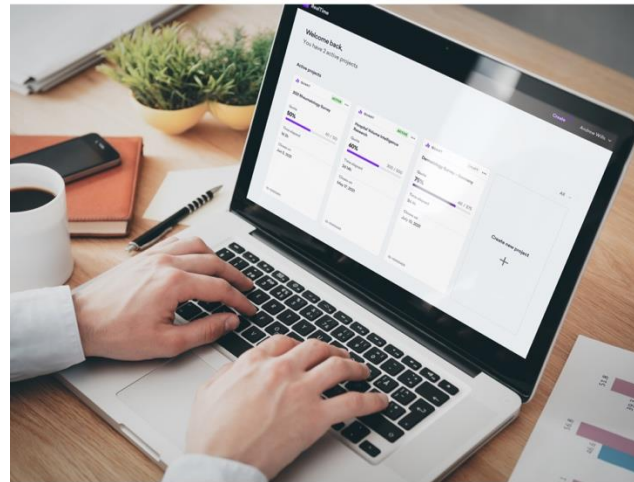
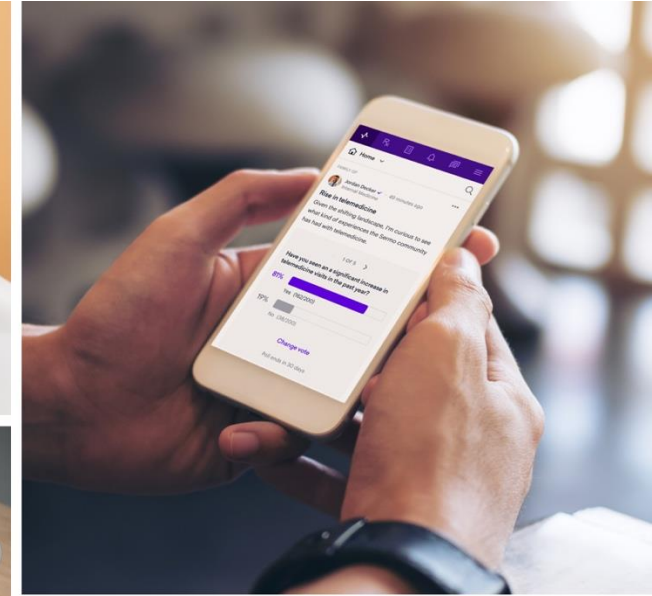
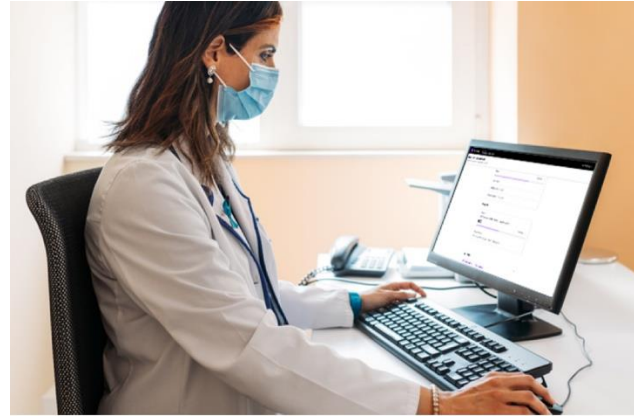


The Influence of Influencers Report

Developed in Partnership with LiveWorld

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Objectives of our research



Learn **what makes a trusted healthcare “Influencer”**



The impact creators have on physician perception and decision-making



Tips to **supercharge and streamline** your influencer strategy

RealTime research overview

Report insights were developed in partnership with LiveWorld and are fueled by Sermo's proprietary RealTime technology, used to survey n=317 US Physicians to participate in a 10-minute online survey. The survey was fielded in 8 hours on July 14, 2024.

SPECIALTY GROUP	SAMPLE
General / Family Practice	38
Dermatology	31
Cardiology	30
Endocrinology	30
Gastroenterology	30
Oncology	27
Psychiatry	27
Neurology	27
OB/GYN	26
Ophthalmology	26
Allergy & Immunology	25
TOTAL	317

GENERATIONAL BREAKOUT	SAMPLE
Millennial	197
Gen X	76
Boomer	44
Total	317

Meet the modern-day healthcare content creator



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Content creators are not one-size-fits-all

There is a wide spectrum from micro-influencers and rising stars to established opinion leaders

MICRO INFLUENCER



Dr. Austin Chiang

- *Interventional GI educating about rare gastrointestinal diseases*
- *90k followers on Instagram*
- *Chief Medical Officer for Medtronic*

DIGITAL OPINION LEADER



Dr. Glaucomflecken

- *Ophthalmologist*
- *TikTok influencer with 2.3M followers*

KEY OPINION LEADER



Dr. Narjust Florez

*Associate Director of the Cancer Care Equity Program and Assistant Professor of Medicine
Dana-Farber Cancer Institute*

CELEBRITIES

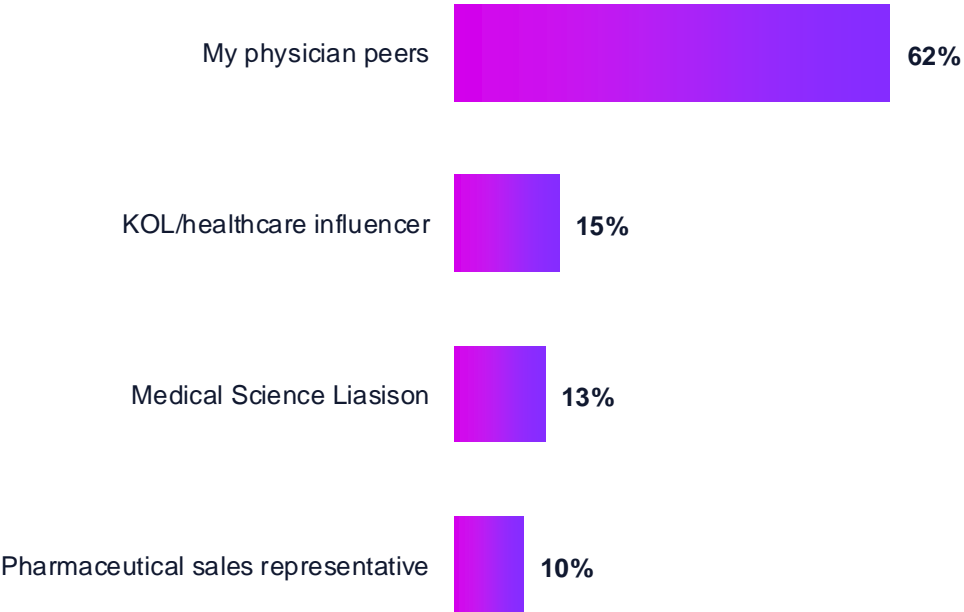


Serena Williams

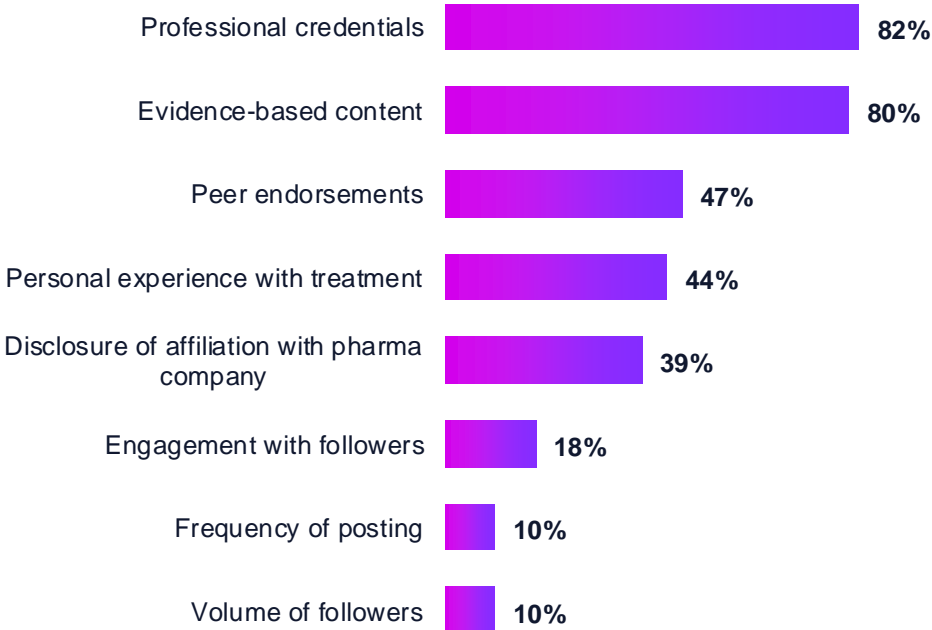
for Ubrelyvy

Although peers are #1, professional credentials & sharing evidence-based content lend credibility to KOLs

Q: Who would you prefer to receive medication information from the most?

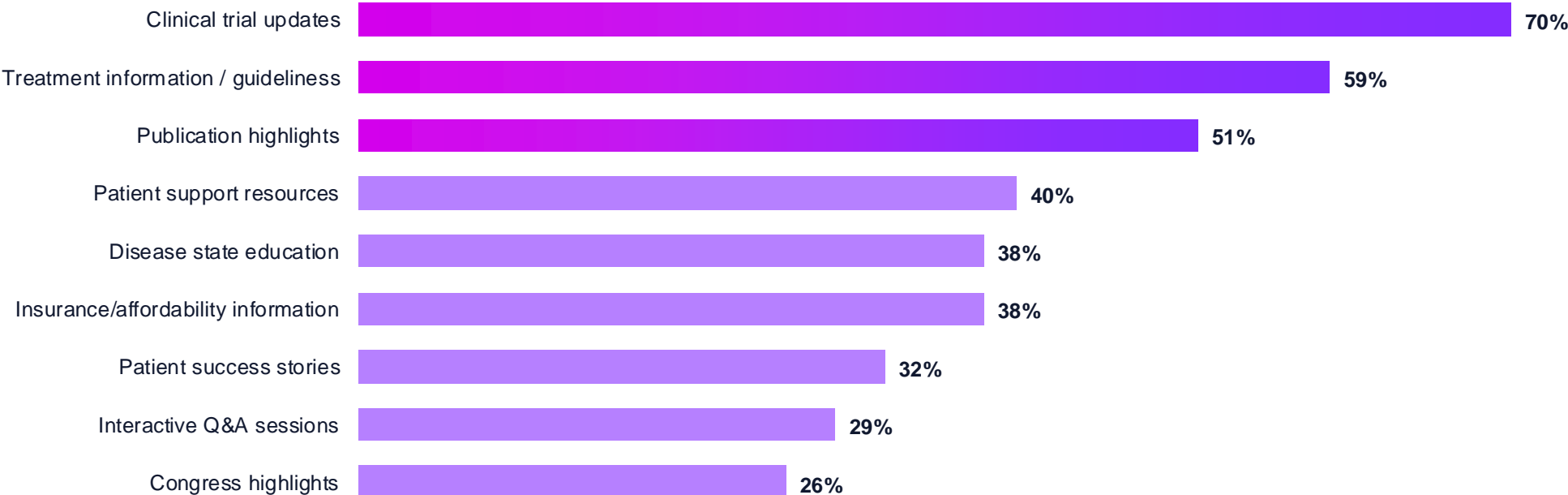


Q: In your opinion, what makes a healthcare influencer or KOL credible?



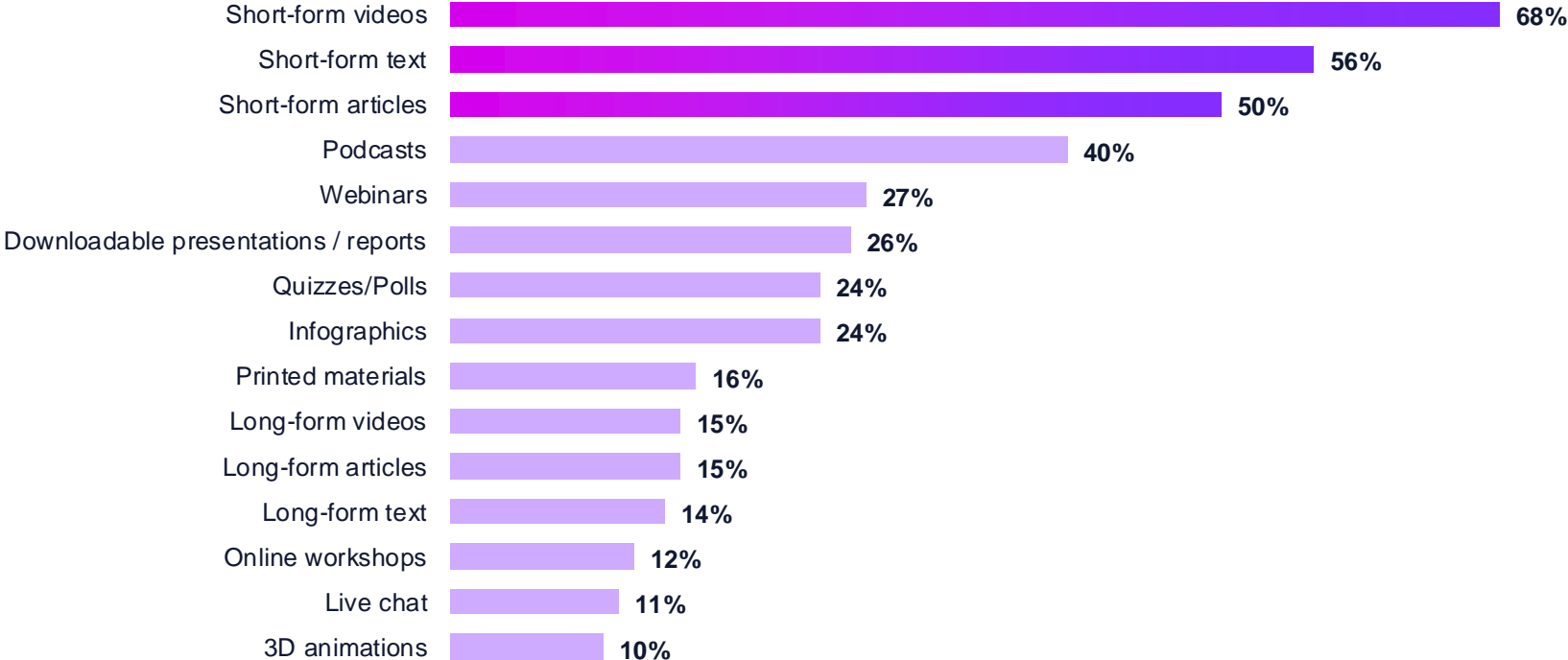
When receiving information from pharma KOL, physicians like to receive clinical trial updates, treatment information and publication highlights

Q: What kind of content would you like to receive from influencers or KOL collaborations with pharmaceutical companies?



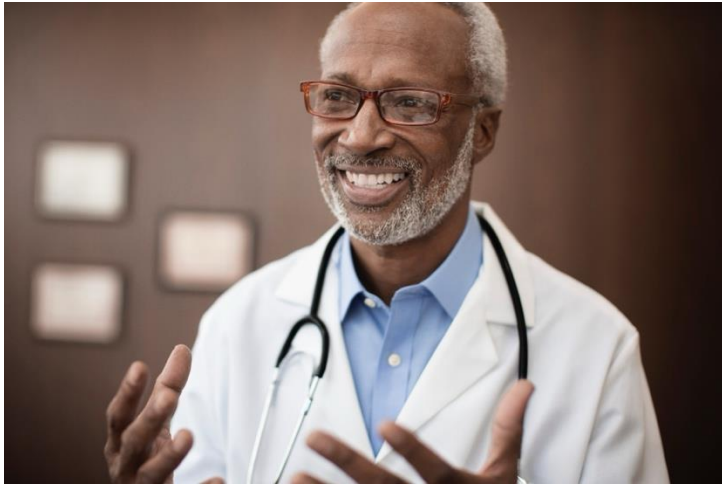
Short-form is physicians' most valued type of creator content on social

Q: Which format of social content created by healthcare influencers or KOLs do you find most valuable?



Short-form content is king on social

Optimize channel and content strategies for generational differences



Boomers (1946-1964)

- ✓ Prefer private platforms like Sermo and Doximity
- ✓ Value pharma affiliation disclosure
- ✓ Favor short-form and congress summaries



Gen X (1965-1980)

- ✓ Value evidence-based content
- ✓ Show a strong preference for webinars and printed materials



Millennials (1981-1996)

- ✓ Lean towards peer-delivered information
- ✓ Prefer infographics, and long-form videos
- ✓ Engage actively on platforms like X, Instagram, Reddit, and TikTok

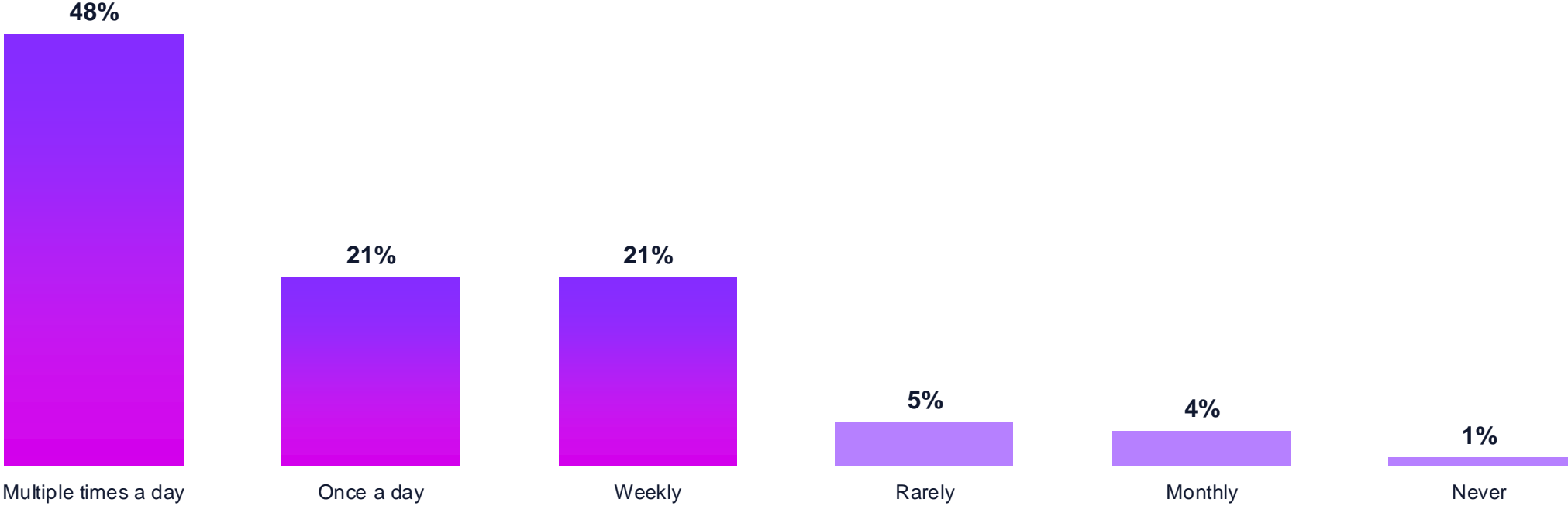
So...what's
the influence
of these
influencers?

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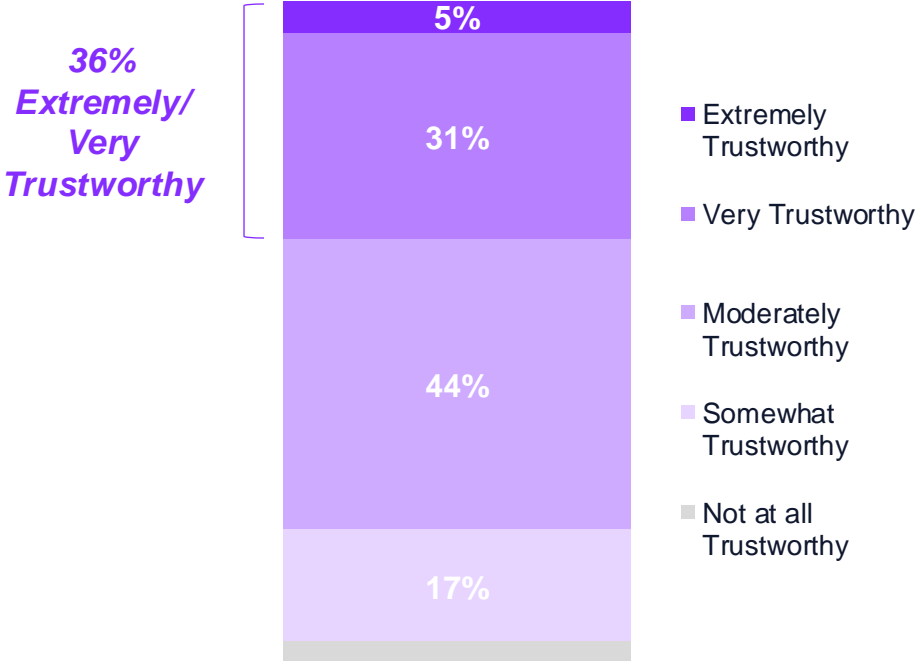
Physicians are highly engaged with physician creator content, with 90% engaging at least weekly

Q: How often do you engage with content created by healthcare influencers or KOLs on Social Media?

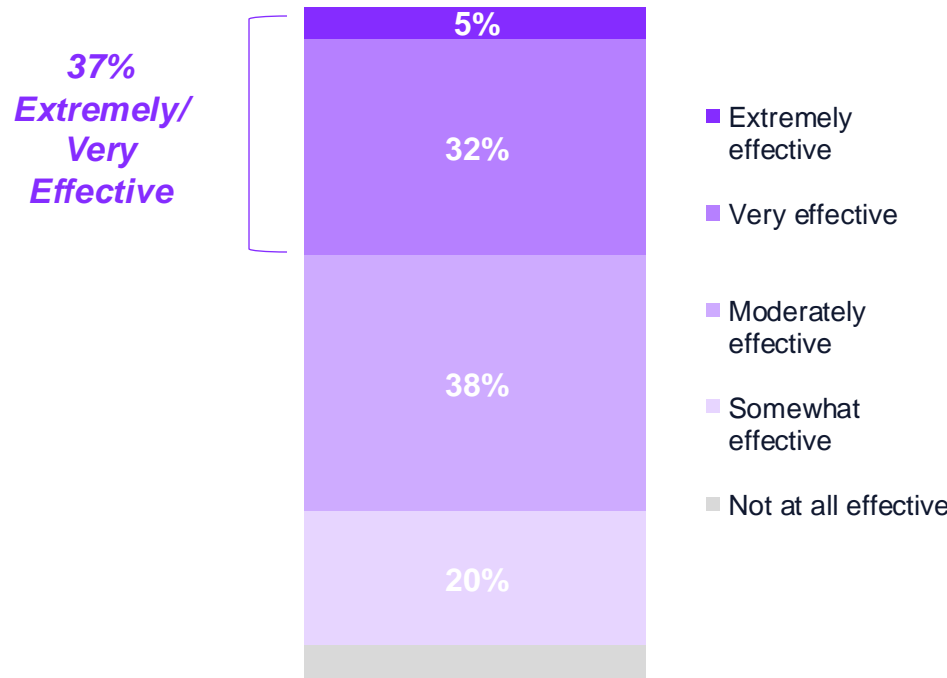


36-37% of physicians consider the information provided by KOLs as extremely/very trustworthy and effective, respectively

Q: In your opinion, how **trustworthy** is the information provided by healthcare influencers or KOLs on social media?



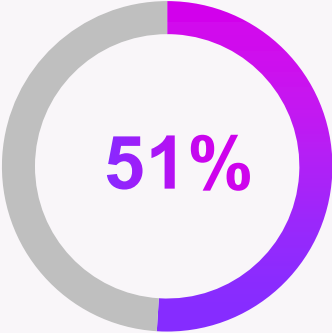
Q: How **effective** do you find social media content from healthcare influencers or KOLs in keeping you updated about treatments?



Physicians are more open to learning and receiving information about treatments & pharma products when the recommendation comes from a KOL

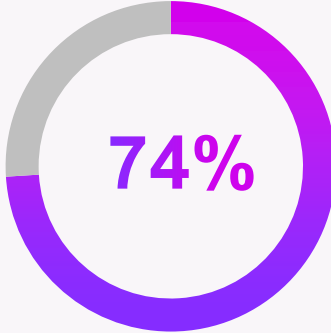
Influencer Content Inspires:

Research



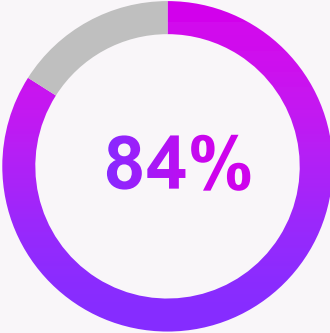
Report that **KOLs have inspired them to conduct additional treatment research**

Product Consideration



are likely to consider information about a pharmaceutical product if the information is presented by a trusted healthcare influencer or KOL

Social Sharing

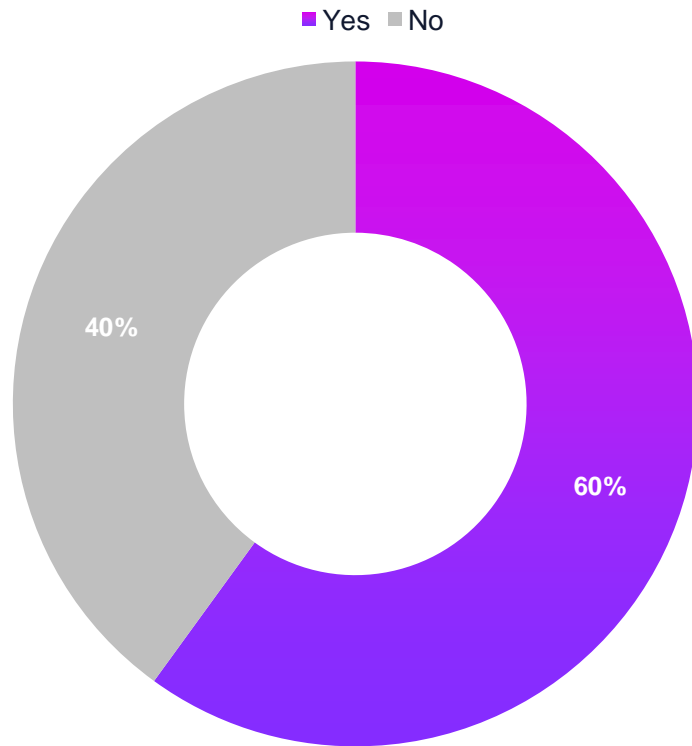


have shared healthcare influencer's content with a colleague or friend

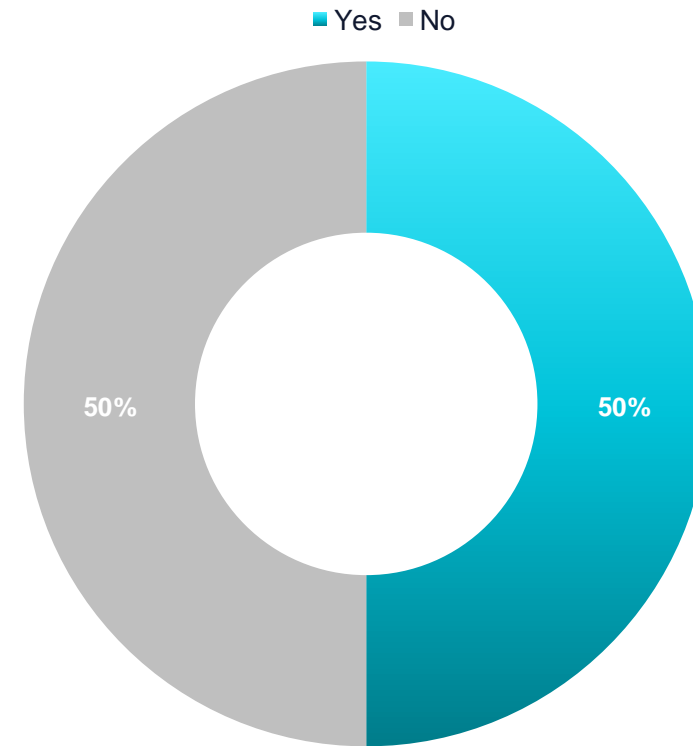


KOLs play an important role in physicians' perceptions and prescribing choices

60% have changed their **perception of a medication** based on content from a healthcare influencer or KOL on social media



50% have changed their **prescribing choices** based on content from a healthcare influencer or KOL on social media



Tips to supercharge and streamline your influencer strategy

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Common challenges faced by pharma

Measurement/ROI
Ethical dilemmas **Complicated** Content approvals
Content moderation

Time-consuming

Expensive Influencer discovery / vetting **Contracting**
Content approvals

Transparency Regulatory issues

The Creator Lifecycle Playbook: Identifying & Profiling

IDENTIFYING

Identify the right HCPs based on your end audiences' needs

Build a network of diverse creators you can tap into year-round

- Planned activities
- "Wish list" activities

KEY INSIGHT

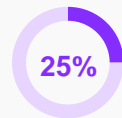
Physicians are **equally likely to follow rising stars as they are to follow an established KOL** affiliated with a pharma brand

Extremely/Very Likely to Follow

Rising Star



Established KOL



PROFILING

Go beyond just contact information to consider:



PROFESSIONAL / SCIENTIFIC HISTORY

- Hospital/Health System Affiliations
- Publications
- Clinical trials
- NIH grants
- Symposia
- Payments from pharma



DIGITAL FOOTPRINT

- Social Accounts
- # followers by channel
- Most used keywords/topics
- Amplification of their content – sharing, posting and how often other HCPs share their content/add their own perspective



AFFINITY

- Brand affinity
- Message affinity

The Creator Lifecycle Playbook: Activation

ACTIVATION

- Templatize, templatize, templatize!
- Set expectations upfront
- Prepping your KOLs is key
- Implement a robust pre-approval process with baked-in time for KOL review
- Maintain an ongoing relationship with creators/KOLs over time
- Be proactive about med-legal: one-click rule is not a thing, influencers require ISI
- Mitigate risk by providing a “do not mention” list
- Create an “issue management” process in case something goes wrong

Example KOL activation outreach

The rising prevalence of Condition X and the critical need for effective HCP education presents a significant challenge.

This rise prevalence not only strains healthcare systems but also significantly impacts patient quality of life, underscoring the urgent need for effective, KOL-driven educational initiatives.

You have been identified as a key online opinion leader in Condition X, whose expertise we are seeking to contribute to an upcoming disease state education program. These peer programs are designed to educate our physician audience and will be hosted on the Sermo platform.

I would love the opportunity to take a few minutes of your time for a brief call to share more detailed information about both the program and associated honoraria.

Look forward to hearing from you and potentially working together on this important educational opportunity.

Thanks in advance,

PS—Please note, there is limited availability for this opportunity.

← **Problem:** Name the problem

← **Amplify:** Point out why the problem is particularly bad

← **Solution:** Describe how to solve the problem

← **Transformation:** Demonstrate how you have helped solve similar problems

← **Offer:** Describe your specific offering

← **Response:** What should the creator do next



Never forgot to create a sense of urgency!

You're doing amazing things for the medical community.

Let us support you every step of the way!



1.5M+
HCP Members



95+
Specialties



150+
Countries

business@sermo.com
sermo.com/business

The image displays three overlapping screenshots of the sermo platform interface. The top screenshot shows a dashboard with a 'Welcome back' message and two active projects: 'Hospital Volume Intelligence Research' and 'Dermatology Survey - Germany'. The middle screenshot is a survey progress card for a 'Rheumatoid arthritis study' showing 75% completion (300/400) and a 4-hour time elapsed, closing on June 5, 2024. The bottom screenshot shows a social feed with a post by Morgan Schnapp about an 'Unexpected response to immunotherapy' and a poll question: 'Have you observed unexpected positive responses in advanced cancer patients on new immunotherapy regimens?' with 'Yes' and 'No' options. The right sidebar of the feed includes a 'Telemedicine Software Study' with a \$50 reward and an 'Oncology Series: Part 1' event.