



The Guide to Smarter HCP Marketing

7 proven ways to engage physicians with
your brand messaging

Doctors influence more than just prescriptions

Physicians are more than prescribers, they're trusted advisors whose recommendations shape decisions across diagnostics, devices, digital health, insurance, and everyday wellness. When doctors endorse a solution, patients listen. For health-focused companies, building meaningful connections with physicians isn't just smart marketing, it's essential for credibility and adoption.

Today, physicians are increasingly turning to physician-only social platforms to exchange insights, stay up to date on innovations, and seek trusted resources. These private, professional spaces create a powerful opportunity for healthcare brands to reach doctors in context, when they're most engaged and looking for reliable information.



1M+

**Physicians on
the platform**



65%

Engagement rate

(when video is included)



+18%

**Lift in intent to
recommend your brand**

Source: Sermo Analytics, October 2025; Sermo Program Impact Benchmarks Database, May 2025

Turn physician-only social into your competitive edge

In this white paper, we outline **7 actionable best practices for engaging physicians effectively on social media**. From creating content that resonates to building campaigns that drive measurable impact, you'll discover how to earn physician trust and influence decisions that extend far beyond the prescription pad.

Tip #1: Keep It Short

Physicians are busy. They don't want to wade through a wall of words to get to the point — and they won't.

% of HCPs rate their demand as HIGH for the following content formats

Short-form text bite-sized, fast facts



63%

✓ 63% of HCPs say they want **short-form, bite-sized content that delivers fast facts**

Short videos (under 5 min)



57%

✓ 57% say they **prefer short videos** (under 5 minutes)

Source: EPG Health, "The Future of HCP Engagement Impact"

And here's the kicker: **short video doesn't just get watched, it drives action.** Campaigns using video on Sermo show:

45 percentage point increase in intent to discuss with a peer

80 percentage point increase in brand awareness

Source: Sermo Program Impact Benchmarks Database, May 2025



DO THIS!

Deliver your message in concise formats — quick reads, snackable infographics, and short videos that can be consumed between patient visits.

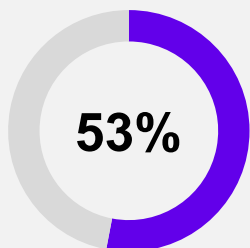


NOT THAT!

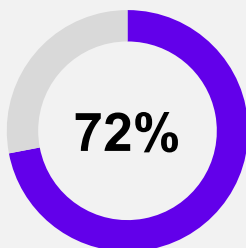
Bury the message in long, dense copy that physicians don't have time to read.

Tip #2: Partner with Opinion Leaders

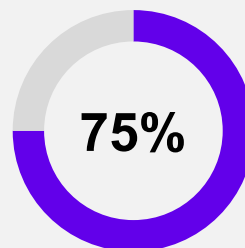
Physicians trust the voices of their peers!



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



Are likely to consider information about a pharmaceutical product if the information is presented by a trusted KOL



Have shared KOL content with a colleague or friend

Source: RealTime KOLs Study, August 2024. N= 1,010 Physicians in Europe, APAC and North America

When information comes from respected clinical voices, it doesn't just get noticed, it sparks action.



DO THIS!

Collaborate with credible Key Opinion Leaders (KOLs) who are respected in their fields and can translate evidence into practical insights

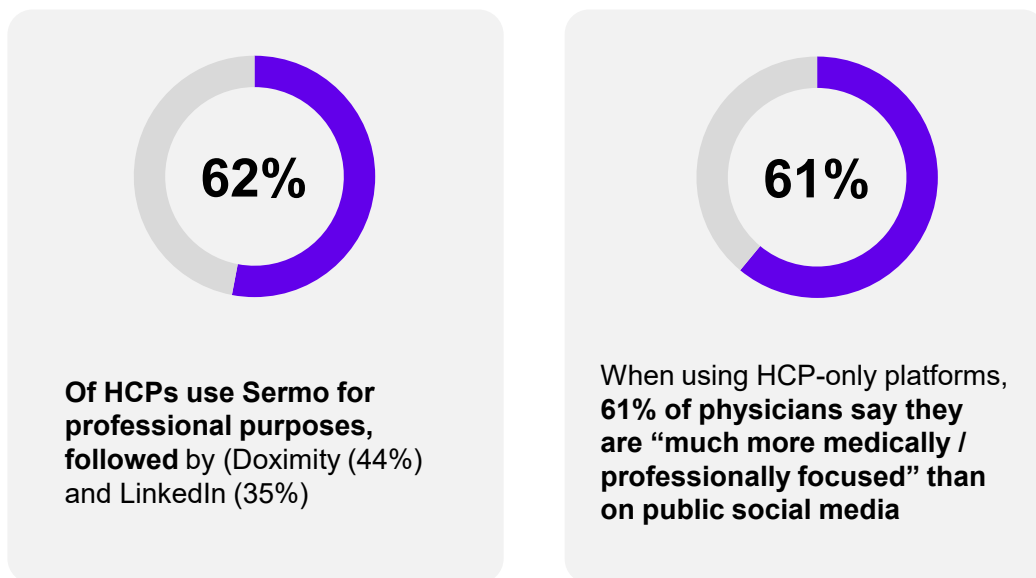


NOT THAT!

Partner with generic "influencers" who may have reach but lack clinical credibility.

Tip #3: Get Social

Not all social media platforms are created equal and physicians use them differently depending on the context.



Source: The Sermo RealTime Navigating Professional Social Media Survey (August 2025)

This means your strategy shouldn't lump all social channels together. Physicians treat professional platforms as a space for serious, clinical discussion – not casual scrolling



DO THIS!

Meet physicians where they are professionally — on Sermo, Doximity, and other trusted HCP networks — and deliver content that respects the professional context.



NOT THAT!

Assume that posting the same message across Instagram, Facebook, and LinkedIn will have the same impact.

Tip #4: Deliver Value Beyond the Logo

Physicians want more than brand promotion — they want resources that help them deliver better care. Leading teams build engagement by supporting physicians across the entire product journey.

Get behind a good cause! Show how you support the healthcare community



Free resources

Share trial subscriptions or free tools for physicians to support their day-to-day



Thought leadership

Show how your company is making an impact and building trust via podcasts to trend reports



Advocacy programs

Highlight how you're supporting public health initiatives from climate change to equity in women's health



DO THIS!

Deliver value at every stage, from unbranded disease state education to practical resources that make physicians' jobs easier.



NOT THAT!

Focus solely on brand awareness or top-of-funnel impressions.

Tip #5: Make Physicians Feel Like Your Content was Made for Them

Personalization isn't a nice-to-have, it's what drives engagement.



62%

of physicians say it is “extremely” or “very important” **for educational content to be personalized to their clinical area or patient population**

59%

say they are “very” or “somewhat likely” to **engage with content that is personalized to their clinical practices or patient demographics**

Source: Sermo HCP Sentiment Part 16, Medical Affairs (April 2025); n=499

The takeaway is simple: when content feels relevant to a physician's practice, they are far more likely to spend time with it and act on it



DO THIS!

Use specialty-specific insights, relevant patient demographics, and localized data to tailor your content so it feels designed for the audience you're targeting.

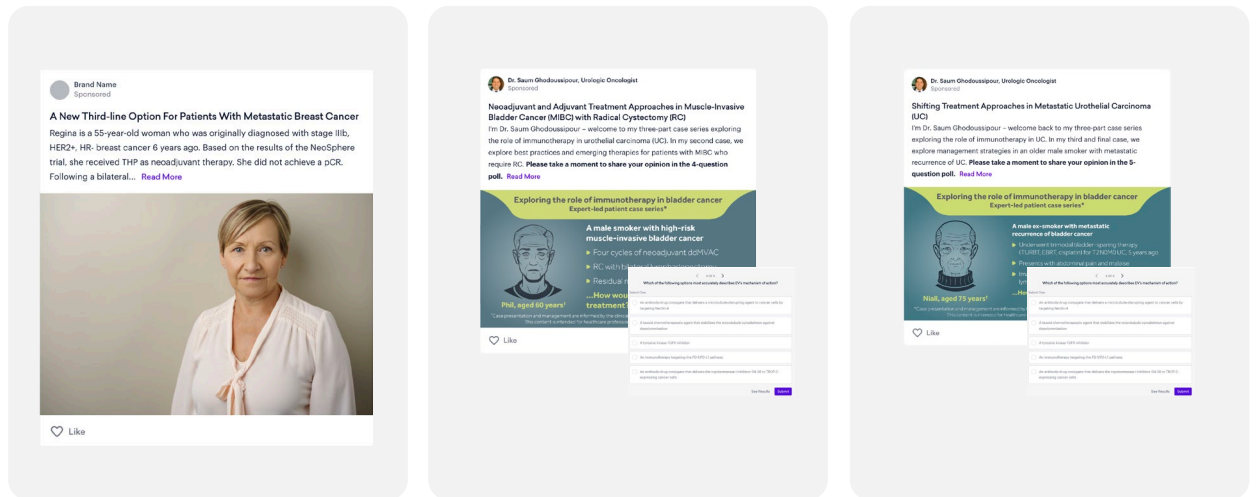


NOT THAT!

Push out generic, one-size-fits-all content that fails to speak to their day-to-day challenges.

Tip #6: Show Real Patient Success Stories

Physicians don't want perfect hypotheticals, they want content that reflects the complexity of real practice. The most engaging programs show what clinical decision-making really looks like, including the gray areas and tough calls.



This means your strategy shouldn't lump all social channels together. Physicians treat professional platforms as a space for serious, clinical discussion – not casual scrolling



DO THIS!

Present authentic, nuanced cases that spark discussion and let physicians see how peers approach challenging scenarios.



NOT THAT!

Stick to overly simple, picture-perfect cases that don't reflect the realities of patient care

Tip #7: Speak Their Language

Physicians pay attention when information is relevant, clear, and clinically grounded. The data shows they're drawn to terms that signal real-world impact.

But language matters. Overly corporate or jargon-heavy messaging can turn them off.



DO THIS!

Use the language physicians use, focused on patient care, evidence, and outcomes, and make it easy for them to see why it matters.



NOT THAT!

Bury your message in marketing speak or buzzwords that dilute the clinical relevance.

The bottom line

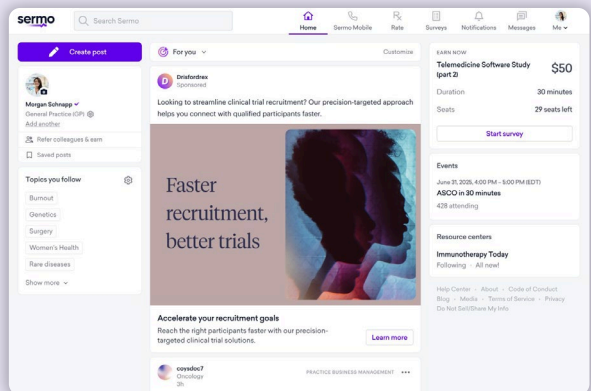
Engaging physicians isn't about doing more, it's about doing better. These seven strategies **show that relevance, trust, personalization, and clarity aren't optional, they're what separates the programs physicians ignore from the ones they act on**. When brands deliver content that is concise, credible, and clinically meaningful, they don't just capture attention, they influence behavior and improve outcomes.



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:

- ✓ **Create ads instantly** with image or video.
- ✓ **Target precisely** by specialty, role, and country
- ✓ Launch fast and **pay only for true engagements**
- ✓ Track results with **real-time reporting**

Ready to reach 1M+ verified physicians and healthcare professionals worldwide?

Create your free account today and start building campaigns that drive real-world impact.



SPECIAL OFFER!

Launch your first campaign within one week and save at least \$1000 on media

Create free account