

Whitepaper

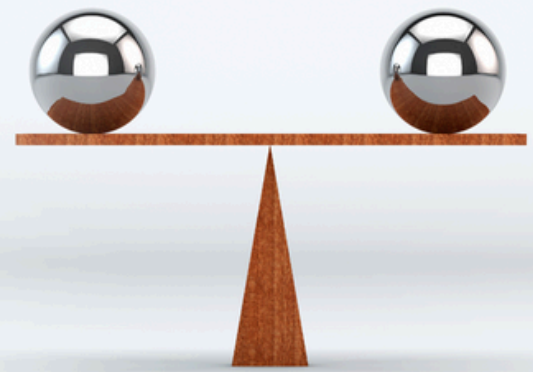
The Strategic Value of Endemic Platforms

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A Balanced Approach to Endemic and Non-Endemic Platforms



In today's dynamic digital landscape, pharmaceutical companies must navigate diverse marketing platforms to effectively reach healthcare professionals (HCPs). Endemic platforms—those dedicated specifically to healthcare professionals, such as The Rounds and Medscape—provide a trusted, focused environment for clinical engagement, while non-endemic platforms, including LinkedIn and Facebook, offer broad reach but often lack targeted relevance. Understanding how these platforms can complement one another to achieve your marketing objectives is the key to optimizing engagement with HCPs.

This analysis delves into the unique roles and benefits of both endemic and non-endemic platforms in healthcare marketing, showcasing how their combined use can enhance engagement for pharmaceutical brand and medical affairs teams.

The Power of Endemic Platforms

Endemic platforms are designed specifically for healthcare professionals, offering content that supports clinical decision-making. These platforms serve as a trusted resource for HCPs seeking accurate, specialized medical or commercial information, peer collaboration, and ongoing professional education.

Trust and Credibility

Trust is paramount when marketing to healthcare professionals. According to a 2023 EPG Health study:

74% of HCPs

rate independent medical websites as "critical" or "very important" for accessing scientific content, outpacing pharma-owned websites, which only 41% view as highly important.¹

59% of physicians

report relying on platforms like Sermo or Medscape for clinical discussions and peer-reviewed research, as opposed to general social media platforms.¹

61% of HCPs

that they do not trust healthcare-related ads encountered in non-endemic environments, emphasizing the need for credible, peer-reviewed content delivered through highly vetted platforms.²

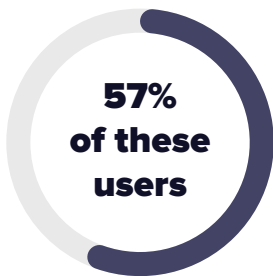
Purpose-Driven Engagement

Beyond trust, endemic platforms also facilitate deeper, purpose-driven engagement, as HCPs actively seek content that supports their professional development.

Medscape reported that:



visit the site for medical research or clinical education



are likely to take direct action based on the content they consume, such as prescribing a new medication or changing treatment plans.¹



The platforms also support a variety of interactive educational formats. Short-form videos, interactive learning modules, and downloadable case studies have been shown to increase HCP engagement and information retention.

Over 65% of HCPs prefer personalized, bite-sized content delivered through these peer-driven platforms.¹



Measurable Impact and Engagement

These trusted interactions don't just build credibility—they also translate into measurable impact for pharma marketers. The platforms' gated, verified user bases allow for tailored content delivery, resulting in higher engagement rates.

Healio Strategic Solutions found that HCPs are twice as likely to click on professional healthcare ads on endemic platforms than on non-endemic platforms.²



Click-through rate.²

This precision targeting leads to more effective campaigns, offering a clear return on investment (ROI) for pharmaceutical brands.

The Reach of Non-Endemic Platforms



While endemic platforms provide trust, relevance and engagement, non-endemic platforms—LinkedIn, X, Facebook—offer scale, diversity, and cost-effective solutions that can complement niche campaigns.

Pharmaceutical companies often turn to these platforms to expand their audience beyond HCPs to include patients, caregivers, and healthcare stakeholders.

LinkedIn, which boasts 8.6 million HCPs globally

is a prime example of a non-endemic platform with significant reach in the healthcare industry.

Broad Audience Appeal

According to IQVIA, two-thirds of HCPs spend at least one hour per day on social media, and LinkedIn's professional focus makes it the top choice for many HCPs seeking networking and industry updates.³ This broad reach enables pharmaceutical marketers to scale their messaging significantly, reaching HCPs alongside other important stakeholders.

Additionally, a 2022 study by Sermo revealed that 20% of HCPs use mainstream social media platforms to influence treatment decisions, typically when networking with peers across industries. These platforms facilitate casual, cross-disciplinary conversations that can expand brand visibility to a wider, yet still relevant, audience.³

Cost-Effective and Scalable Campaigns



Non-endemic platforms may offer more affordable and scalable options for running broad-reaching campaigns. They are ideal for disease awareness initiatives or patient education campaigns, which benefit from the ability to cast a wide net.

Healio Strategic Solutions reports that **67% of HCPs prefer seeing healthcare advertisements on endemic platforms**, but non-endemic platforms are effective in capturing new leads, especially when combined with multi-channel marketing strategies.²

Potential Pitfalls

Despite their broad appeal, non-endemic platforms face challenges with credibility and relevance in the eyes of HCPs. Healio's research shows that over 70% of HCPs are unlikely to click on healthcare-related advertisements when encountered on non-endemic platforms.²

Furthermore, 43% of HCPs find content overload and a lack of targeted information on non-endemic platforms, which detracts from the overall user experience.¹ This suggests that while these platforms are useful for brand awareness, they are less effective for driving deeper clinical engagement.





A Complementary Strategy

A holistic marketing strategy that combines endemic and non-endemic platforms can yield the best results. By aligning platform choice with specific campaign objectives, marketers can maximize reach while ensuring credibility and engagement with target audiences.

Choosing the Right Platform for the Objective

Brand Awareness:

Non-endemic platforms are highly effective at scaling large disease-awareness campaigns. A campaign launched on LinkedIn, for example, can reach millions of HCPs while also targeting other key stakeholders like policymakers and healthcare administrators. This broader exposure builds brand recognition, setting the stage for more detailed educational campaigns.



Deeper Clinical Engagement:

Endemic platforms are essential for campaigns requiring trust and credibility. If the goal is to promote a new drug or therapy, endemic platforms like The Rounds allow pharmaceutical brands to engage HCPs in focused, high-value interactions.

The Sermo platform, for example, has reported engagement rates of 57% for clinical discussions, significantly higher than mainstream social media channels.¹



Learn More About **The Rounds**



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<https://business.therounds.com/>

References

¹ EPG Health. (2023). The Future of HCP Engagement Impact.

² Healio Strategic Solutions. (2023). HCP Preferences on Endemic vs. Non-Endemic Ads.

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