

Experts in catalyzing conversations and connections that lead to better health for people everywhere.

M Booth Health offers decades of experience leading communications for major medical and pharmaceutical milestones and advances in public health, now powered by the award-winning creative and digital talents of consumer PR powerhouse M Booth.

Companies and organizations turn to M Booth Health to advance care, access, and understanding; spark attention and conversation around new therapies; speed research and innovation; shape health policies; and reduce stigma to improve health outcomes.

What truly distinguishes the M Booth Health team is its track record successfully navigating the complex commercial, policy, and advocacy environments. We established one client's global HIV treatment access program as the gold standard; boosted the profile and currency of the leading cancer association; turned the launch of a rapid flu test into an infectious disease standout; created an engaged patient community to support a new Parkinson's disease drug launch; and established HIV/AIDS, malaria, and tuberculosis as worldwide priorities for action.

FOR MORE INFORMATION, CONTACT:

Julia.Jackson@MBoothHealth.com

Expertise

- ▶ Pharmaceutical/Biotech Marketing Communications
- ▶ Policy & Advocacy Engagement
- ▶ Medical & Science Communications
- ▶ Corporate Positioning & Executive Support
- ▶ Issues Preparedness and Reputation Management
- ▶ Internal Communications & Employee Engagement

Services

- ▶ Research, Strategic Planning & Analytics
- ▶ Creative Campaign Development
- ▶ Earned/Paid Media & Engagement
- ▶ Social Media Strategy & Engagement
- ▶ Content Design for Visual Storytelling
- ▶ Science Writing/Data Communications
- ▶ Entertainment & Experiential Activations

We are the agency that

ACHIEVED

uptake of Gilead's next-gen treatments and preventative drugs among the HIV/AIDS community.

TAUGHT

hard-to-reach communities in Africa how to prevent and treat hepatitis for the World Hepatitis Alliance.

CREATED

a robust online community of people with Parkinson's disease to support UCB's drug to treat it.

HELPED

reduce malaria deaths around the world in partnership with the Gates Foundation.

ELEVATED

American Society of Clinical Oncology's leadership in research by driving record-breaking attendance and coverage of the first-ever virtual scientific cancer conference during the COVID-19 pandemic.

LAUNCHED

the first-ever rapid molecular flu test for Alere, positioning the company as an innovator.

SPEARHEADED

content and drove coverage of AIDS 2020: Virtual, the world's largest HIV conference hosted by the International AIDS Society.

ESTABLISHED

the National Foundation for Infectious Diseases as the leading authority in flu prevention.

Current and Recent Client Engagements

PHARMA/BIOPHARMA



GOVERNMENT



PHILANTHROPY



NON-PROFIT/ADVOCACY



PROVIDERS/HEALTH SYSTEMS



At M Booth Health, we believe that better health starts with better conversations. Let's talk.

THE PHARMA BRANDEMIC

COVID VACCINE IMPACT ON CONSUMER PHARMACEUTICAL CHOICE

KEY RESEARCH FINDINGS | APRIL 2021

M Booth Health, a leading health communications consultancy, in partnership with Savanta, the market research and advisory company, conducted a survey of 1,000 demographically diverse consumers, aged 18+, between 4/10/21 and 4/15/21.

PHARMA BRAND RECALL SPANS THE BRANDS

- Johnson & Johnson, Pfizer, Moderna, and AstraZeneca – in that order – are the top pharmaceutical company brand names consumers could cite, unaided.
- Consumer-aided pharmaceutical brand name awareness was led by J&J at 93%, followed by Pfizer at 90%, and Moderna at 80%; non-COVID-19 vaccine brands also performed well with Bayer at 70% and Merck at 52%.
- Conversely, fewer than 3% of consumers could name a company that makes seasonal flu vaccines.

COVID-19 VACCINE BRAND PREFERENCE IS CLEAR AND WILL IMPACT FUTURE PHARMA BRAND PREFERENCE

- 74% of Americans prefer a specific vaccine brand by name.
- The top three cited preferences were Pfizer (36%), Moderna (19%), and J&J (17%).
- Among those who said they preferred Pfizer, their reasons included vaccine efficacy (45%), positive study data (35%), reportedly fewer side effects (32%), reading a positive news story (29%) and social media posts by family/friends (21%).
- 56% of the participants that prefer the Pfizer vaccine said this will make them more likely to trust medicines/drugs made by Pfizer in the future.
- Of those who said they preferred Moderna, their reasons included vaccine efficacy (32%), reportedly fewer side effects (31%), positive study data (30%), and social media posts by family/friends (23%).
- J&J preference was distinguished by pre-existing trust in the brand (26%) and the benefit of being “one and done.” 24.3% of those who prefer J&J cited the single shot as the reason.

CONSUMERS ARE INFORMED AND MORE INTERESTED IN PHARMACEUTICAL BRANDS

- 45% of Americans say they are actively staying informed about COVID-19 vaccines, and 43% say they are casually staying informed. Only 11% say they are not interested.
- 80% of Americans say they will now check the label of a prescribed drug to see who makes it before taking it; 50% of Americans report rarely or never checking the label of either a prescription or drugstore medicine to see what company makes it.
- 45% of Americans consider themselves knowledgeable about the differences between the COVID-19 vaccines that are available.
- Pfizer is the vaccine brand that Americans say they heard the most about in the last twelve months.
- Doctors are still the top source of information Americans turn to learn about how safe a drug/medicine is (65%), how well a drug/medicine works (66%), how to get access to a drug/medicine (67%), and the side effects of a drug/medicine (60%).

CONSUMERS VIEW PHARMA BRANDS DIFFERENTLY AS A RESULT OF COVID-19 AND PLAN TO CHANGE THEIR BEHAVIORS FOR FUTURE MEDICATION CHOICE AND USE

- 34% of Americans say they now think of pharma brands in the way they think of consumer brands like Nike and Amazon.
- 55% of consumers say they will now ask their doctor about all therapeutic options instead of accepting the first recommendation they receive.
- 57% of Americans say they are more likely to read up on the science behind a vaccine or medication before they request or accept it.
- 48% of Americans say that they will pay more attention to the differences between pharmaceutical companies next time they are prescribed or choose a treatment/medicine.
- 46% of Americans say they want to hear more from pharmaceutical company leaders.
- Consumer trust in a pharmaceutical company is still informed most by what doctors say about the company (51%) and what other medical experts say about the company (50%).
- 37% of consumers say they are interested in hearing from government health officials about the safety and efficacy of future vaccines and medicines/drugs.

SOCIAL MEDIA IS CRITICAL CONSUMER SOURCE FOR PHARMACEUTICAL INFORMATION

- 33% of consumers say they want pharmaceutical brands to make it easy to ask questions about medications on social media.
- 32% of consumers say they want more video and photo content about medications on social media.
- 39% of consumers say short videos from a pharmaceutical company that explain medicines/drugs/vaccines would be most helpful to them on social media.
- 46% of Americans found Facebook to be the most useful social media site for learning about the COVID vaccine because it's been the best way to see/hear people's experiences.
- 39% say they prefer to follow a pharmaceutical company or brand on Facebook over other social media platforms.
- More people say they have seen COVID vaccine brands appear by name in consumer posts on social media (26%) than those who have seen posts on company channels (25%).