M3 MI's
Physician Social Experience Report

Turn physician social behavior into smarter marketing strategy.

Drawing on M3 MI's *Sources & Interactions, Media Measurement, and MARS Consumer Health studies*, this presentation-ready report reveals where physicians engage, what content and voices they trust, and how social media influences their behaviors and decisions.

Healthcare marketers get actionable guidance to strengthen social engagement and integrate social more effectively into the omnichannel mix.

Why purchase this report

- **More than a data pull:** 22 presentation-ready data slides on the physician social experience.
- **Analysis already done:** Insights across three M3 MI studies, including key 2024–2026 trends.
- **From data to strategy faster:** Thousands of data points distilled into what matters most for healthcare marketers.

Report Highlights At A Glance

90%+ of physicians use social media for work yet only a third value it as a source to understand medical developments

Discover what drives their engagement with social

Since 2024, only one social network has lost physician users

Find out which one, and which platforms are gaining fastest

A quarter of physicians consider themselves Digital Opinion Leaders (DOLs)

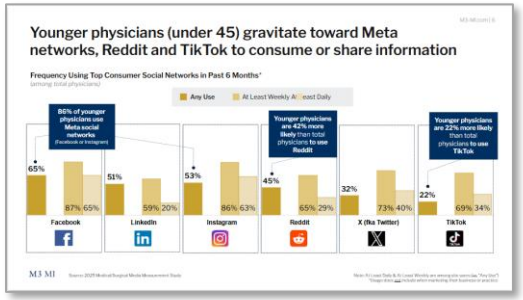
Who are they and how can you potentially connect with them

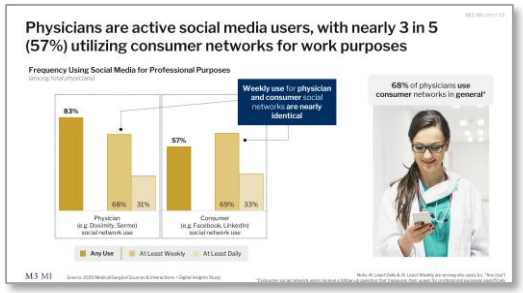
M3 MI

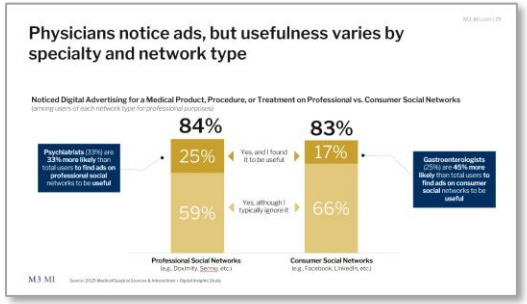
Price:
M3 MI Subscriber - $3k
Non-Subscriber - $8k

To learn more or purchase the report, email us at info@m3-mi.com

Example Screenshots From Previous Years Reports







What's Included In The Report

1. Social Media in the Physician Channel Mix

- Professional use of social media
- Social media vs. other medical information sources
- Time spent consuming medical content
- Physician trust and perceptions of social media

2. What Physicians Want From Social Media

- Why physicians engage with medical content
- Preferred content and information types
- Professional vs. consumer network preferences
- Actions taken after seeing medical posts
- Influence on prescribing and treatment decisions

3. Professional & Consumer Social Network Usage

- Professional vs. consumer network usage
- Daily and weekly engagement
- Differences by physician specialty
- Platform usage, including Doximity, Sermo, Facebook, and more
- Changes in usage since 2024

4. Physician Influencers & Digital Opinion Leaders (DOLs)

- Profile of physician DOLs
- Content created by DOLs and intended audiences
- Healthcare influencers physicians follow & content they want from them
- Where physicians access influencer content
- Patient perceptions of physician influencers
- Opportunities for marketers to connect with DOLs

5. Advertising & Physician Response

- Advertising awareness on professional and consumer networks
- Usefulness and receptivity to social advertising
- Actions taken after ad exposure
- Impact on research and treatment consideration
- Attitudes toward targeted content and advertising
- Differences in advertising receptivity by specialty

6. Key Takeaways for Healthcare Marketers

- Role of social in the broader HCP journey
- Content and platform strategy
- Leveraging peers, KOLs and DOLs
- Opportunities for audience segmentation

Report Research & Methodology Details

Details on the three studies from the suite of M3 MI's syndicated research that were utilized:

2026 Medical/Surgical Sources & Interactions

Provides a view of how physicians discover, trust, and act on 35+ information sources. This study identifies which channels influence treatment and prescribing decisions, enables smarter omnichannel planning by market, guides more effective content and engagement strategies and much more

- 3,523 U.S.-based physician respondents
- 25 specialties
- Coverage of 35+ information sources
- Fielded April through June 2026

2026 Medical/Surgical Media Measurement Study

Detailed unbiased reporting on multispecialty and specialty-specific exposure to content and advertising across 500+ measured websites, social networks, AI platforms, publications and more.

- 3,944 U.S.-based physician respondents
- 25 specialties
- Measurement across 500+ websites, social networks, AI platforms, publications, and other media
- Fielded October 2025 through January 2026

2026 MARS Consumer Health Study

Industry's most comprehensive dataset of health consumers, connecting conditions with treatments, Rx brands, media usage, health behaviors, attitudes, and more.

- 20,000 U.S.-based respondents (40,000 doublebase available)
- Patients across 100+ conditions
- 400+ Rx and OTC brands
- Caregivers for 30+ health conditions
- 5,000+ attributes covering health & wellness behaviors, attitudes & actions
- Fielded October 2025 through March 2026