

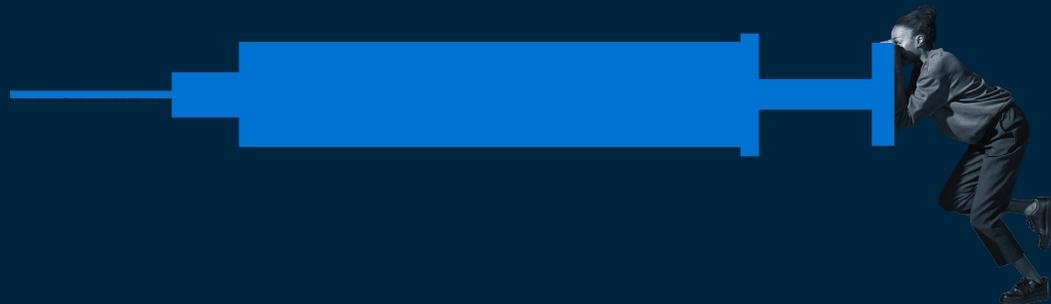
PHARMA

M BOOTH ✕ HEALTH

BRANDEMIC

2022

HOW COVID VACCINE BRAND  
AWARENESS TURBO-CHARGED  
PATIENT EMPOWERMENT





ONE  
BILLION

2021

COVID-19 VACCINE WARS

# STOKED PHARMA BRAND AWARENESS

60%

were **more aware** of  
pharma companies  
and brands overall

51%

were **more aware**  
**of the differences**  
between pharma  
companies and brands

21%

said **the company**  
**that makes a drug**  
they are prescribed  
is **very important**  
to them

# pharma brandemic™

[far-ma br-an-dem-ic] noun

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AN EPIDEMIC OF HEIGHTENED AWARENESS AND  
INTEREST IN PHARMACEUTICAL COMPANY BRANDS -  
A DIRECT CONSEQUENCE OF COVID-19 VACCINE  
BRAND NEWS AND CONVERSATION.

2022

# PHARMA BRAND AWARENESS AND PREFERENCE IS *SKYROCKETING*

△  
+20%

80%

are **more aware** of pharma companies and brands overall

△  
+22%

73%

are **more aware** of the differences between pharma companies and brands

△  
+30%

51%

say the company that makes a drug they are prescribed is very important to them

79%  
among  
POC

63%  
among  
POC

**GREATER AWARENESS =  
GREATER EXPECTATIONS**

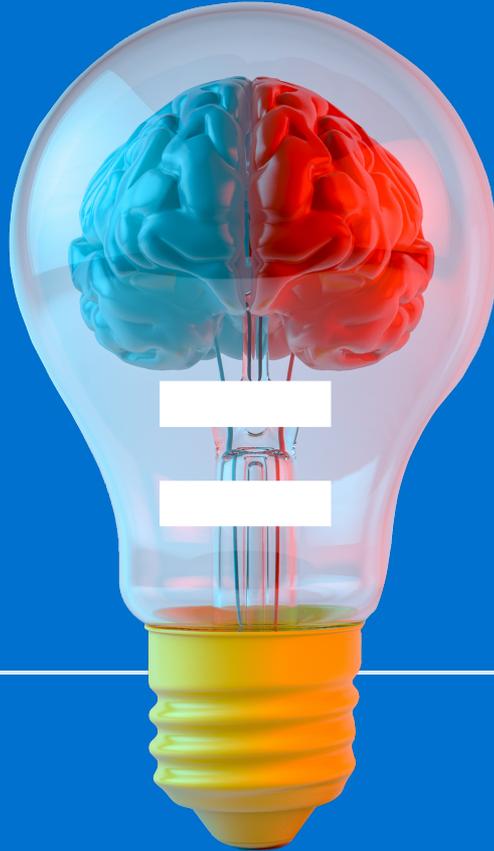
# MORE THAN HALF

of Americans see pharma brands like lifestyle brands

RISING TO 60% AMONG PEOPLE OF COLOR



FUNDAMENTAL SHIFT  
**IN PATIENT  
ATTITUDES**



MONUMENTAL SHIFTS  
**IN PATIENT  
BEHAVIOR**

# PATIENTS ARE MORE POWERFUL

MORE ACTIVE

66%

are **more active** in managing their health as a result of the pandemic

MORE CONFIDENT

65%

are more confident in their knowledge of healthcare and treatments than **ever before**

A NEW PATIENT TYPE  
**EMERGES**

---



# NEARLY HALF

of patients say they are  
**more confident**  
challenging their doctor

**55%**

among African  
Americans

**56%**

among  
Latinx

THE SUPER CHALLENGER

# 88%

of HCPs say “challenger”  
patients have emerged  
**more than any other**  
patient type in the last year

SUPER CHALLENGER PATIENTS

ARE PROACTIVELY  
TAKING ON THE ROLE OF

**CITIZEN  
SCIENTISTS  
AND BRAND  
HUNTERS**

65%

conducted their  
own research

63%

learned  
the science

1 IN 3

requested a **specific  
pharma brand**

32%

rejected their HCP's  
**recommendation**

SO WHERE DOES THIS LEAVE

# THE PATIENT- HCP RELATIONSHIP TODAY?

...WELL, IN THE  
EYES OF HCPs,  
**IT'S A  
MIXED BAG**

**ONLY 20%**

OF HCPs

say patient empowerment  
is completely positive



**1 IN 3**

say a mix of  
positive and  
negative



**1 IN 10**

say it's a  
negative

...AND YET BOTH  
PATIENTS AND HCPs  
**DO WANT TO  
COLLABORATE**

PATIENTS SAY COLLABORATIVE HCPs

**ARE #1 MOST  
PREFERRED**

HCPs SAY COLLABORATIVE PATIENTS

**ARE #1 MOST  
SUCCESSFULLY  
TREATED**



SO WHAT

GIVES?

ONE  
MAJOR  
ISSUE



STOOD OUT  
MORE THAN MOST...



# MISINFORMATION IS EVERYWHERE

ALL THE TIME

# 100%

of HCPs experience **patients sharing misinformation**

EVERY WEEK



# 1 IN 3

patients come across misinformation almost **every day**

MISINFORMATION IN THE HANDS  
OF THE **SUPER CHALLENGER PATIENT**

**— FRACTURED  
— FRACTURED**

**HCP/PATIENT RELATIONSHIP**

LEAVING  
HCPs  
FEELING

51%

DISTRUSTED

Patients are **doubting**  
my recommendation

LEAVING  
HCPs  
FEELING

51%

DISTRUSTED

Patients are **doubting**  
my recommendation

45%

DISSATISFIED

Patients are **less likely to be**  
happy with the treatment I give them

# LEAVING HCPs FEELING

51%

**DISTRUSTED**

Patients are **doubting**  
my recommendation

45%

**DISSATISFIED**

Patients are **less likely to be**  
happy with the treatment I give them

44%

**ANXIOUS**

I have **less confidence** my patients  
will **comply** with my recommendation

# LEAVING HCPs FEELING

51%

**DISTRUSTED**

Patients are **doubting**  
my recommendation

45%

**DISSATISFIED**

Patients are **less likely to be**  
happy with the treatment I give them

44%

**ANXIOUS**

I have **less confidence** my patients  
will **comply** with my recommendation

45%

**FRUSTRATED**

I feel **frustrated with**  
my patients **more often**

AND SO WHERE DOES THIS LEAVE US?

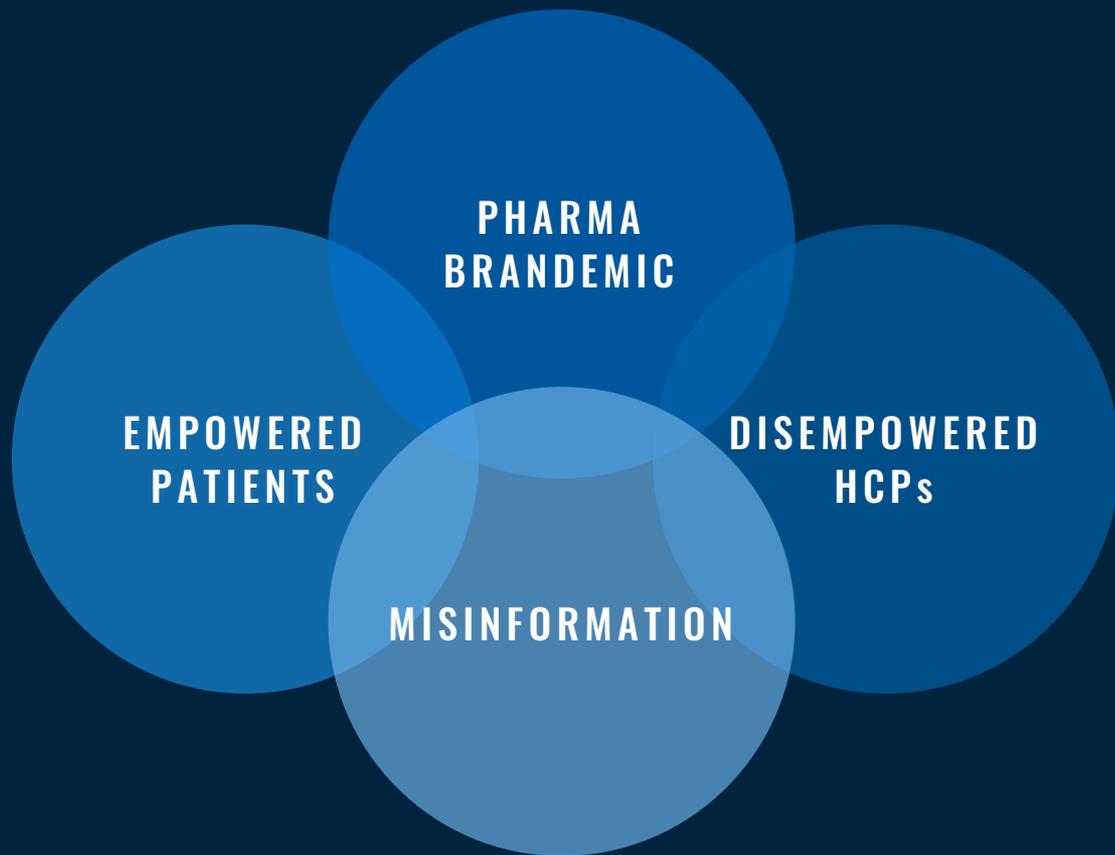
# AT A CRITICAL CROSSROADS

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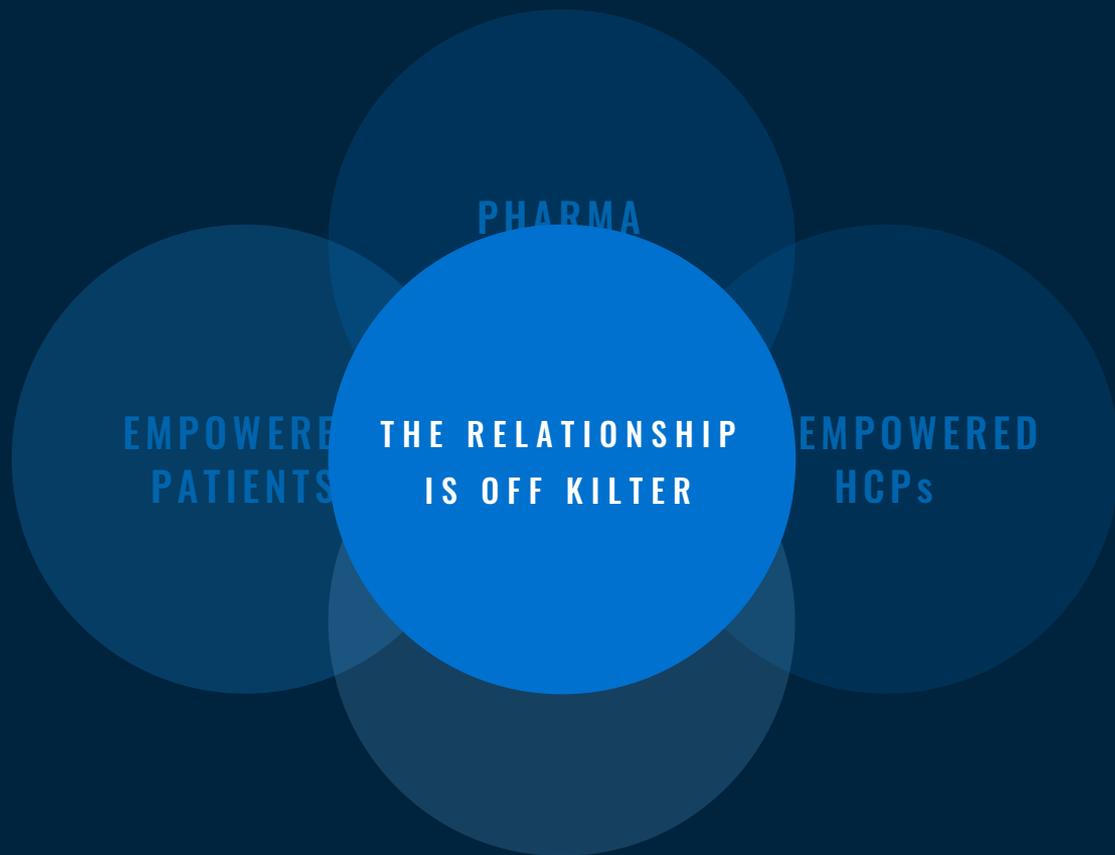
THE NEW

# HEALTHCARE POWER DYNAMIC



THE NEW

# HEALTHCARE POWER DYNAMIC





WHAT DOES PHARMA

**NEED TO**  
**DO NEXT?**

HCPS AND PATIENTS  
WANT AND  
NEED PHARMA  
TO PRIORITIZE  
COMMUNICATIONS  
**IMMEDIATELY**

77%

OF HCPs

say COVID-19 has  
**accelerated the need**  
for Pharma companies  
to change how they  
market to patients

58%

OF PATIENTS

say **how a pharmaceutical  
company communicates  
with them** is just as  
important as how effective  
its treatments are



IN THE WORDS OF MONTELL JORDAN...

**THIS IS HOW  
YOU DO IT**

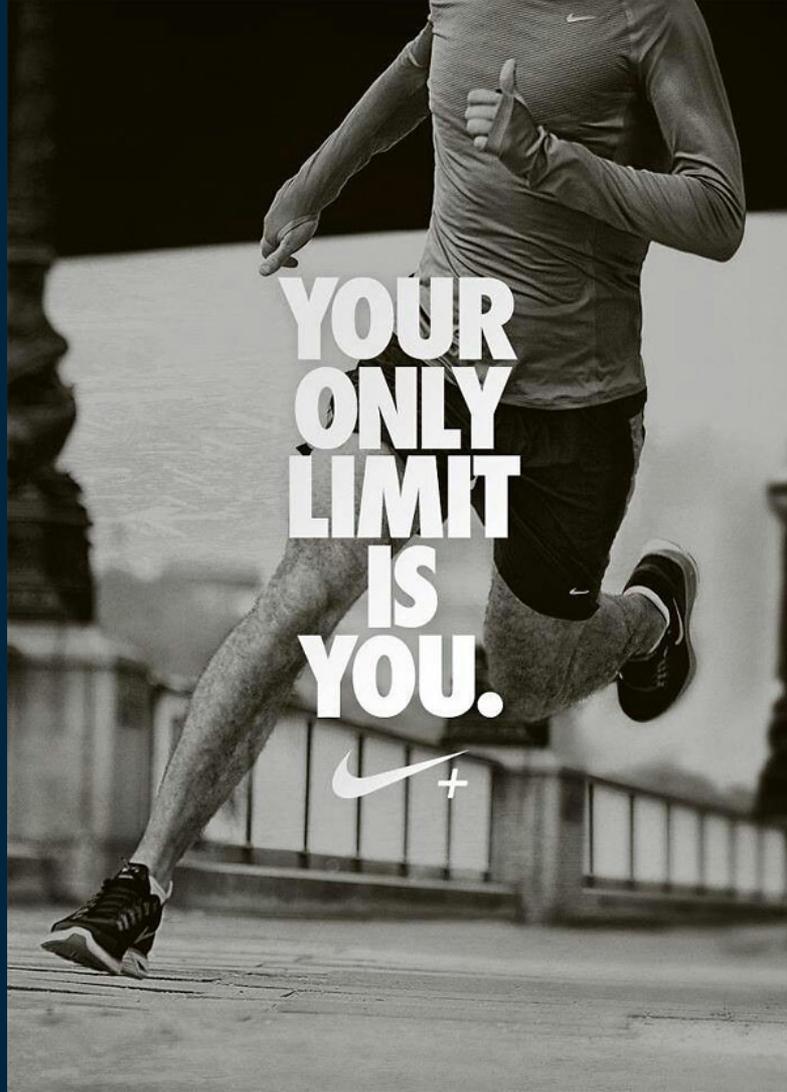


# BE THE INFORMATION BROKER BETWEEN PATIENTS AND HCPS

An unprecedented new paradigm sees physicians and patients **welcoming Pharma's role as the trusted go-between.**

ACT FAST WITH A BOLD POV  
**COMMUNICATE  
MORE LIKE A  
LIFESTYLE BRAND.  
SEIZE IT.**

Patients respond  
best to **being included  
and empowered.**



**YOUR  
ONLY  
LIMIT  
IS  
YOU.**



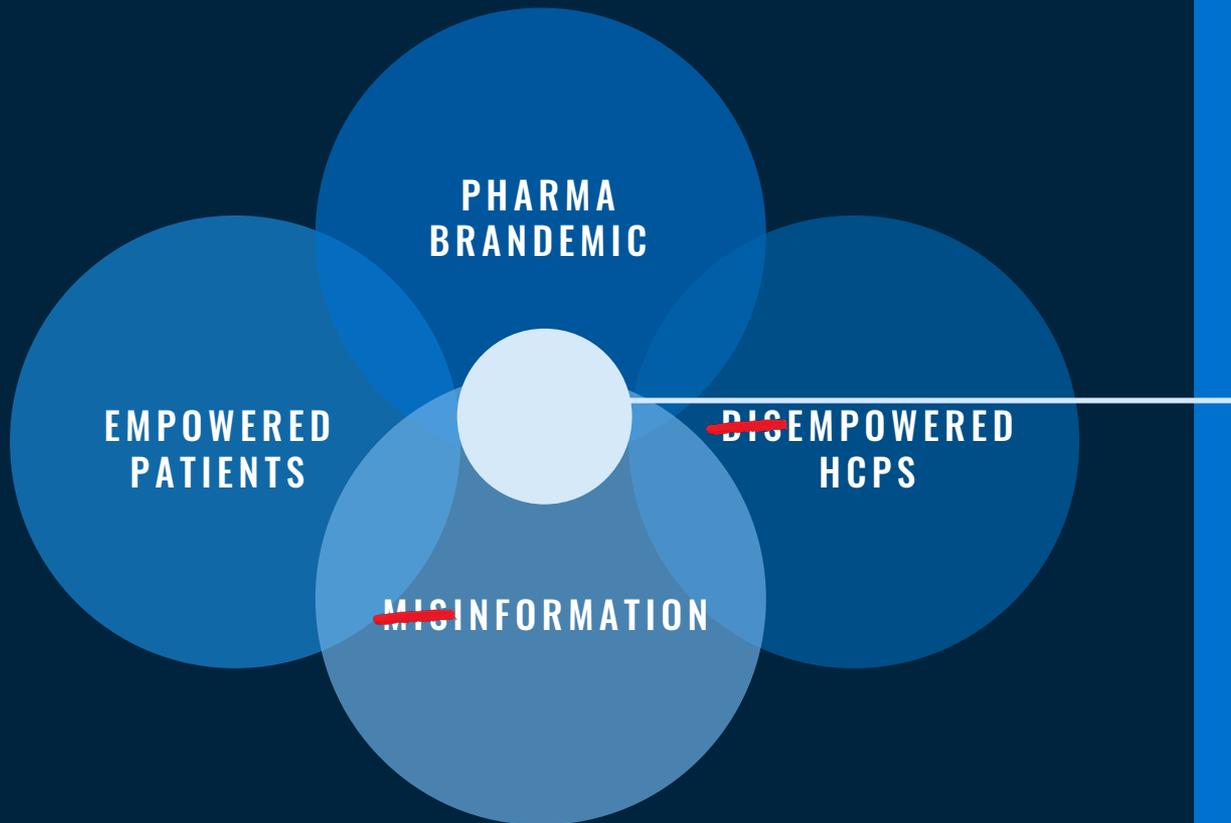


YOU HAVE PERMISSION TO  
**FIX THE PATIENT**  
**/HCP TRUST PROBLEM**

Misinformation is crippling the HCP/patient relationship and Pharma's window to intercede is narrowing – **be quick and be bold!**

THE NEW

# HEALTHCARE POWER DYNAMIC



1 BE THE  
INFORMATION  
BROKER

---

2 ACT AND  
ENGAGE LIKE A  
LIFESTYLE BRAND

---

3 TAKE LEAD IN  
CORRECTING  
MISINFORMATION

**ANY QUESTIONS?**

**M BOOTH × HEALTH**

TO RECEIVE A COPY OF THE FULL

MBH

# PHARMA BRANDEMIC REPORT

visit [www.MBoothHealth.com](http://www.MBoothHealth.com)

**M BOOTH** ✕ **HEALTH**

PHARMA

MBOOTH ✕ HEALTH

# BRANDEMIC

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