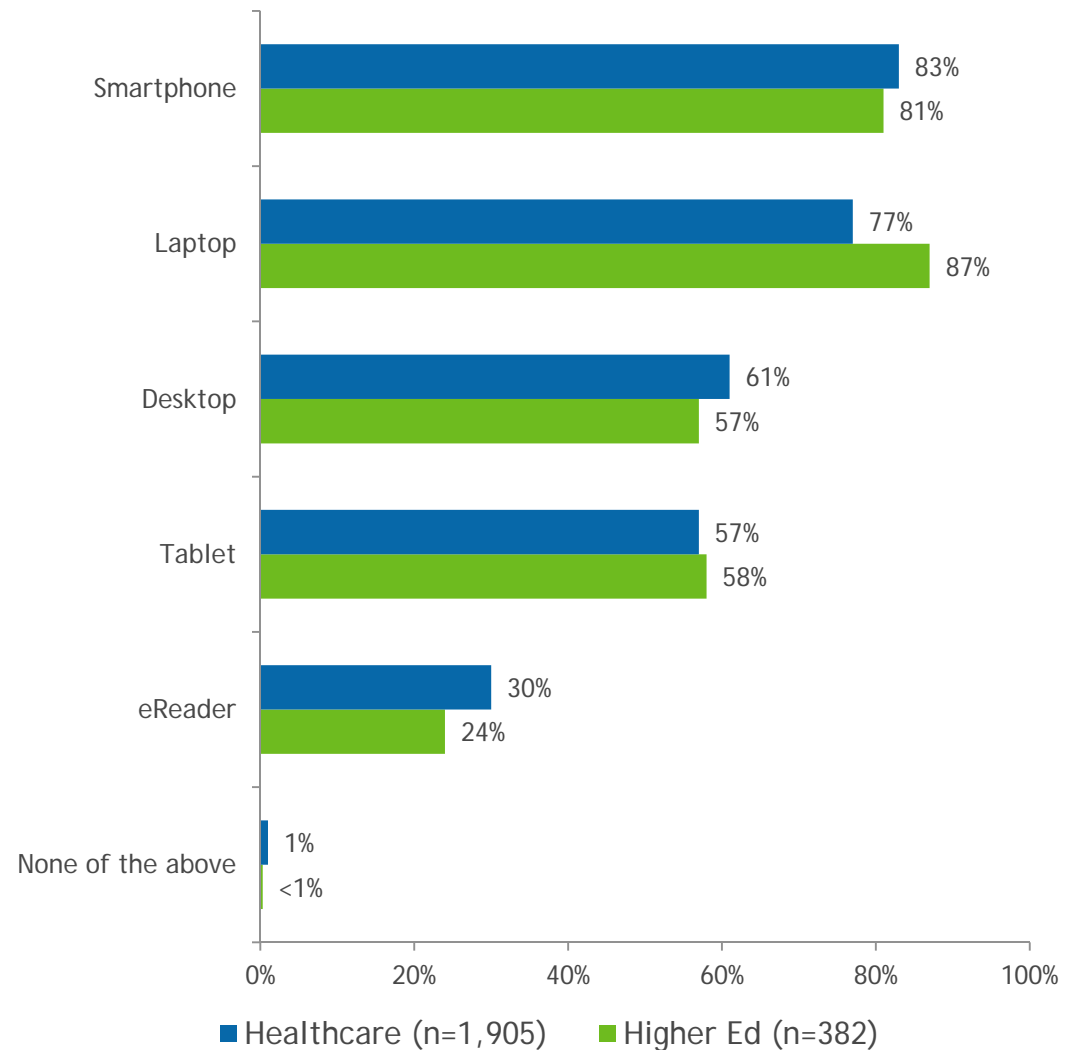
More than 3 in 4 respondents in healthcare and higher education say they own or use a smartphone and/or laptop.

More than one-half of respondents report owning or using a desktop and/or tablet.

While CNOs/Nurse Managers are more likely to own/use a desktop than are Staff Nurses (73% vs. 52%), ownership/usage of other devices is similar between the two cohorts.

### Devices Currently Own or Use

Base = Healthcare and Higher Education



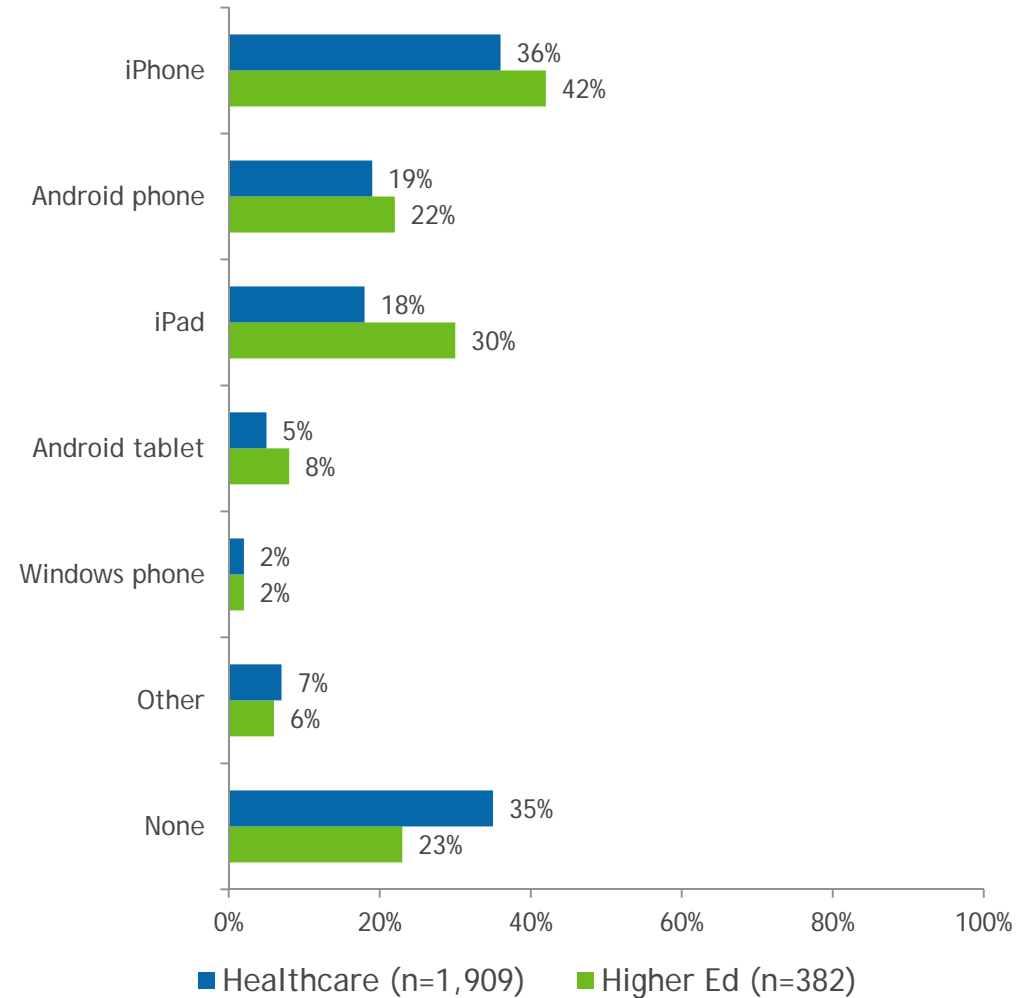


Two-thirds of those in healthcare use mobile devices for professional purposes at work.

CNOs/Nurse Managers are more likely than are Staff Nurses to use a mobile device for professional purposes at work (77% vs. 58%), particularly iPhones (47% vs. 31%) and/or iPads (29% vs. 12%).

### Mobile Devices Used for Professional Purposes at Work

Base = Healthcare and Higher Education





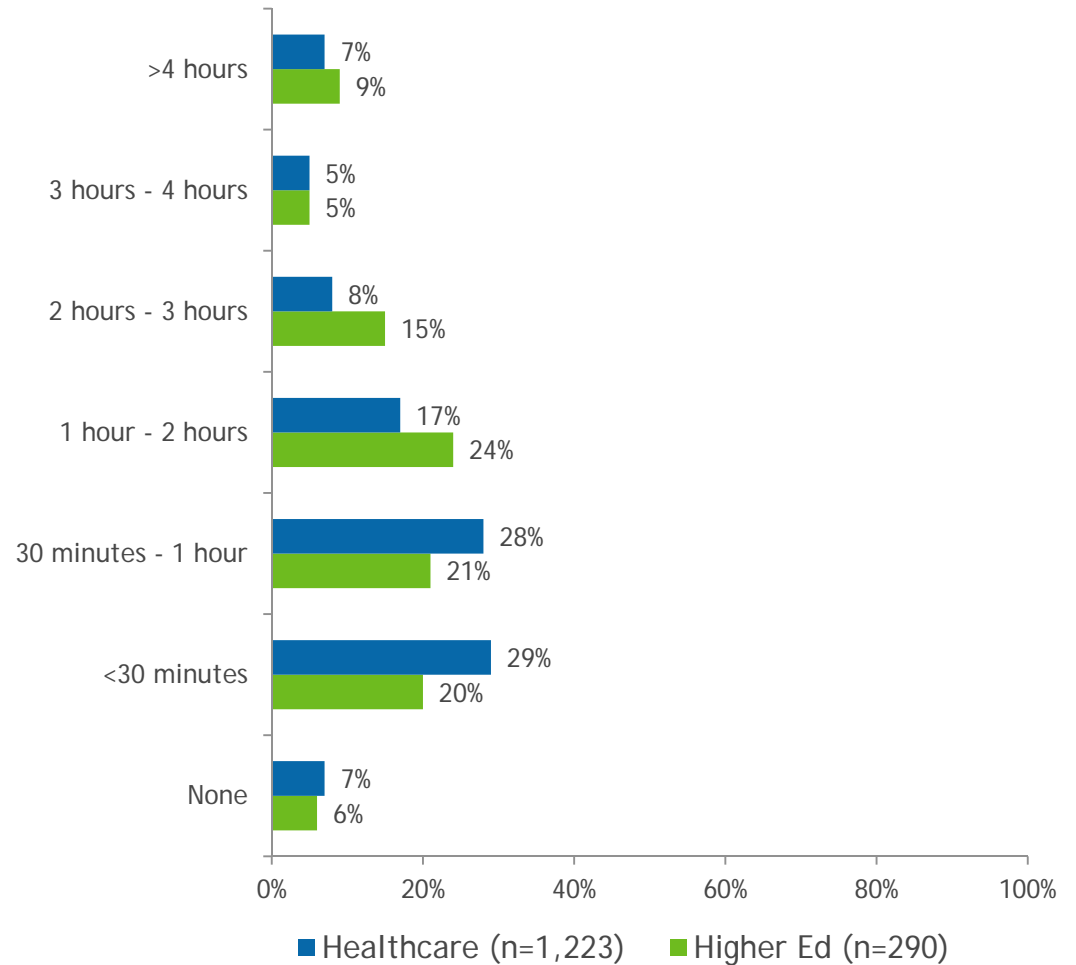
Those who said they use mobile devices for professional purposes while at work were asked how much time they spend per day doing so on smartphones and/or tablets.

Among these respondents, more than one in ten spend 3+ hours on smartphones and/or tablets at work for professional purposes (both in healthcare and in higher education).

65% of healthcare respondents say they use mobile devices for professional purposes at least 30 minutes per shift while at work.

## Time Spent per Day on Smartphone/Tablet for Professional Purposes at Work

Base = Those who use mobile devices for professional purposes at work in Healthcare and Higher Education



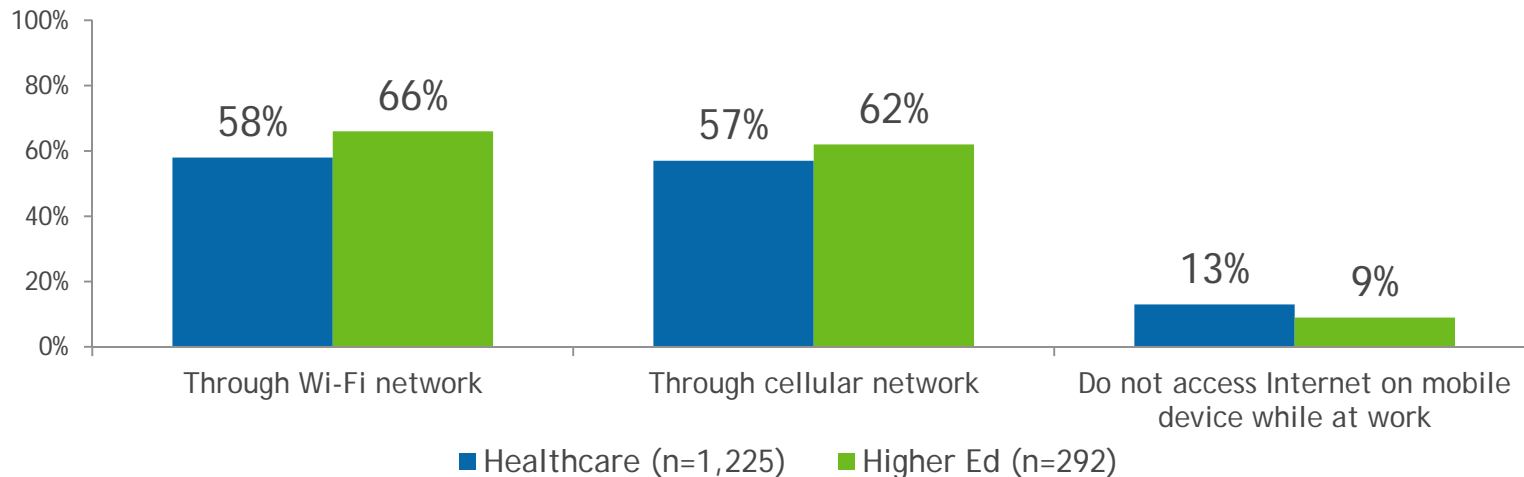


Respondents who said they use a mobile device for professional purposes at work were also asked about how they access the Internet at work on these devices.

Among these respondents, they reported that they are just as likely to access the Internet on smartphones or tablets through their company's Wi-Fi network as through their cellular network.

### Accessing the Internet on Smartphone/Tablet While at Work

Base = Those who use mobile devices for professional purposes at work in Healthcare and Higher Education





## II. Healthcare: Perceptions of Organizational Policies and Website Access



Nearly 9 in 10 working in healthcare say their organizations allow access to Internet search engines on their company networks.

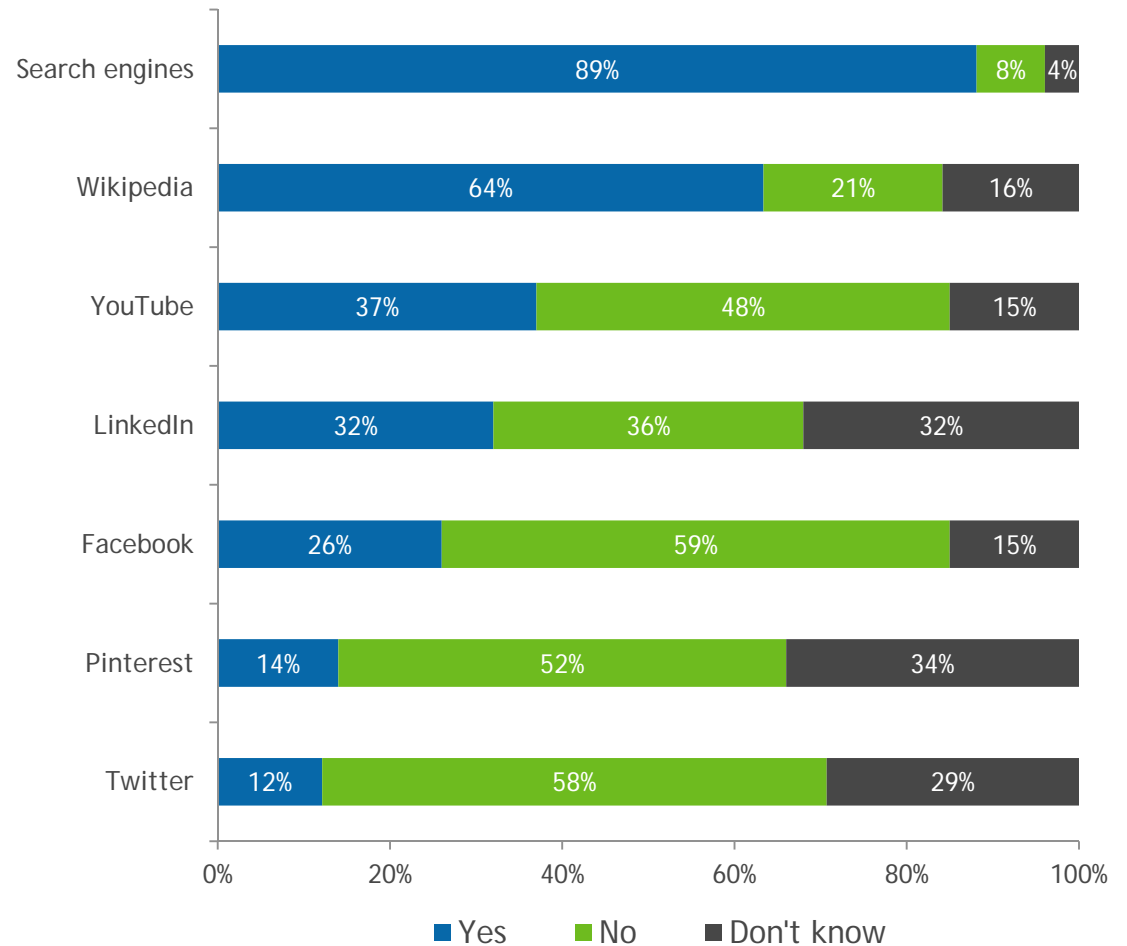
64% in healthcare say that access to Wikipedia is allowed on their company networks.

About one-half or more say that their healthcare organization blocks access on company networks to:

- Facebook
- Twitter
- Pinterest
- YouTube

**Organization Allows Access to Websites on Company Network**

Base = Healthcare (n=1,721-1,837)





There is a gap between Staff Nurses and CNOs/Nurse Managers/Hospital Educators who say that access to websites such as Wikipedia, YouTube, LinkedIn, and general search engines are not allowed. This may be due to varying levels of access granted to different positions.

Organization <u>Does Not Allow</u> Access to Website on Company Network			
	CNO or Nurse Manager n=276-296	Hospital Educator n=194-218	Staff Nurse n=912-963
Search engines	5%	3%	11%
Wikipedia	13%	14%	27%
YouTube	42%	41%	53%
LinkedIn	26%	31%	43%
Facebook	55%	65%	62%
Pinterest	54%	53%	55%
Twitter	60%	56%	61%

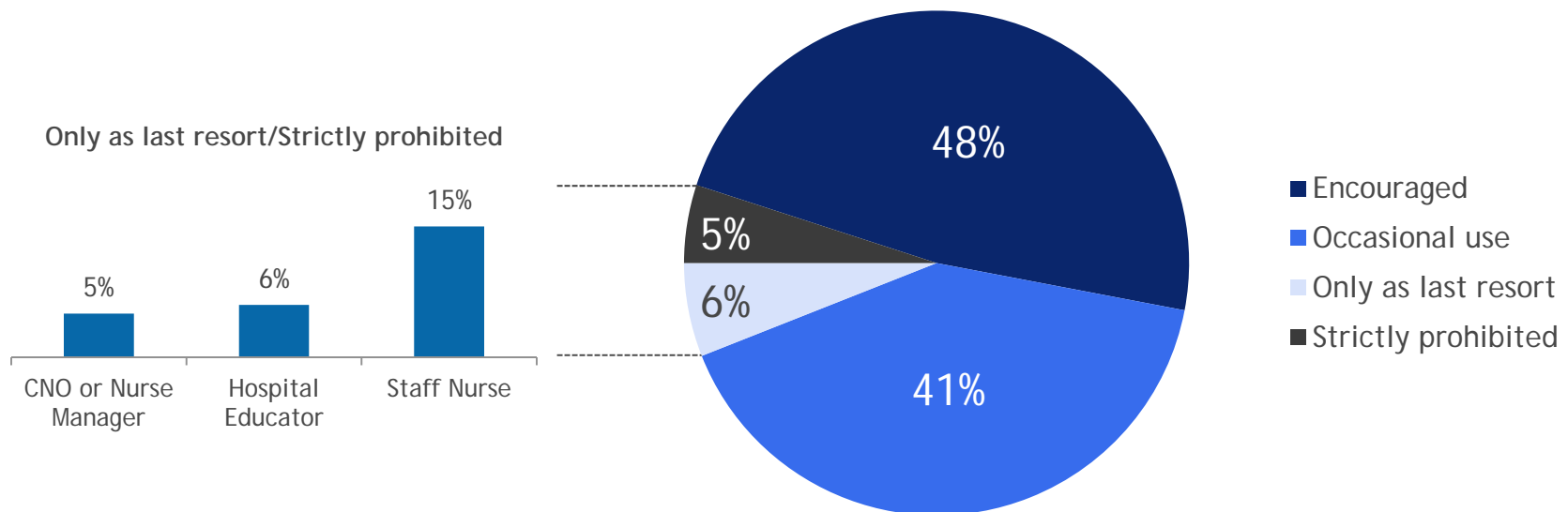


48% of healthcare respondents say that their organizations encourage them to access websites or online references for clinical information while at work.

Interestingly, 15% of Staff Nurses say that access to these online resources for clinical information is allowed only as a last resort or is strictly prohibited at work, compared to 5% of CNOs/Nurse Managers and 6% of Hospital Educators.

### Organization Policy for Accessing Websites/Online References for Clinical Information at Work

Base = Healthcare (n=1,872)

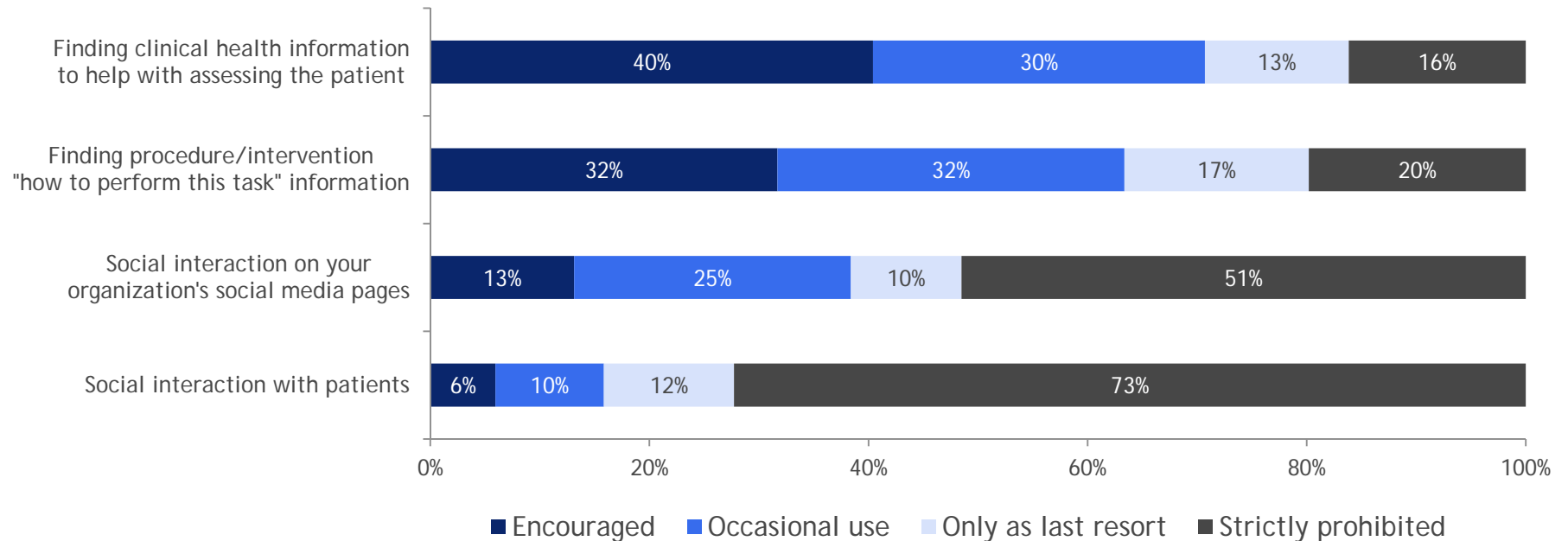




73% of healthcare respondents say that organizational policies strictly prohibit direct patient care staff to have social interaction with patients on social media and social sites, compared to 51% say that organizational policies prohibit direct patient care staff to have access to their organizations' own social media pages.

### Perceptions of Organization Policies for Direct Patient Care Staff Using Social Media & Internet / Social Sites

Base = Healthcare (n=1,720-1,746)



## III. Healthcare: Social Media Usage

Respondents in healthcare are more than twice as likely to use social media frequently/regularly *away from work* than *at work* to follow healthcare issues and topics (47% vs. 20%). In fact, 41% say they *never* use social media at work to follow healthcare issues and topics.

Specifically, these respondents are far more likely to use YouTube (71% vs. 37%) and/or Facebook (61% vs. 17%) *away from work* than *at work* to follow healthcare issues and topics.

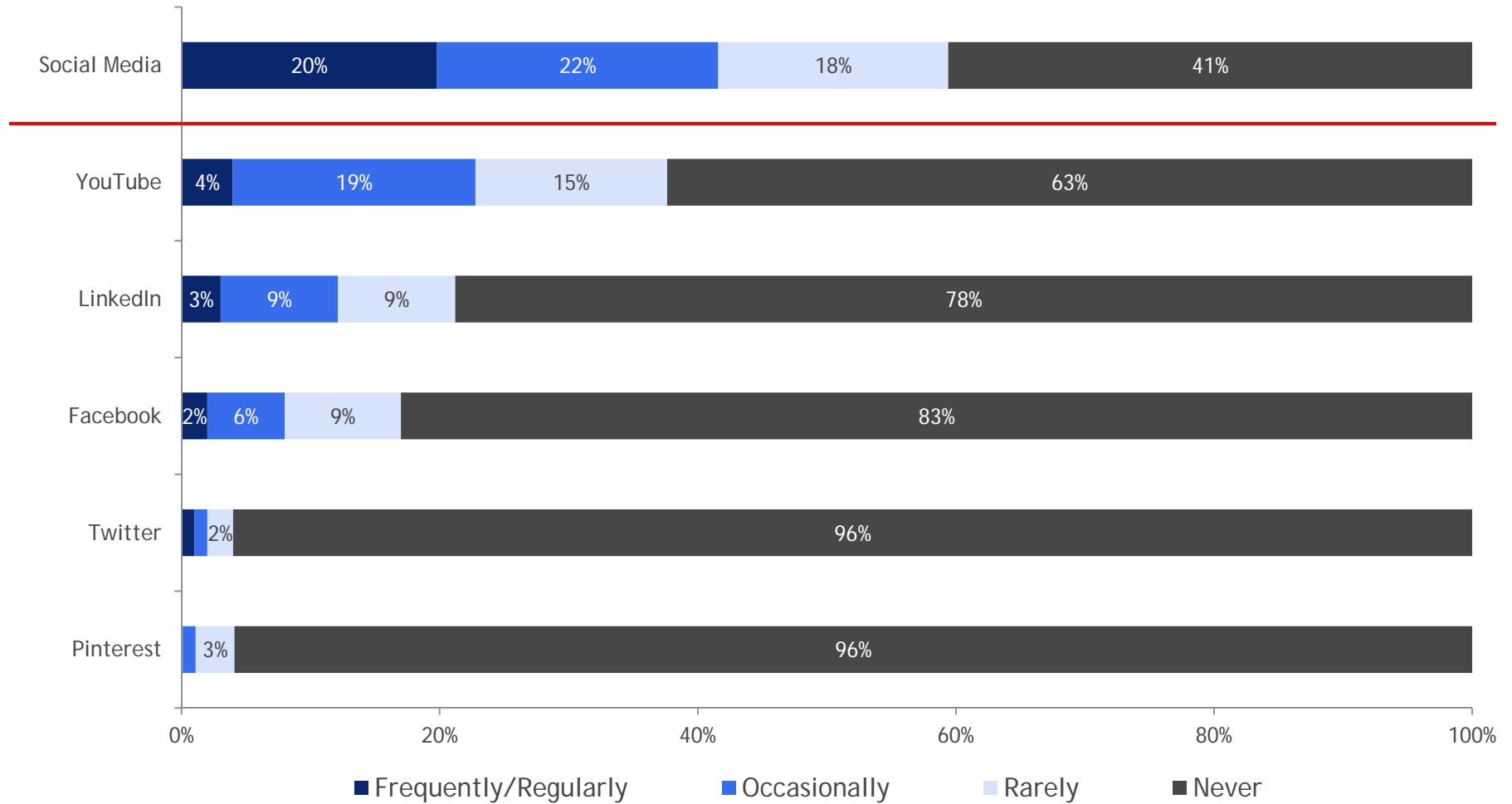
At work, 96% in healthcare say they *never* use Twitter and/or Pinterest to follow healthcare issues and topics at work, while about 80% *never* use LinkedIn and/or Facebook.

(See next two pages for charts.)



Following Healthcare Issues and Topics Using...at Work

Base = Healthcare (n=1,558-1,749)

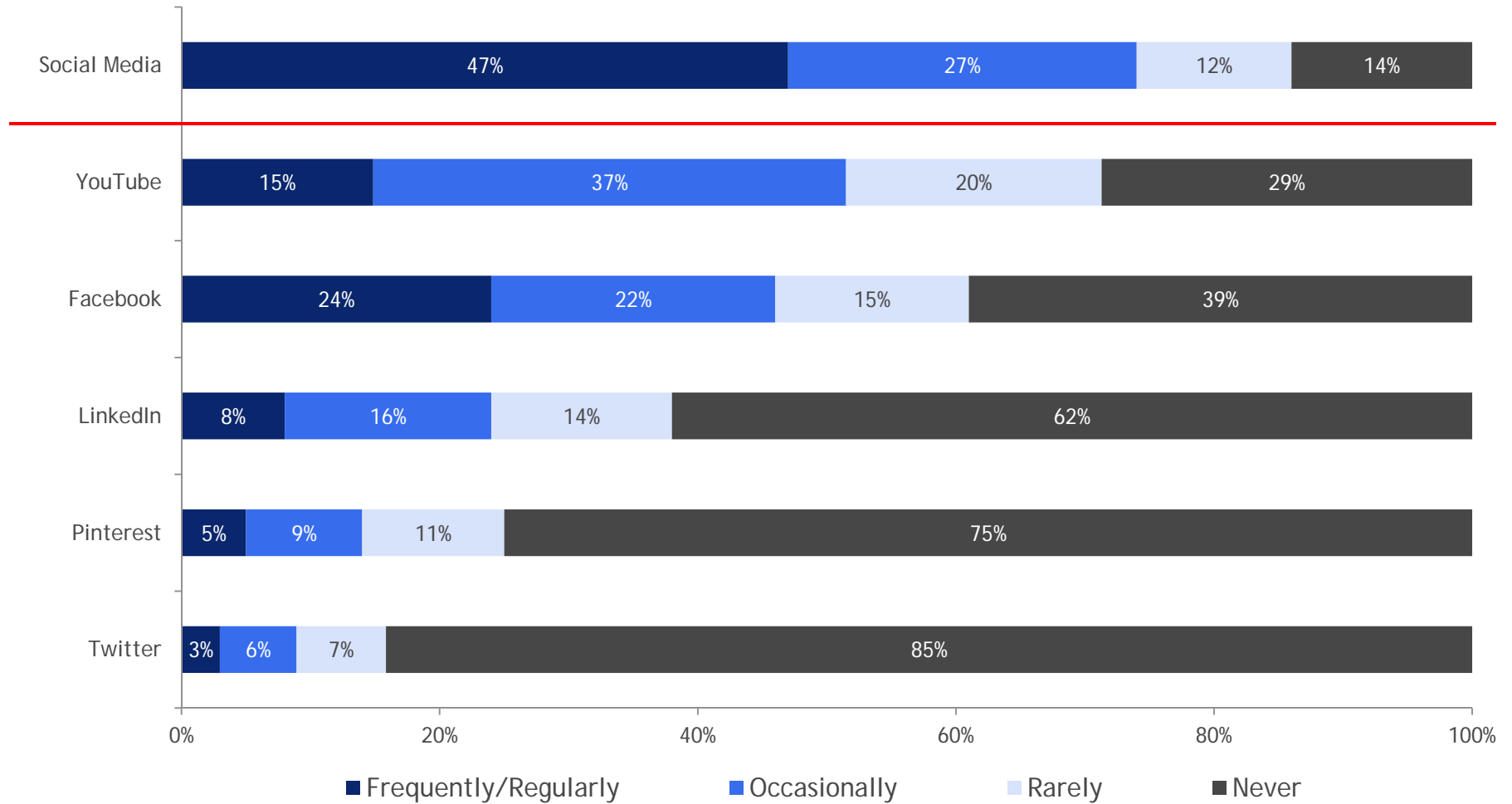






## Following Healthcare Issues and Topics Using...Away from Work

Base = Healthcare (n=1,537-1,754)



Overall, CNOs/Nurse Managers are nearly twice as likely as Staff Nurses to say that they frequently/regularly use social media to follow healthcare issues and topics at work (28% vs. 15%). Still, frequent/regular usage of sites like YouTube, Facebook, or Twitter to follow healthcare issues and topics at work remains low among these healthcare roles.

<u>Frequently/Regularly</u> Follow Healthcare Issues and Topics Using... at Work			
	CNO or Nurse Manager n=255-283	Hospital Educator n=185-208	Staff Nurse n=803-911
Social Media	28%	21%	15%
YouTube	3%	8%	2%
LinkedIn	6%	3%	1%
Facebook	2%	3%	2%
Twitter	<1%	1%	1%
Pinterest	0%	0%	<1%

In contrast to their limited use of social media to follow healthcare issues or topics *at work*, 51% of Staff Nurses say they frequently or regularly do so *away from work*, compared to 45% of CNOs/Nurse Managers and 37% of Hospital Educators.

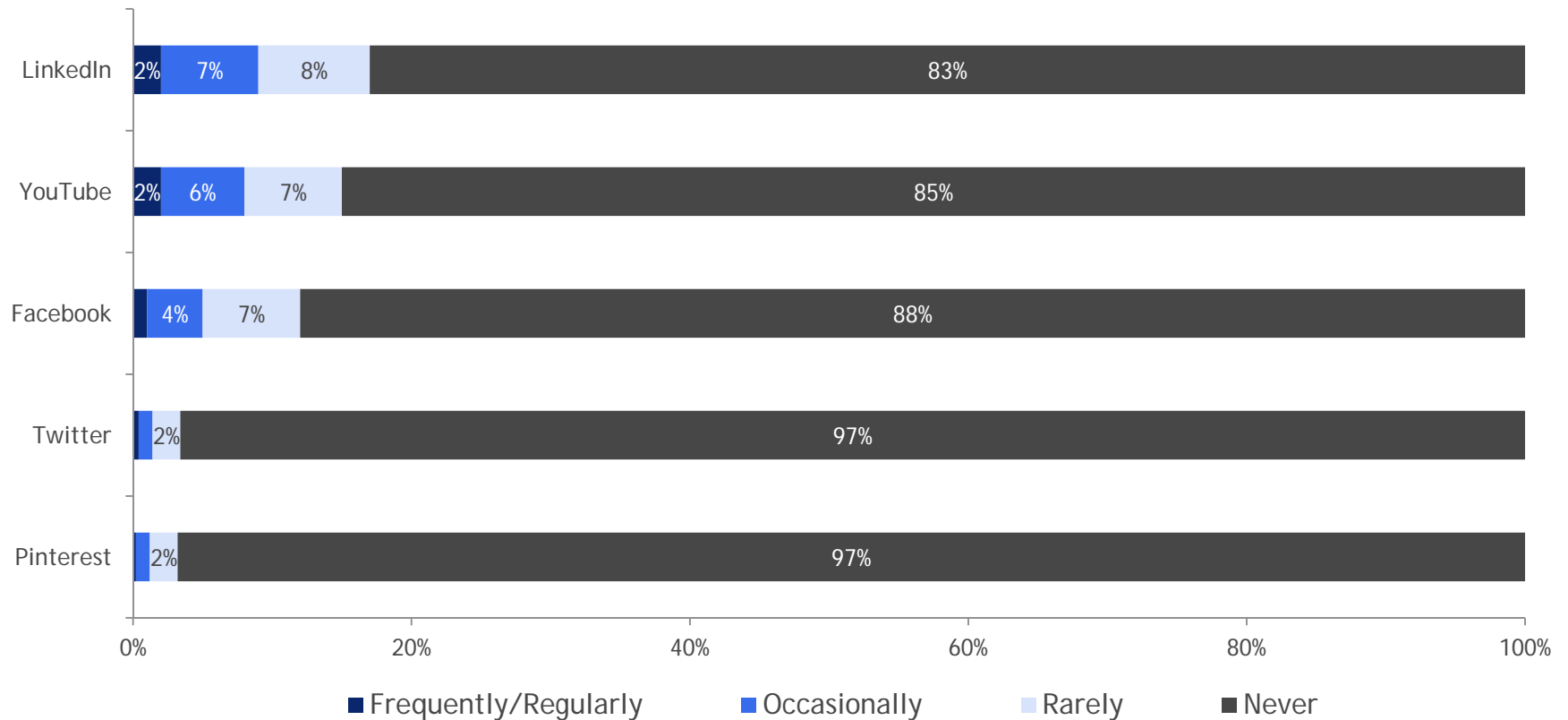
<u>Frequently/Regularly Follow Healthcare Issues and Topics Using... Away from Work</u>			
	CNO or Nurse Manager n=248-284	Hospital Educator n=179-205	Staff Nurse n=794-921
Social Media	45%	37%	51%
YouTube	15%	14%	17%
Facebook	23%	17%	28%
LinkedIn	10%	6%	5%
Pinterest	4%	2%	6%
Twitter	1%	1%	4%



The majority of healthcare respondents *never* use any of the listed social media to share job-related information at work (83% or more).

### Sharing Job-Related Information Using...at Work

Base = Healthcare (n=1,567-1,635)

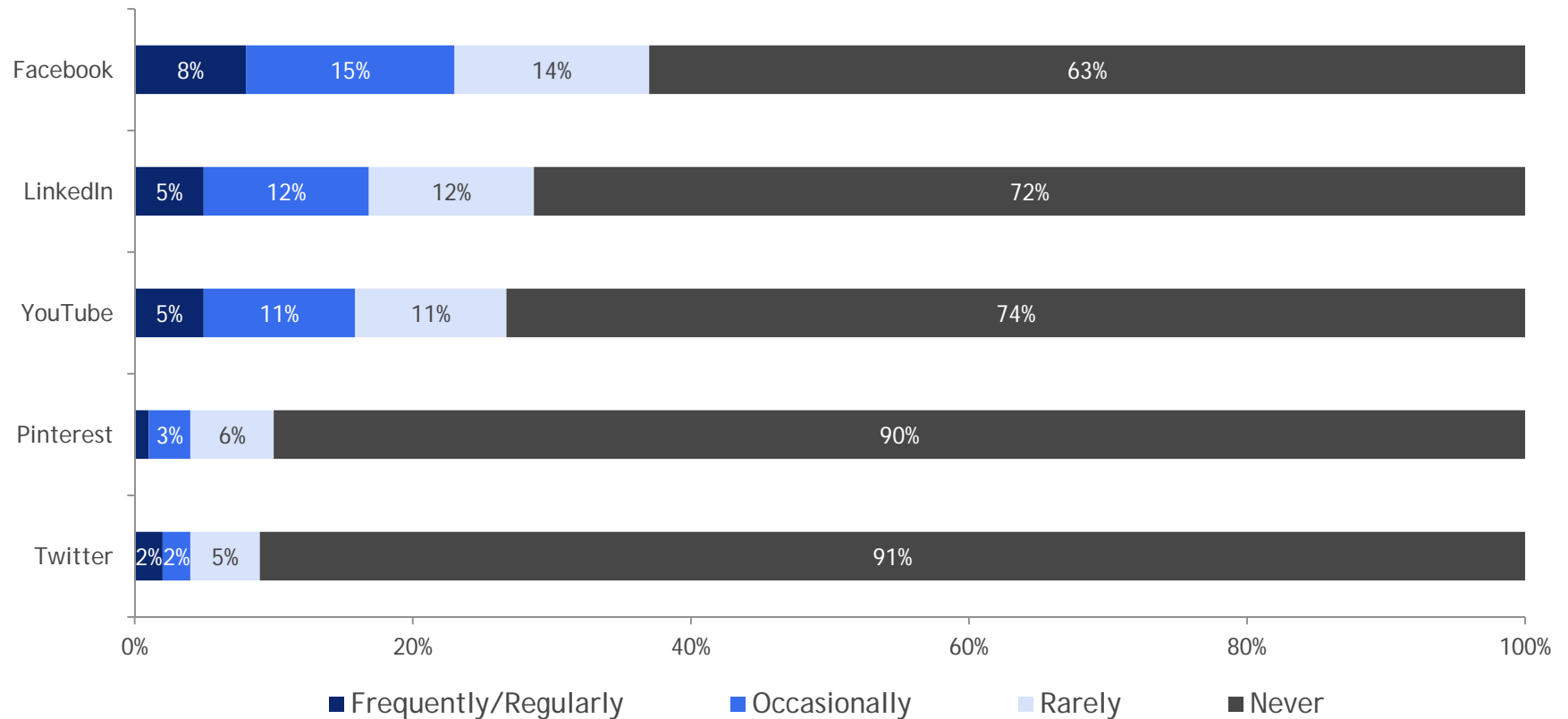




While healthcare respondents are somewhat more likely to use social media like Facebook, LinkedIn, and YouTube to share job-related information *away from work* than *at work*, the majority (63% or more) still never do.

**Sharing Job-Related Information Using...Away from Work**

Base = Healthcare (n=1,553-1,623)



## *Appendix: Respondent Profiles*



	Healthcare
Position	n=1,921
Staff Nurse or Direct Care Nurse	53%
Nurse Manager/Supervisor	11%
Nurse/Staff Educator	10%
Nurse Practitioner	8%
CNO or VP/Director of Nursing	5%
Nurse/Staff Development Director	2%
Health Profession	2%
Clinical Informatics or Clinical Specialist	2%
Compliance or Quality	2%
Care Coordinator or Case Manager	1%
LPN	1%
Physician	1%
Physician's Assistant	1%
Administration Assistant	1%
Consultant	1%

	Healthcare
Length in Position	n=1,900
Less than 2 years	22%
2-5 years	27%
6-10 years	22%
11-15 years	11%
16-20 years	6%
More than 20 years	12%



	Healthcare
<b>Work Setting</b>	n=1,765
Net: Hospital/Acute Care Setting	60%
Non-Profit Hospital	18%
Community Based Hospital	17%
Academic/Teaching Hospital	14%
For-Profit Hospital	7%
Government Facility	4%
Net: Non-Acute Care Setting	28%
Long-Term Care/Nursing Home	7%
Clinic	6%
In-Home Care	5%
Physician's Office	5%
Specialty Hospital	2%
Hospice	2%
Rehabilitation Center	1%
Other	12%

	Healthcare
<b>Facility is Part of Health System</b>	n=1,746
Yes	64%
<i>Average # of hospitals</i>	18.2
No	36%
<b>Number of Hospital Beds in Facility</b>	n=1,246
100 or fewer	25%
101 to 250	30%
251 to 500	29%
501 or more	16%





	Higher Ed
Position	n=386
Nursing Student	47%
Nursing Professor/Instructor/Faculty	44%
Dean or Program Director	6%
Librarian	3%

	Higher Ed
Length in Position	n=381
Less than 2 years	39%
2-5 years	27%
6-10 years	15%
11-15 years	8%
16-20 years	3%
More than 20 years	8%