

# THE SHIFT IN SOCIAL MEDIA

# SINCE THE PANDEMIC, HEALTH INFORMATION AND ADVICE ON SOCIAL HAS EXPLODED

**2/3**

HCPs spend an average of 2 hours and 22 minutes using social media professionally each day

**1.5m**

posts under  
#doctorsofinstagram

**22%**

have used TikTok to search for Health Tips

# BUT TRUST IN TRADITIONAL SOURCES OF HEALTH INFORMATION IS DECLINING

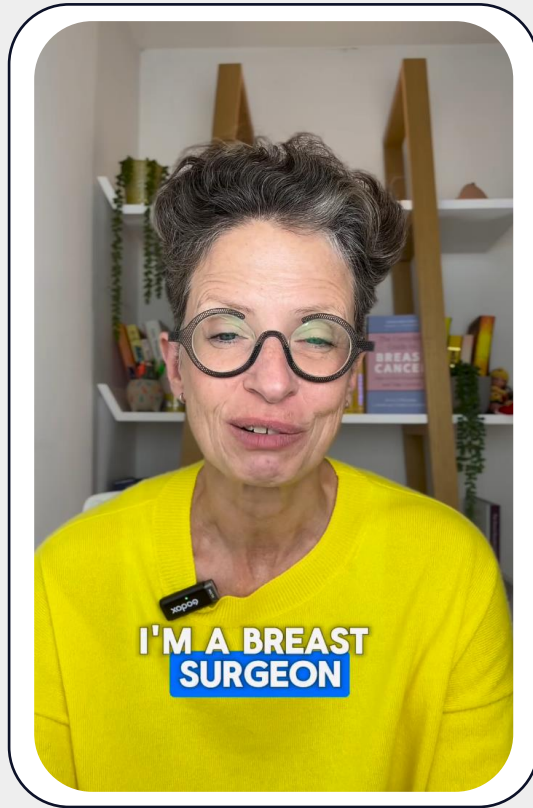
**4%**

of Britons believe  
pharmaceutical companies  
put consumer's health ahead  
of profits

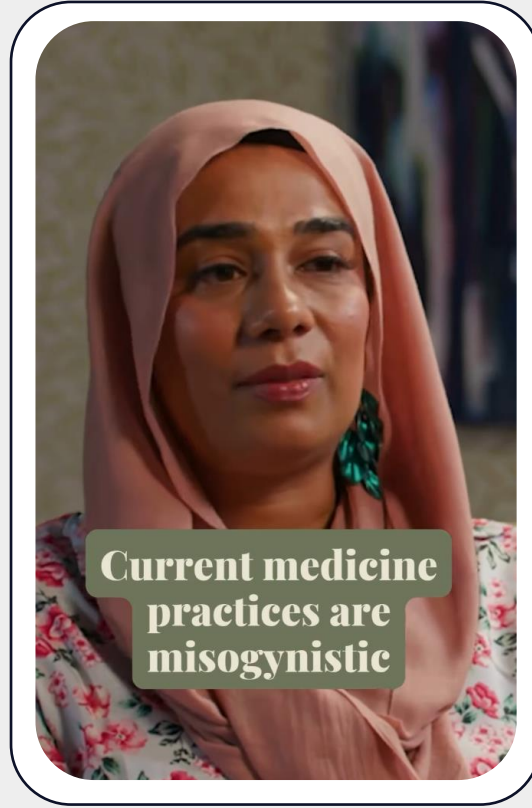
**1 in 3**

agree that by doing their own  
research, the average person  
can know as much as a doctor

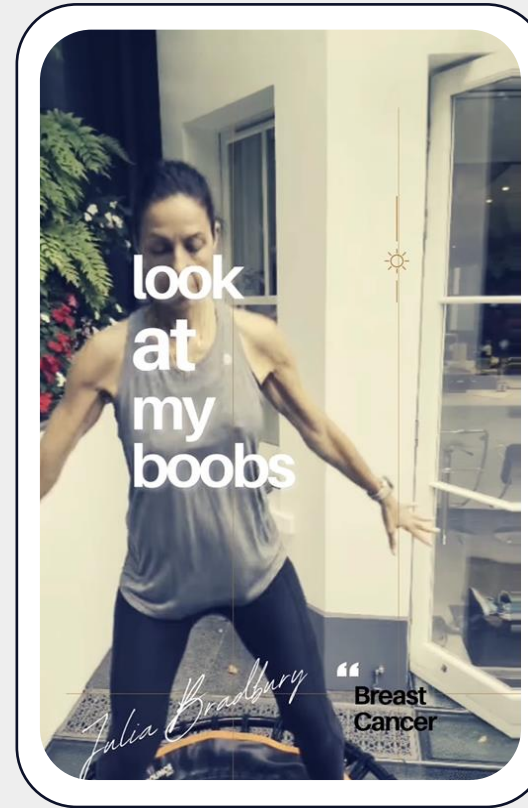
# TRUST CAN NO LONGER BE EARNED FROM EXPERTISE ALONE – IT COMES FROM LIVED EXPERIENCE



**Dr Liz O'Riordan**



**Dr Nighat Arif**



**Julia Bradbury**



**Organising Chaos**

# THE RISE OF THE PATIENT INFLUENCER

**51%**

trust patient influencers...

**14%**

trust lifestyle influencers

**85%**

Are more likely to trust a pharmaceutical brand if promoted by a patient influencer



# INFLUENTIAL PATIENT VOICES HAVE BEEN PIVOTAL IN SHAPING PUBLIC PERCEPTIONS AND POLICY

**The  
Guardian**

**Deborah James legacy: huge rise in online checks for bowel cancer signs**

NHS chief says James's last message to public to 'check your poo' is life-saving



**B B C**

**NHS to review prostate cancer testing after Chris Hoy call for change**



# BUT IT IS NOT ONLY CELEBRITY VOICES THAT CAN DRIVE IMPACT

News

**WATCH: Milton Keynes woman makes touching video to plead for cystic fibrosis drug**



**Kate Eveling**

# MORE PHARMA COMPANIES ARE STARTING TO SEE THE BENEFITS



New Janssen Campaign Developed by and for the LGBTQ+ Community Inspires Action and Empathy for People Living with Depression



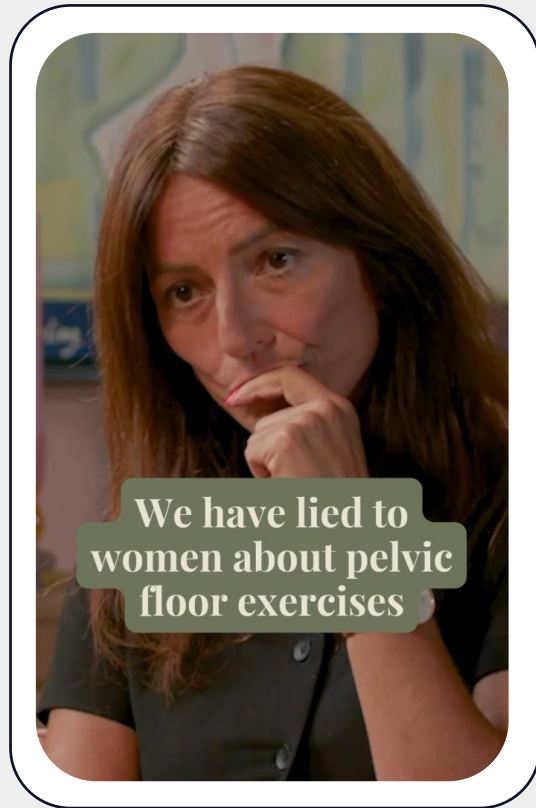
**J&J taps influencers to push parents to plan back-to-school eye checks**



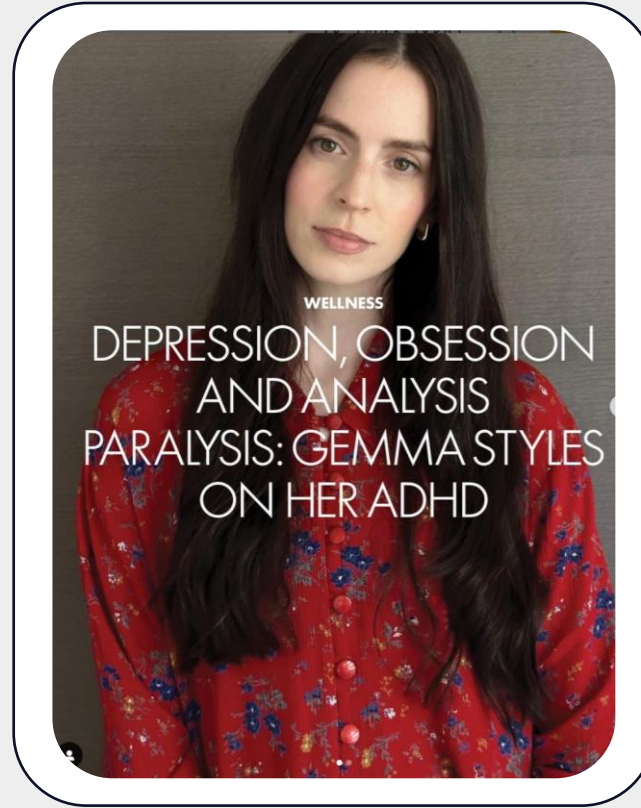
**Is Eli Lilly using 'Granfluencers' to raise awareness of its Alzheimer's med?**



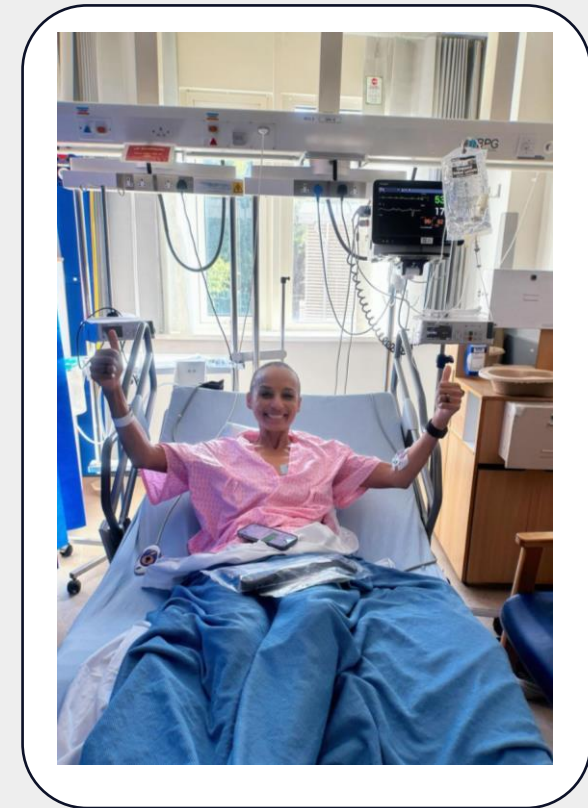
# BUT TO BE SUCCESSFUL, AN INFLUENCER'S AUTHENTIC LIVED EXPERIENCE IS KEY



**Davina McCall has talked extensively about women's health**



**Gemma Styles talks in-depth about her experiences of a late ADHD diagnosis**



**Adel Roberts shared her experiences of prolapsing after finding limited information online**

# FINDING THE RIGHT INFLUENCER CANNOT BE BASED ON INFLUENCE ALONE

PUNCH

Authority  
Relevance  
Authenticity  
Impact





**PHARMACONNECT**

**RETHINKING  
HEALTH COMMS  
IN THE TECH ERA**

**BRANDS2  
LIFE**