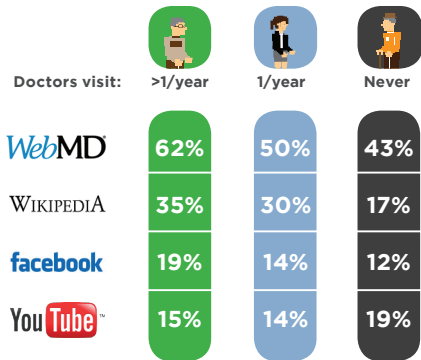


# “State of Social Media and Healthcare” –

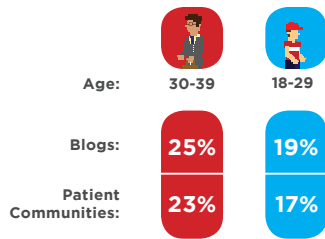
general HC trends for patients online



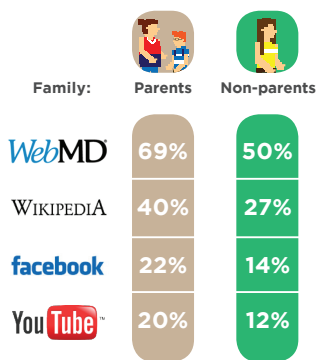
## 1 Frequency of doctor visits impacts online use



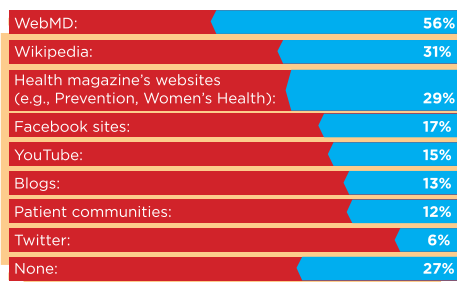
## 2 Blogs and patient communities most favored by 30's crowd



## 3 Parents more likely to seek answers online



## 4 Ranking of most accessed online resources

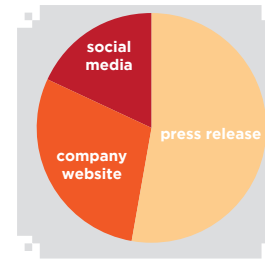


## 5 Source matters: Most trusted Facebook pages

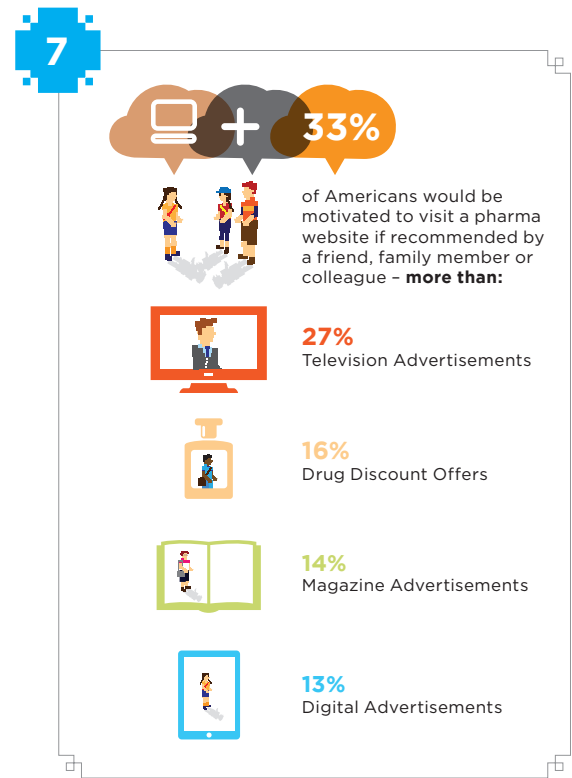
**RESULTS FOR CHANNEL RANKED AS MOST TRUSTED:**

	Created by pharma about a medication	Created by pharma about a disease state	Created by peers	Pew research 8/26/11
18-29	12%	7%	10%	83%
30-39	9%	6%	19%	70%
40-49	7%	6%	14%	70%
50-64	9%	7%	12%	51%
65+	7%	5%	8%	33%

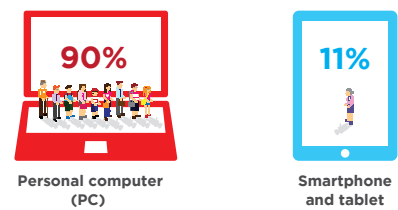
## 6 Patients trust traditional communication over digital or social



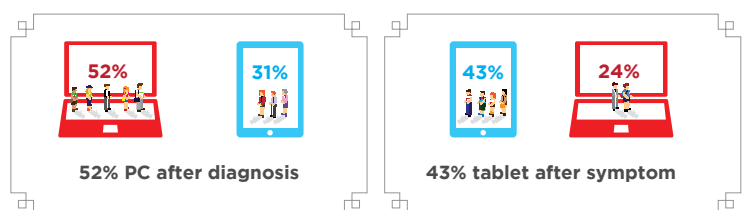
53% believe news in a press release  
 29% believe what is posted on a company website  
 18% believe social media (Facebook, Twitter, company blog)



## 8 90% use PC vs tablet for health information



## 9 Tablet users turn online earlier than PC users



## 10 Women more likely to research before filling a prescription

