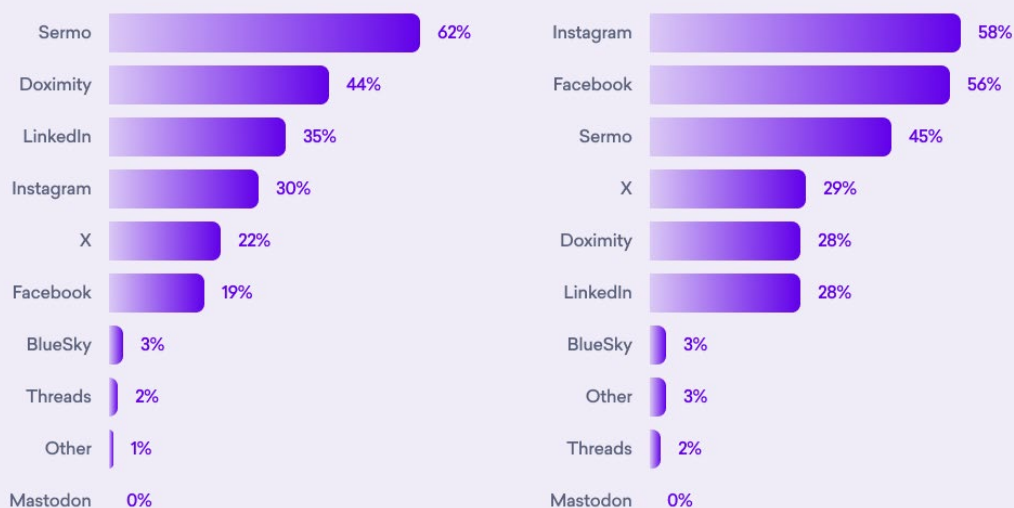


How social platforms rank for physician marketing

See why more brands—from vitamins and supplements to physician-focused financial services—are scaling HCP strategies on HCP-only platforms. Meet doctors on social where they're in a professional mindset, and align your message alongside credible, clinically relevant content.

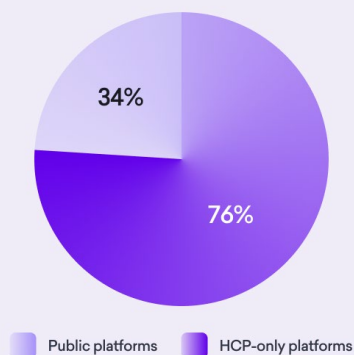
Social platforms used for professional vs. personal use

n = 116



Medical information rated extremely/very valuable by platform type

n = 116



85%

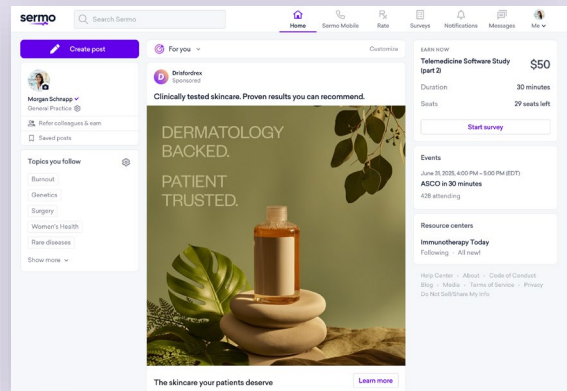
of doctors classify their mindset as "much more medically/professionally focused" on HCP-only platforms



Ready to hit your HCP engagement goals?

You've seen how physicians influence far more than prescriptions, guiding patient choices that drive adoption and growth

Now it's time to act—connect with doctors where they're learning and turn that influence into measurable results for your brand.



With Sermo's Engagement Manager, you can:

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- ✓ **Target precisely** by specialty and country
- ✓ Launch fast and **pay only for true engagements**
- ✓ Track results with **real-time reporting**

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Launch your first campaign within one week and **receive 20% off.**

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