



Surprising Things About HCP Social Behavior

April 30, 2024



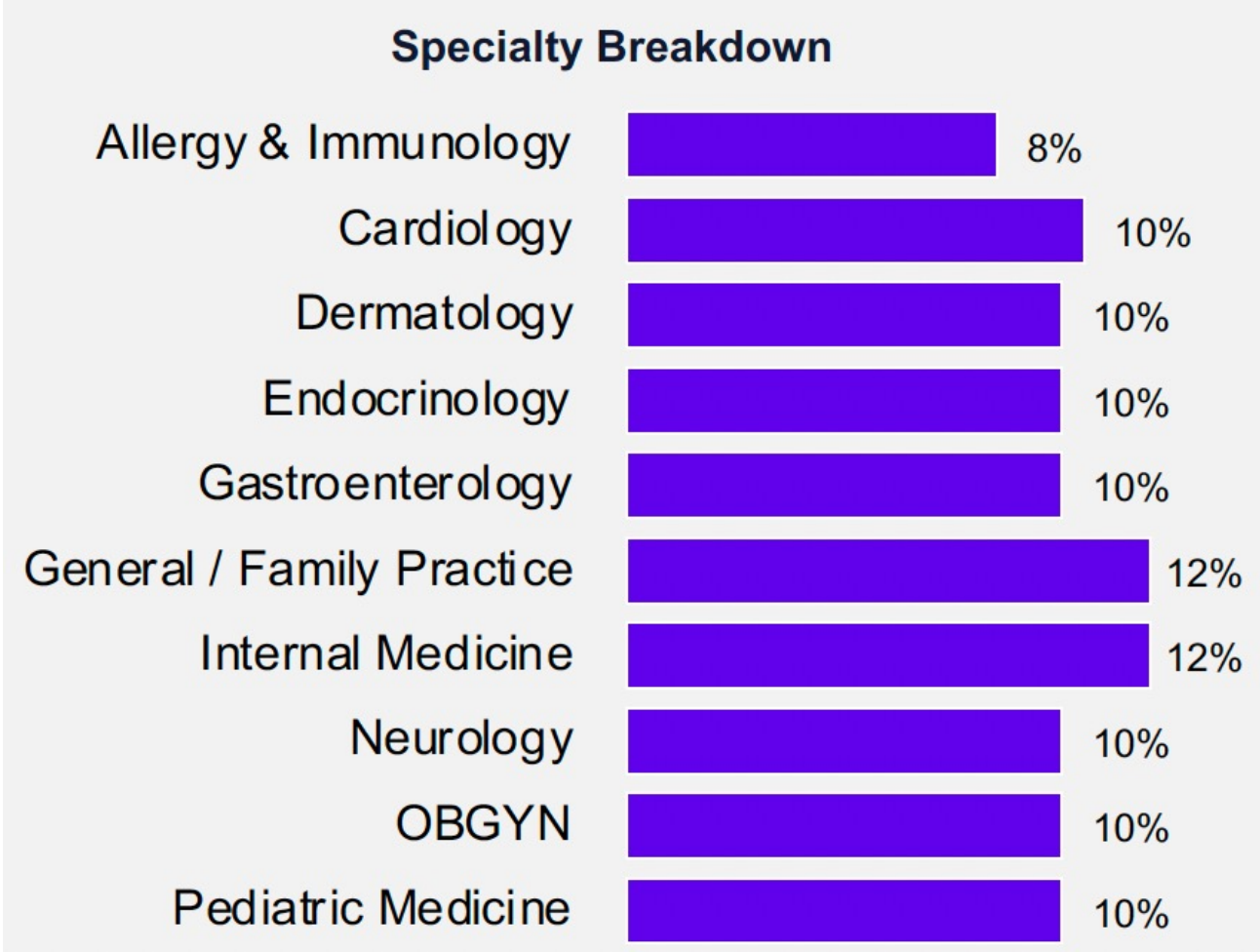


The Precarious State of HCPs

- Changing circumstances
- Intense workflow
- Physician shortages
- Increased burnout
- Different demographics

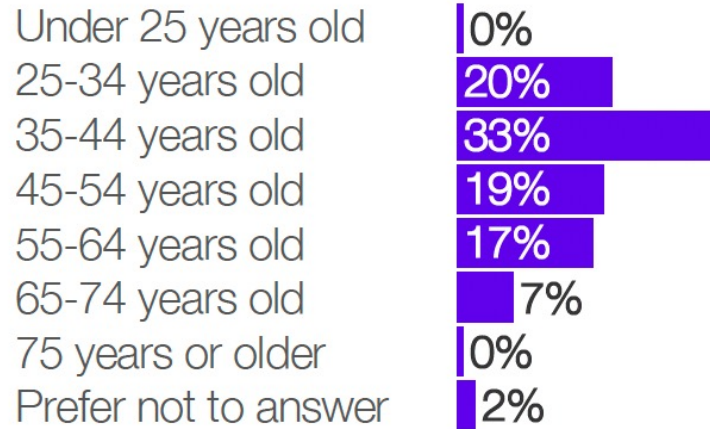
HCP Social Media Survey: US Physicians

206 US Physicians across 10 specialties

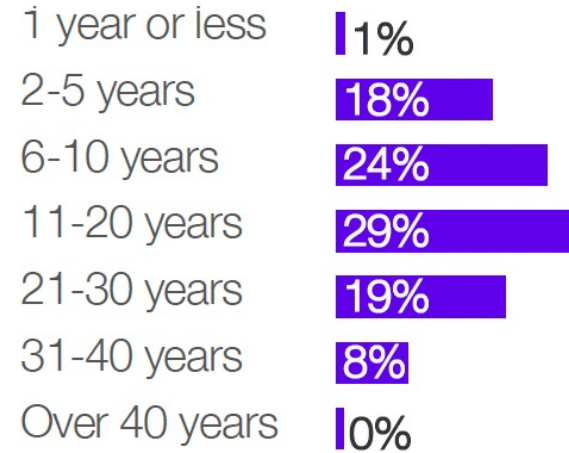


Respondent Profile

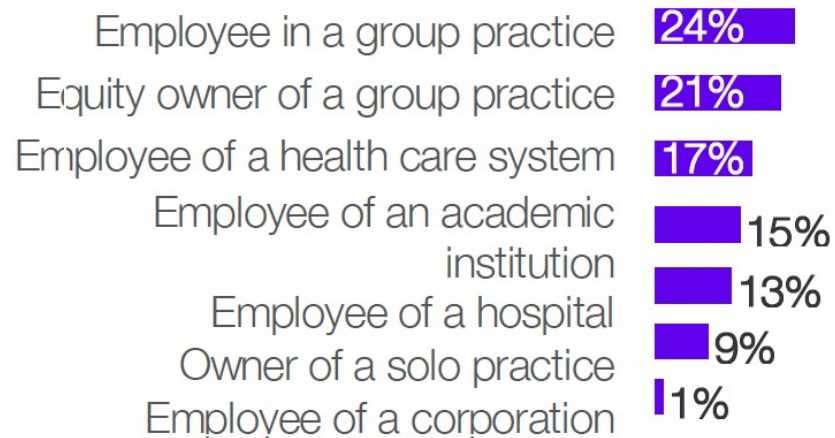
AGE



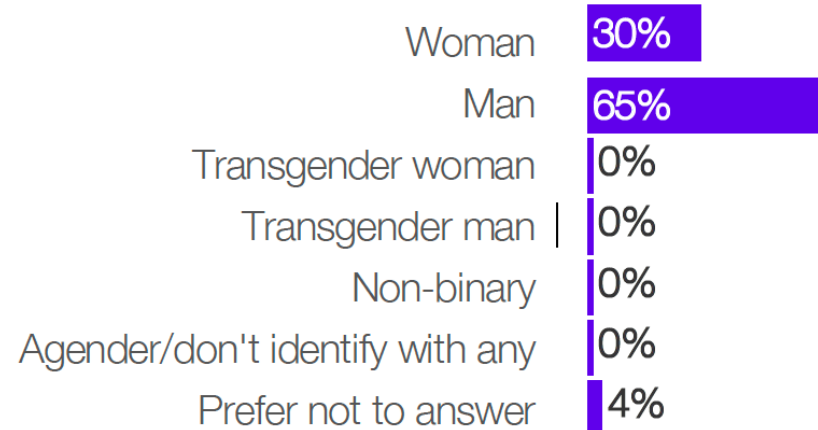
YEARS IN PRACTICE



PRACTICE TYPE



GENDER



**78% use
Social Media
for clinical and
professional
purposes**



HCPs use social media for multiple reasons

HCPs use social media to consume, create or share information.

They come for:

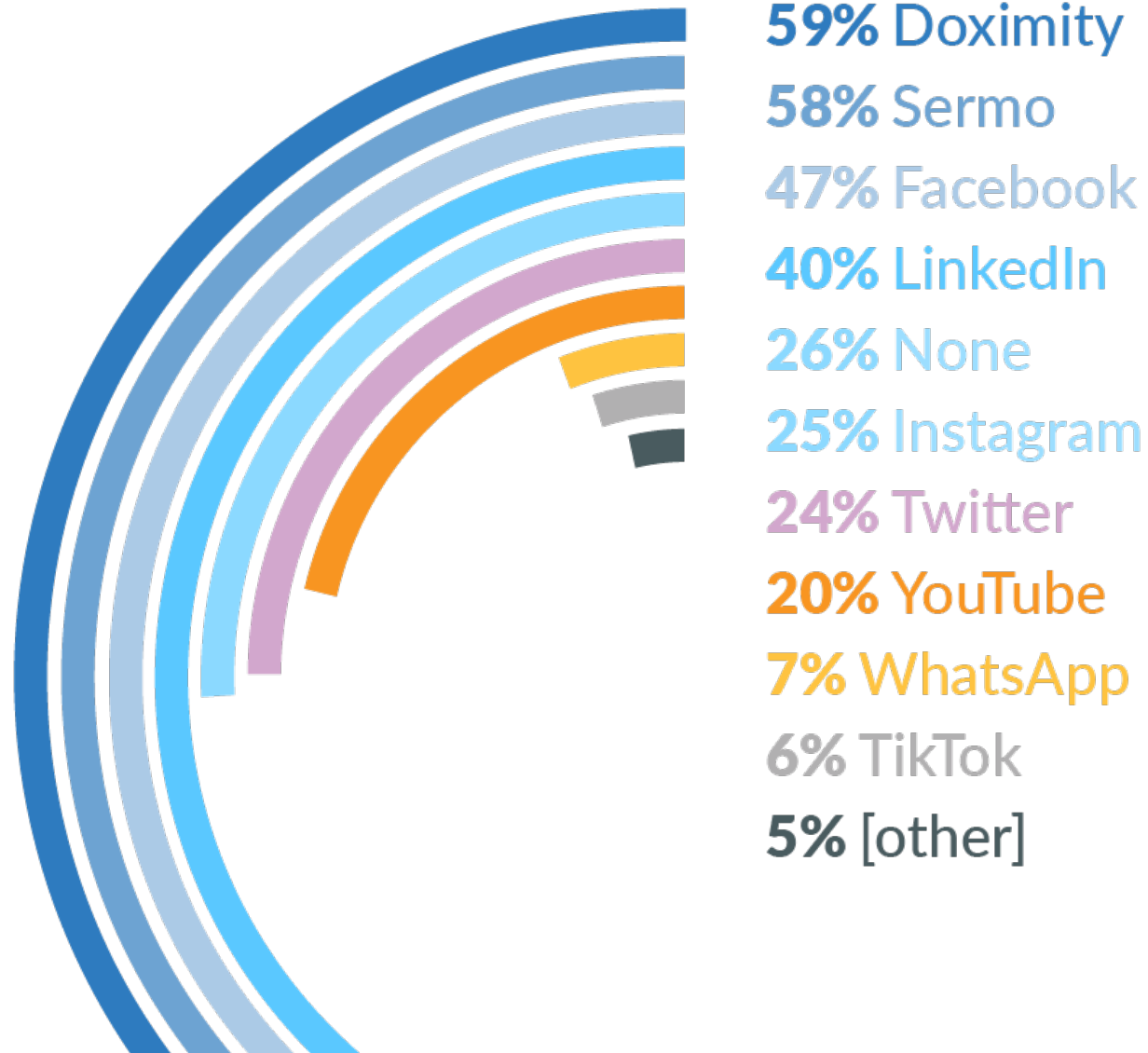
- professional collaboration
- unfiltered discussions
- specific influencer content

89% of HCP social media users find it:

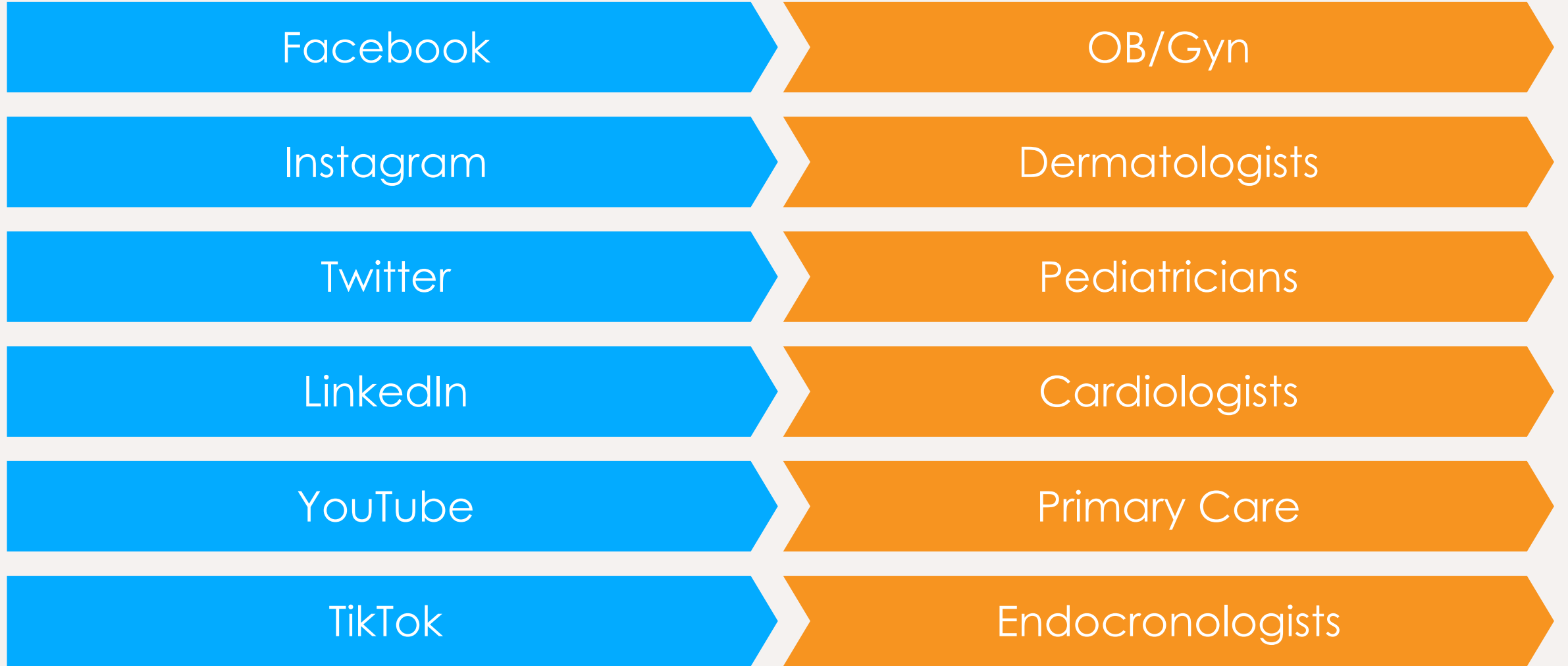
- an effective professional communications channel
- a trusted source for learning



HCPs Use a Mix of Private & Public Social Platforms for Professional Purposes



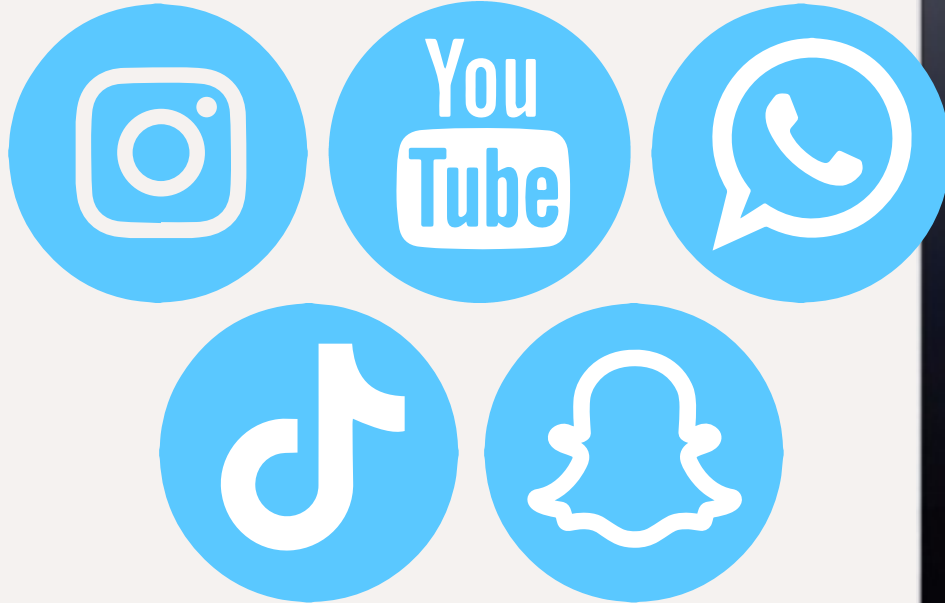
Specialists Favor Different Platforms as a Primary Source



HCP Social Activity on Public Platforms

	Have a separate clinical professional page	Have posted clinical or professional information	Are a member of a private medical group	Follow hospitals, professional...	Follow other practitioners	Are a member of a journal club	Have read or downloaded clinical or medical...	Earned CME Credits	Have been alerted to congress or KOL presentations	Have participated in a virtual congress or conference	Have changed your thinking about medications...	Other	<i>n</i>
Facebook	20%	24%	52%	44%	47%	14%	30%	18%	28%	20%	42%	6%	96
Instagram	26%	19%	15%	43%	56%	11%	20%	11%	9%	11%	22%	7%	54
Twitter	29%	43%	21%	62%	52%	19%	43%	21%	24%	21%	45%	10%	42
LinkedIn	29%	34%	16%	46%	57%	19%	37%	28%	35%	33%	29%	8%	83
YouTube	15%	15%	13%	27%	42%	6%	38%	25%	25%	23%	31%	8%	52
Pinterest	0%	0%	0%	0%	67%	67%	0%	0%	33%	0%	0%	0%	3
Snapchat	33%	17%	25%	25%	50%	33%	25%	25%	25%	17%	25%	8%	12
TikTok	21%	21%	21%	43%	29%	7%	7%	21%	14%	14%	50%	14%	14
WhatsApp	12%	31%	31%	20%	31%	20%	27%	14%	18%	14%	27%	14%	49

HCP Activity Beyond Facebook and X



1 in 4

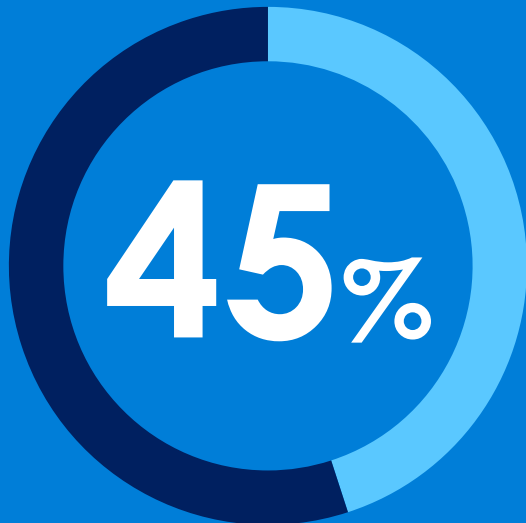
HCP survey responders seek out medical information on Instagram, YouTube and What's App



TikTok and Snapchat have a minor but growing presence



4 in 10



Peer-to-Peer Sharing Science on X

- 4 in 10 responding doctors downloaded content from X
- 45% reported that content from X affected their clinical or medical thinking about treatments or medications
- Significant numbers of private HCP groups remain on X

Key Takeaways On Public Platforms



HCPs use public social media channels for professional content



HCPs use each site differently



Every platform has its own rules plus macro and micro-influencers



HCP Platforms:

The “Walled Gardens”



Why HCPs Value The Walled Gardens

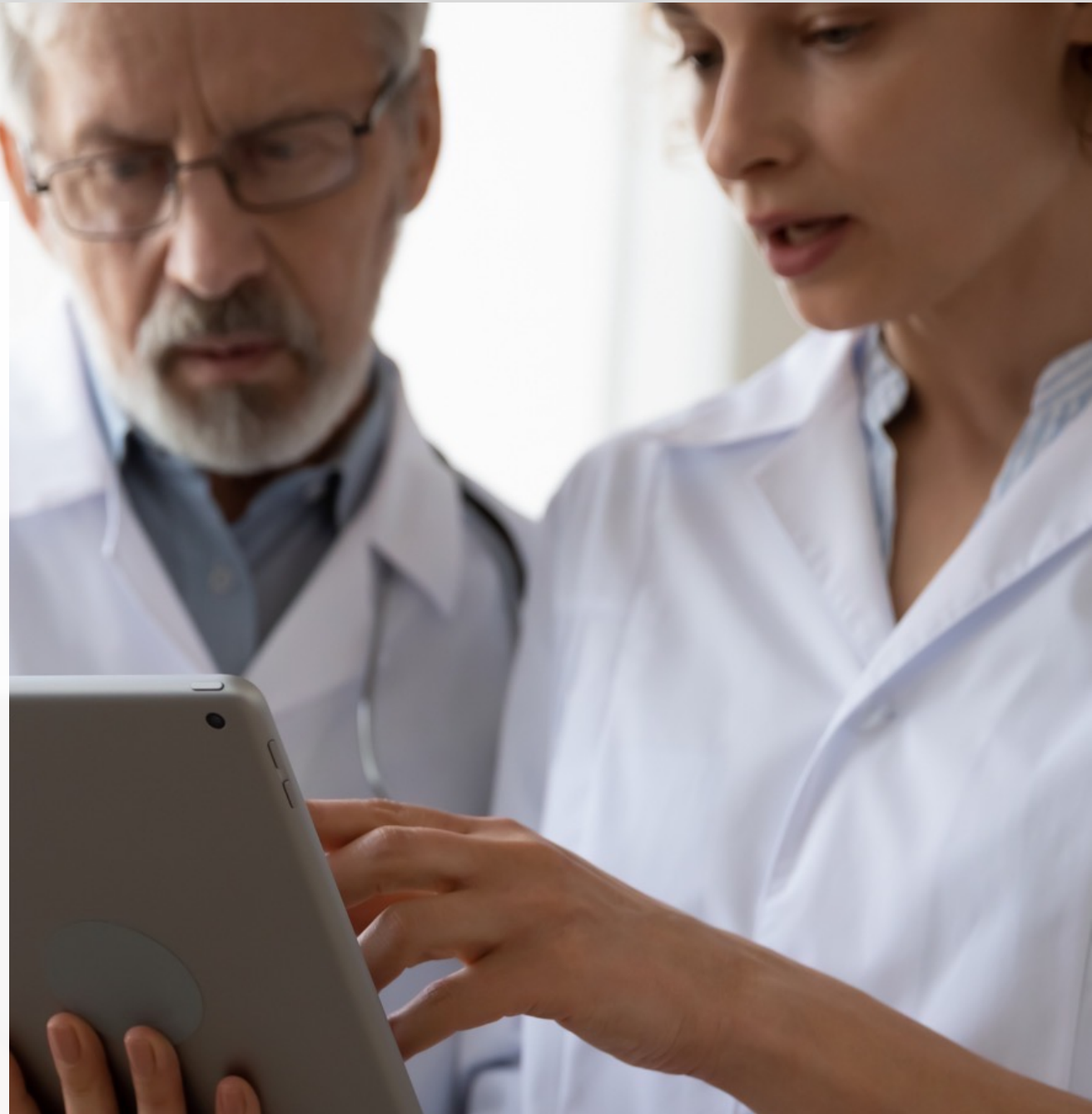
- HCPs can let their guard down
- Peer-to-peer connections
- Real-time knowledge transfer
- Global mentor & KOL access
- Info, opinions from valid, vetted medical sources

HCP Social Activity on Private Platforms

	Have posted clinical or professional information	Are a member of a private medical group	Follow hospitals, professional...	Follow other practitioners	Have read or downloaded clinical or...	Earned CME Credits	Have been alerted to congress or KOL...	Have participated in a virtual congress or...	Have changed your thinking about medications...	Other	n
Sermo	36%	13%	22%	32%	44%	29%	22%	19%	41%	15%	119
Doximity	22%	21%	38%	52%	52%	45%	25%	19%	33%	7%	121
Univadis	33%	0%	33%	33%	67%	33%	0%	0%	0%	0%	3
Figure1	33%	33%	33%	67%	67%	33%	33%	67%	67%	0%	3

Digital Opinion Leaders (DOLs)

- Self-appointed
- Not pharma shills
- Active specialists
- Promote themselves
- Post frequently
- Have a POV



Factors Affecting DOL Perspective

- Age & generational cohort
- Years in practice
- Med school & residency
- Specialty & board certification
- Hospital or practice affiliation
- Gender
- Ethnicity
- Geography



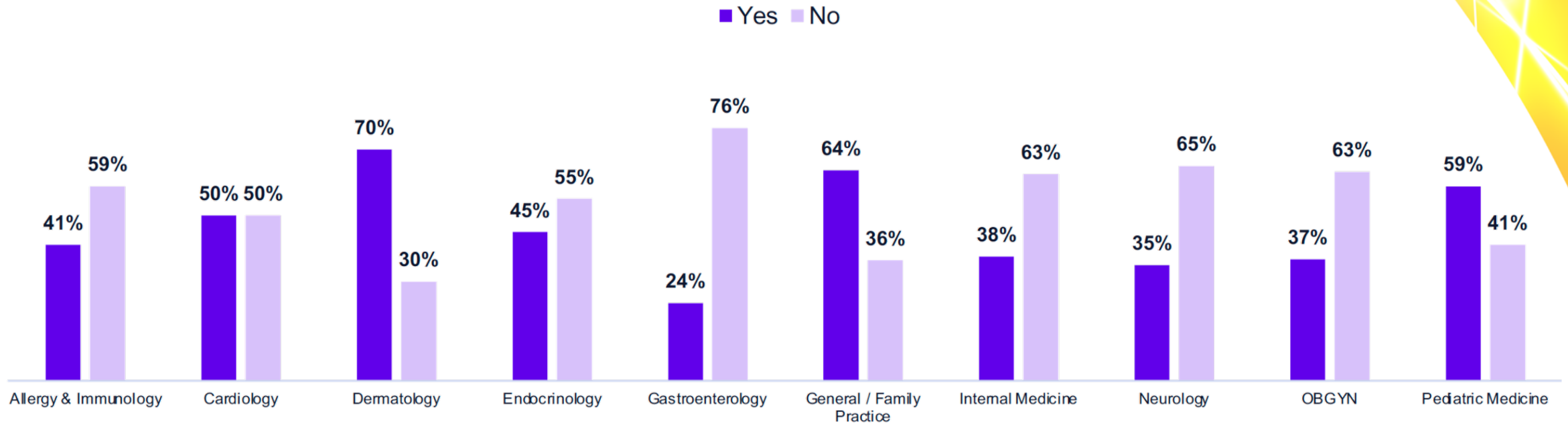
Likely Influencer Topics

Partnering with influencers helps raise awareness about:

- conditions
- symptoms
- research
- treatment options
- specific products
- health policy
- advocacy groups
- misinformation



Who Follows Influencers?



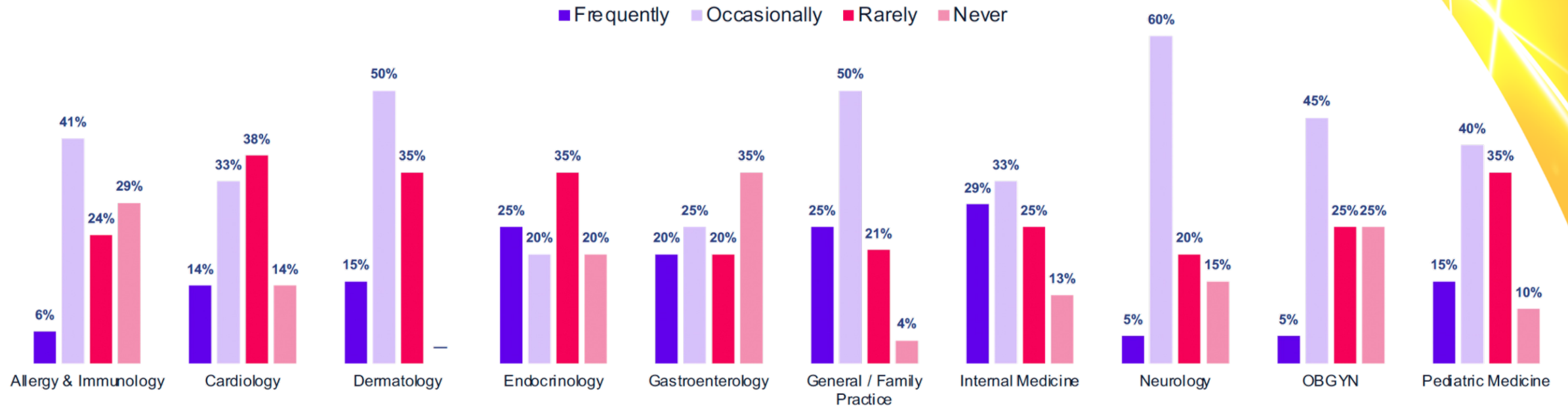
- **Dermatologists (70%)** are significantly more likely to follow physician/HCP influencers or content creators on social media.
- **Gastroenterologists (76%)** are significantly more likely than other specialists to say they do NOT follow physician/HCP influencers or content creators on social media.



Social Media is Professionally Persuasive

- **57%** of survey responders say social media has affected their thinking towards **new treatments or medications**
- **41%** report **changing their prescribing decisions** based on information consumed on social media

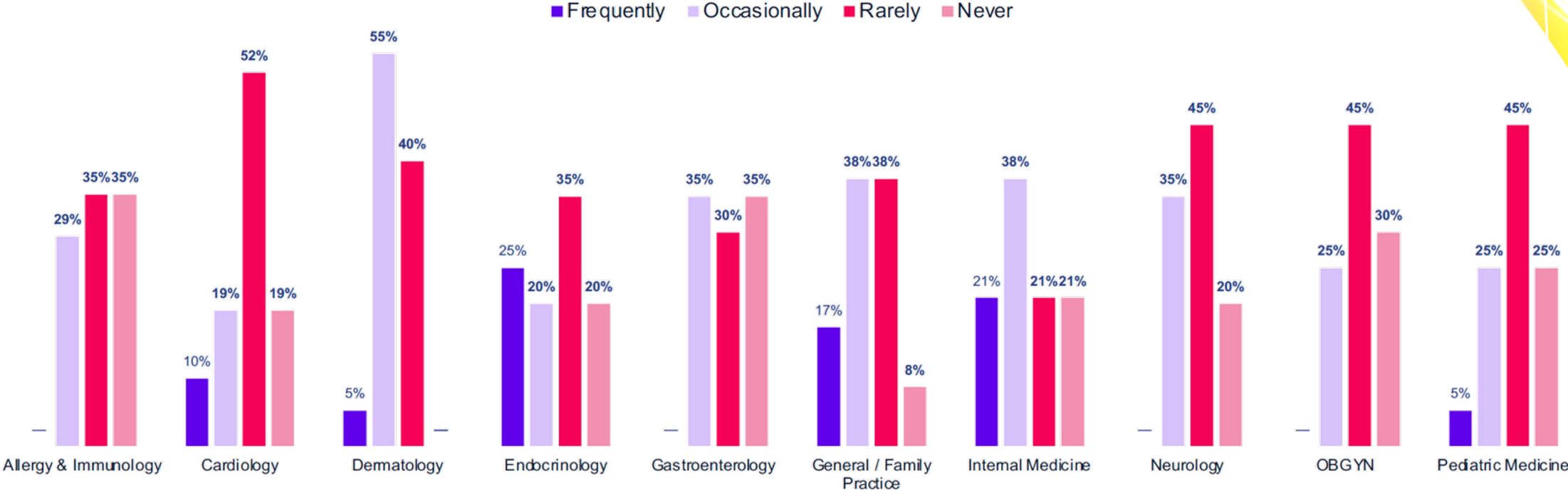
Changing Perceptions of Medications and Treatments



Dermatologists (65%), General/Family Practice (75%) and Neurologists (65%) appear to be most influenced by social media when we look at the combination of “occasionally/frequently”

35% of Gastroenterologists say they “never” change their perceptions of medications or treatments based on information accessed on social media – significantly more than other specialties

Changing Prescribing Behavior

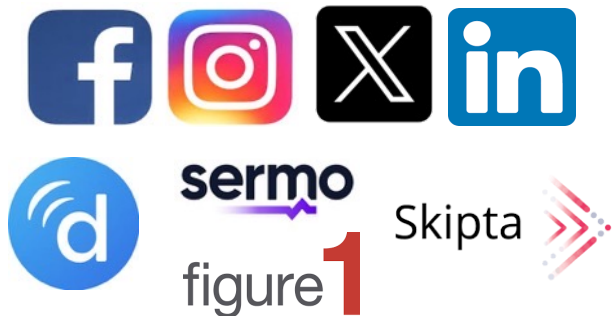


Endocrinologists (45%) and **Internal Medicine Physicians (59%)** are more likely than other specialists to say they frequently/occasionally change prescribing choices based on information on social media. **Dermatologists** lead the way in “occasionally” changing choices at **55%**.

How HCPs Use Social Media

HCPs use social media in both traditional “consumer” platforms, as well as the “walled gardens” of HCP-only networks.

- Study the way HCPs speak to each other, based on their specialty and the social platforms they choose
- Provide different types of content for HCPs in both public networks and on closed HCP forums
- Don't forget TikTok, Instagram and other new platforms



What that means for you

What they do, how they communicate, even the words they use, are different in each type of platform.

Recommendations

1

Plan to use public and private social media from the start

2

Target HCPs by their specialty and primary social platform

3

Develop data-rich short, snackable, and shareable video

4

Have MSLs join private groups and journal clubs

5

Find, vet, and co-create with Digital Opinion Leaders (DOLs)

6

Moderate social assets to be FDA compliant



LiveWorld

Unlock Social