

Unlock the Digital Experience for Healthcare Consumers & HCPs

AI

In a few short years, AI has become one of the top clinical influences for physicians

60% of physicians **use AI for work**

While specialty-focused media remains the **leading influence on physicians' treatment decisions, in just four years, OpenEvidence rose to third**

Top 3 Most Influential Media Properties On Physicians' Treatment Decisions

- 1) Specialty-Focused Media (Print/Digital) - 59%
- 2) UpToDate - 52%
- 3) **OpenEvidence - 14%**

48% of physicians, when evaluating clinical recos from AI platforms **give equal weight to their own judgment and AI or heavily/exclusively rely on AI recos**

Digital comfort among Gen Z/Millennial patients is reshaping the patient treatment journey

Among Gen Z/Millennials

- 67%** typically research online prior to a doctor's appt.
- 57%** agree they are more comfortable talking about health concerns online vs. in-person
- 55%** Purchase their Rx via an online pharmacies (Among those purchasing a Rx)

Physicians are becoming influencers & patients are listening

35,000+ physicians in the U.S. consider themselves a health social media influencer

42% of patients who saw a prescribing HCP in the last 12 months **value health influencers/advocates on social media**

Social media influencers play an especially important role for rare disease patients, who often lack disease-specific information. We found these patients^ are...

- 17% less likely*** to value their doctor
- 21% more likely*** to value social media influencers

(*Compared to the avg. patient)

^Rare conditions include Sickle Cell Disease, Hemophilia, Lupus, Narcolepsy and rare cancers [Ovarian, Liver, Multiple Myeloma, Lung (SCLC or NSCLC), Pancreatic]

Patients are embracing always-on, connected healthcare tech

67%

of healthcare consumers agreed a **home-based/mobile monitoring device that sends health data to an HCP would help their doctor make better decisions**

74% of healthcare consumers value search engine results as a source of healthcare info

54% of Oncologists & Hem/Oncs agree that the results from general search engines usually provide them with the **detail they need** on drugs, treatments, or procedures

Search engines are a trusted source for healthcare consumers & Oncologists

M3 MI | Informed healthcare marketing & media decisions **start here!**

M3 MI is a leading provider of unbiased syndicated studies for the healthcare industry

The trusted **"source of truth" for over 100 top pharmaceutical brands, agencies, and consultancies for the last 20+ years.** We provide large-scale, unbiased, annually updated syndicated studies that maps the mindsets and media habits of patients, caregivers, and HCPs. Our data empowers marketers to connect HCP and DTC strategies, optimize media investments, and track competitive performance with high-confidence, nationally representative insights. Drive impact across the health ecosystem with M3 MI.

Coming in 2026
M3 MI Rare Disease syndicated studies
 Mapping education & media preferences of patients, caregivers, & HCPs along their healthcare journey

M3MI Professional Health

Powering strategic decisions across the full marketing communications and promotional landscape, to effectively reach and influence healthcare professionals across 25+ medical specialties & vertical industries at work and in their "blue jean" moments.

MARS Consumer Health

Identify & reach patients and caregivers by understanding their health behaviors, attitudes, and media usage.



Sources & Interactions Study

Foundational planning data on channel preferences & usage along with comprehensive digital behaviors and attitudes

International editions available



Media Measurement Study

Detailed and specialty-specific use of measured websites, apps, AI, and publications to analyze reach, frequency, and engagement



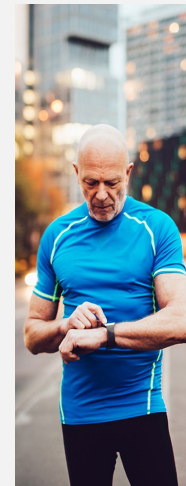
Doctors As Consumers Study

Understand HCPs' media habits and attitudes outside work, breaking down DTC and HCP siloed strategies, and gain the full HCP picture



Ad Intelligence Data

Understand the ad landscape to HCPs, identify opportunities, assess creative messaging, & gain a competitive edge



40,000 Adult doublebase database	120+ Conditions, treatments, caregivers
40 Health information sources	380+ Rx and OTC brands
250+ Media channels and brands	150+ Health attitudes, behaviors and actions taken

[Full Professional Health Content Directory](#)

[Full MARS Consumer Health Content Directory](#)

For details on Therapeutic Area / Specialty reports, and how M3 MI data can help you make informed marketing decisions, visit:

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