



# Impact of Social Media in Healthcare

The healthcare landscape is rapidly growing, driven by technology advancement. It is important for the healthcare industry to communicate latest developments, scientific breakthroughs, and discovery of newer therapies to the scientific community—thus making an impact on the knowledge of the community. Healthcare companies, in particular are looking for more creative methods to reach out to their consumers. However, to convey the latest happenings in the healthcare domain, life sciences companies must rely on the right resources or channels.

Social Media is the most effective Platform to directly communicate with patients and show the value of their products. Social media platform offers an advantage over older data collecting methods with reduced cost and the ease of access.

# Influence of Social Media



**72%** of all internet users are active social media users<sup>(16)</sup>



**60%** of social media users are the most likely to trust social media posts and activity by doctors over any other group<sup>(13)</sup>



**41%** of people said social media would affect their choice of a specific doctor, hospital, or medical facility<sup>(9)</sup>



**80%** of US internet users have searched for health information online<sup>(14)</sup>



**41%** Patients are also most likely to share information about their health through social media with doctors<sup>(6)</sup>



**53%** of physicians have a Facebook page<sup>(15)</sup>



**27%** of patients comment or post status updates based on health-related experiences<sup>(2)</sup>



Out of the 5,624 hospitals in the United States, only 1,501 are using a form of social media, which equates to approximately 26%<sup>(4)</sup>

# Healthcare Professionals as Social Media Influencers



**60%**

of physicians most popular activities on social media are following what colleagues are sharing and discussing<sup>(6)</sup>



**2/3**

of doctors are using social media for professional purposes, often preferring an open forum as opposed to a physician-only online community<sup>(12)</sup>



**60%**

of doctors say social media improves the quality of care delivered to patients<sup>(13)</sup>



**31%**

of health care professionals use social media for professional networking<sup>(11)</sup>



**87%**

of physicians aged 26-55 and 65% of physicians aged 56-75 are using social media<sup>(1)</sup>



**88%**

of physicians use the Internet and social media to research pharmaceutical, biotech, and medical devices<sup>(13)</sup>

## Why do Healthcare Professionals use Social Media?

A survey of more than 4,000 physicians conducted by the social media site QuantiaMD found that more than 90% of physicians use some form of social media for personal activities, whereas 65% use these sites for professional reasons.<sup>(12)</sup>

Social media provides a platform to share the relevant medical information to the public and create awareness about any new disease, outbreaks and therapies. HCPs who are influencers use social media platforms to curate and share developments in their field, to promote health behaviors, to engage and educate the patients and to provide health information to the community.

### Twitter - An effective Social Media platform



## Twitter - An effective Social Media platform

With an average of about 330 million active Twitter users worldwide and 500 million tweets per day, Twitter is one of the popular social media platforms to share information.

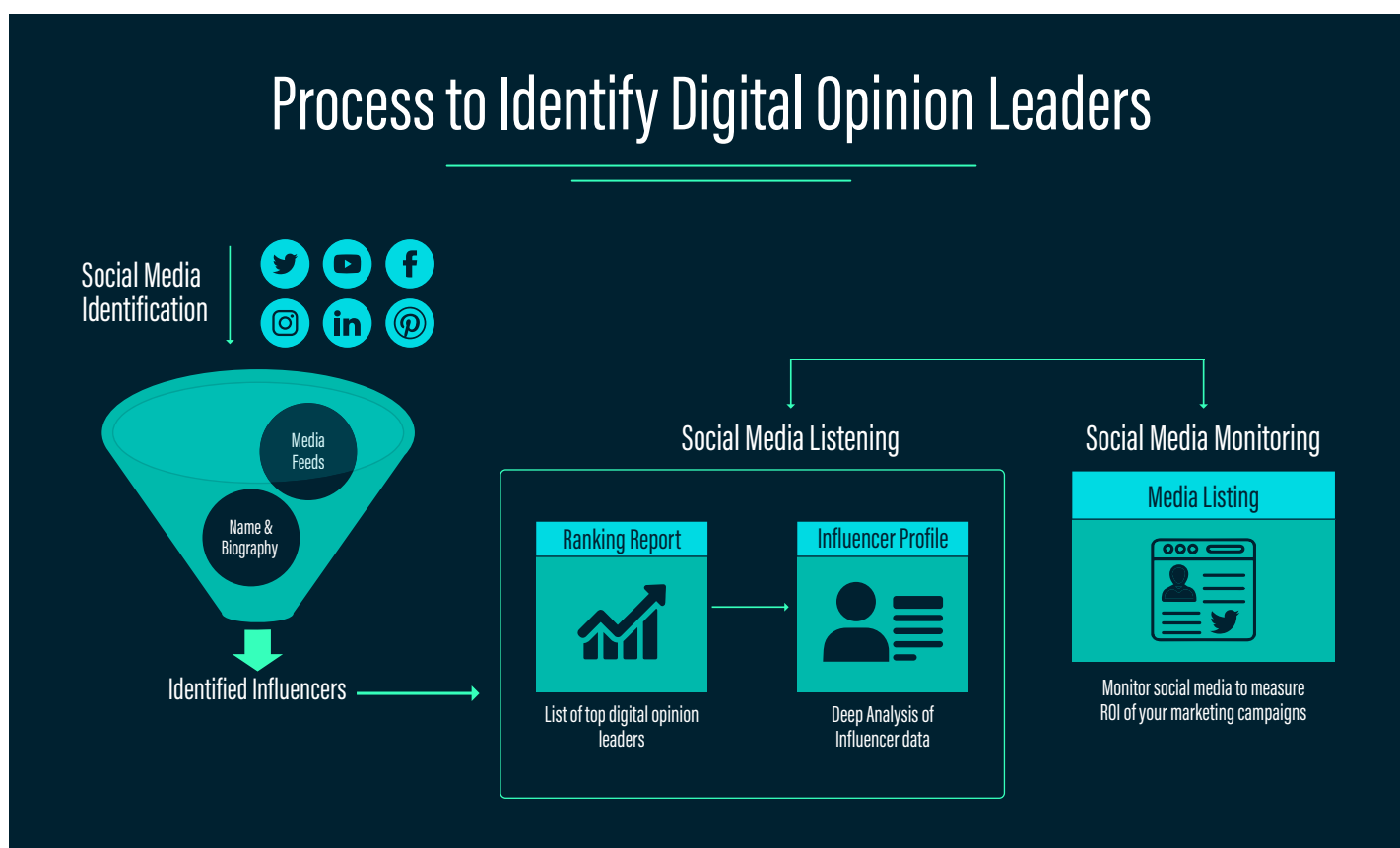
**HCPs on Twitter** - Twitter, like other social media channels, is an effective tool for Healthcare Professionals to connect with patients and physicians to provide information about the challenges in their practice and manage relationship with their followers. With over 2000 healthcare providers on Twitter who tweet more than once per day and have at least 300 followers<sup>(7)</sup>, Twitter is the most used social media platform among healthcare professionals as it is a go to place for the recent news and trends in medical industry.

## Social Media analytics and its importance in healthcare

Healthcare companies are trying to get an insight about the perception of their brand, sentiment of HCPs about different products and disease conditions. Considering social media as an integral component of HCP marketing strategy, cases have shown to generate immediate ROI and improved brand management. Social media analytics provides Healthcare companies access to data that can be used to generate insightful reports to manage relationship with physicians.

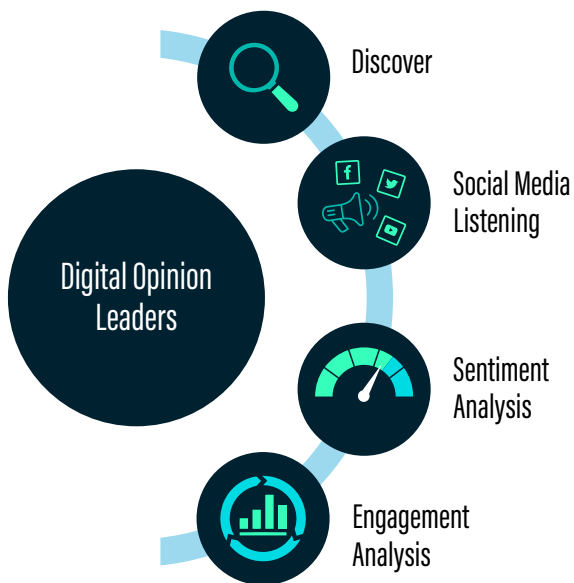
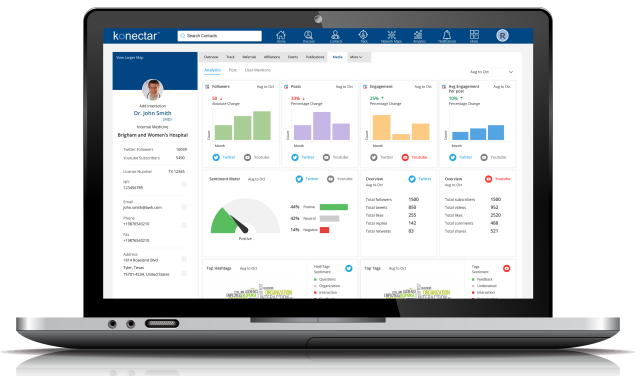
## Identify Digital Opinion Leaders

HCP Digital Opinion Leaders are online influencers, who have highest impact on social media. They influence their followers with their opinion on disease and therapies and also share practical advice on patient management. Digital Opinion Leaders play an important role in achieving communication objectives and marketing strategies of healthcare companies.



## An AI Powered Platform for connecting you to the right Digital Opinion Leaders

konectar Social is a robust opinion leader platform built on latest technology combined with NLP framework for accurate web-crawl, disambiguation and entity extraction, specifically in the healthcare space. konectar social help users to shortlist right set of influencers based on reach, number of posts and engagement rate considering the most recent data. Additionally, user can further refine search using multiple filter options such as time frame, follower count, keyword/hashtag of interest, Influencer type and influencer location, etc.



## konectar Social helps you discover the most influential and impactful Digital Opinion Leaders

**Discover** - AI powered algorithms automatically crawls the social media activity of HCPs and HCOs and rank them based on their influence and reach.

**Social Media Listening** - konectar's social media listening capabilities crawls content across different social media channels on specific defined areas, keywords and hashtags to give you precise results on the social media Influencers.

**Sentiment Analysis** - konectar social analyses the sentiment of HCPs Tweets as positive, negative or neutral and helps you gain deeper insights of their sentiments towards any topic or product.

**Engagement analysis** - konectar social analyses the social media presence of HCPs over recent time frame by understanding their activity across the social media platforms.

## Benefits



### Real time social feeds

Get real time updates of your HCPs/HCOs social media channels and understand who is talking about your company or any topic relevant to you



### Find top digital opinion leaders

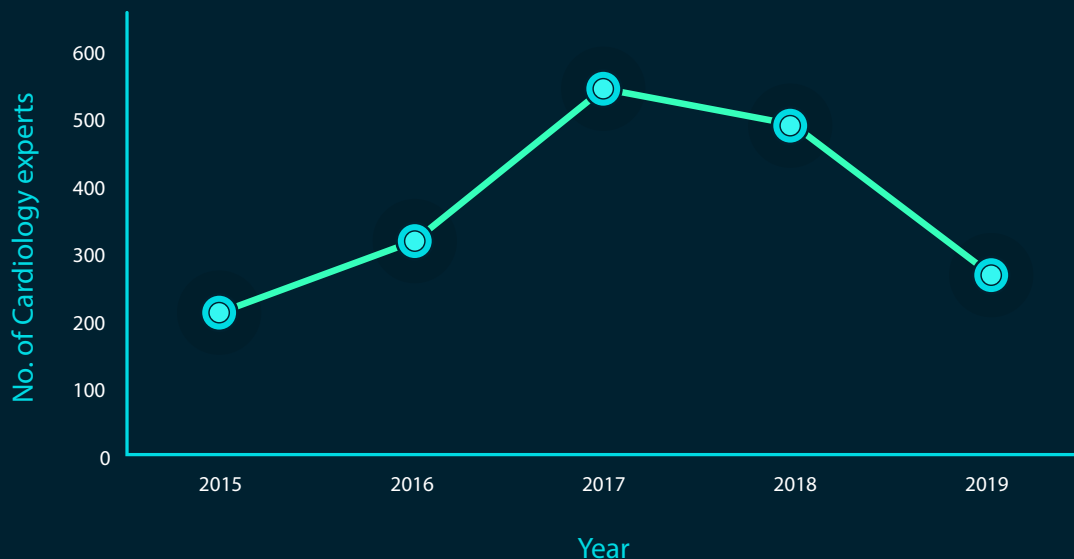
AI Powered konectar social identifies top influencers in any niche industry based on social media reach or engagement



### Intelligent Analytics

You can create custom reports on the most trending HCPs who can be the key pillars of your brand based on their online footprint

## Use Case: Cardiology Social Media Influencers



Year on Year increase of Cardiology experts on **Twitter**

- Number of active Cardiology experts on Twitter is **30%**
- Year over Year increase of Cardiology experts on Twitter is **10%**
- Over 2,000 experts have posted about **40,000 tweets**
- 40,000 tweets have been retweeted **4,00,000 times**

# References

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