

Game-On! Health Insights from Patients & Physicians in Celebration of AMM's Sports Day

Active Patient Lifestyles, Active Response to Pharma Messaging



Golfers are 13% more likely than the average U.S. adult to agree that **pharma ads make them more knowledgeable** about medicines

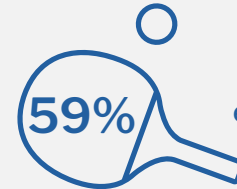


Pickleball players are 19% more likely than the average U.S. adult to agree that they trust **pharma companies that advertise the medication they take**



Swimmers are 17% more likely than the average U.S. adult to agree they are **willing to ask their doctor for a prescription medication or drug sample they notice advertised**

Many physicians live active lifestyles...



of physicians who play pickleball are **early adopters** of new drugs, devices, or procedures

KOLs are 44% more likely than the average physician to **regularly play a team sport** (e.g., volleyball, baseball/softball, etc.)



Top Specialties Who Play Golf

- Urologists
- Surgeons
- Otolaryngologists (ENTs)
- Cardiologists

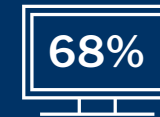
Top Sports Among Healthcare Consumers Who Stream TV



- 1) NFL Football
- 2) College Football
- 3) NBA basketball
- 4) MLB baseball
- 5) Winter Olympics

Healthcare consumers who regularly watch the **WNBA on TV** are 18% more likely than the average U.S. adult to **discuss new prescription medicines with their doctor**

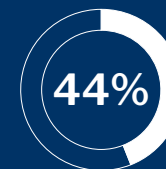
...which can create unique opportunities to connect with them outside of work



of **Oncologists & Hem/Oncs** who watch TV regularly watch sports



Nearly **40%** of **OB/GYNs** regularly use a health club/gym



of **physicians** regularly research, follow, or read about **fitness/exercise or healthy lifestyle content online**

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, and HCPs along their healthcare journey

MARS Consumer Health

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



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 MARS Consumer Health Content Directory](#)

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 (e.g., PAs/NPs, Oncology Nursing, Radiology, Pharmacy, Eyecare, Dentistry, Pain Medicine, Pathologists, etc.) at work and in their "blue jean" moments.



Sources & Interactions Study
 Foundational planning data on channel preferences & usage along with comprehensive digital behaviors and attitudes
International editions available


[Full Professional Health Content Directory](#)



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