Role of Patient Influencers:
How do patients truly share information?
1. executive summary

behavioral intent study: key findings
Online communities are extremely important when it comes to the sharing of health information:

- 91% of study participants say that online communities play a role in their health decisions

Facebook is the top platform for the sharing of health information:

- 87% of study participants say they share health information via Facebook posts
- 81% of study participants say they share health information via Facebook message
behavioral intent study: key findings

Much of the sharing by patients in online communities is behind a privacy wall:

- **75%** of respondents share through private means (ex: member-only groups, private phone calls, emails)

- **61%** of respondents share through public means (ex: Facebook posts, Tweets, blog posts)
2. online survey

behavioral intent study: methodology, participant overview, survey goals
Methodology

- Conducted online survey of 433 online community members
- Patient leaders recruited participants from seven online communities:

1. Advanced Melanoma
2. Rheumatoid Arthritis
3. Epilepsy
4. COPD
5. Bipolar Depression
6. Multiple Sclerosis
7. Parenting & Family Health
• Conducted online survey of 433 online community members

• Patient leaders recruited participants from seven online communities:

- Parenting
- Multiple Sclerosis
- Bipolar Depression
- COPD
- Epilepsy
- Rheumatoid Arthritis
- Advanced Melanoma
Survey Goals

1. How influential are online communities when it comes to impacting health decisions?

2. In what ways do patients share information?
3. survey results

behavioral intent study: participant responses
behavioral intent study: participant responses

91% of participants said that online communities play a role in their health decisions.

Online communities = Facebook, Twitter, blogs, discussion groups or other social media sites
behavioral intent study: participant responses

% of respondents that answered “extremely important” through “somewhat important” when asked:

How important is the role that online communities play in your health decisions?

<table>
<thead>
<tr>
<th>Condition</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parenting</td>
<td>70%</td>
</tr>
<tr>
<td>Multiple Sclerosis</td>
<td>75%</td>
</tr>
<tr>
<td>Bipolar Depression</td>
<td>80%</td>
</tr>
<tr>
<td>COPD</td>
<td>85%</td>
</tr>
<tr>
<td>Epilepsy</td>
<td>90%</td>
</tr>
<tr>
<td>Rheumatoid Arthritis</td>
<td>95%</td>
</tr>
<tr>
<td>Advanced Melanoma</td>
<td>100%</td>
</tr>
</tbody>
</table>
behavioral intent study: information sharing

How is information begin shared?

survey results
behavioral intent study: information sharing

More patients share information with other online community members privately than through visible public channels:

Comparison of:
- public - trackable
- private - not trackable

Tweet this stat

Public: 61%
Private: 75%

More patients share information with other online community members privately than through visible public channels.

Your trusted connection to patient communities.
behavioral intent study: top 8 channels for health community information sharing

- Facebook posts
- Facebook messages
- Offline communication (phone, text, in-person, etc)
- Online discussion groups/forums
- Email
- Other social (Instagram, Pinterest, etc)
- Blog posts
- Twitter tweets

Private

Public

survey results
behavioral intent study: top 8 channels for health community information sharing by condition

Parenting

Facebook posts
Facebook messages
Offline communication (telephone calls, texts, in-person, etc.)
Online discussion groups or forums
E-mails
Other social channels (Pinterest, Instagram photos, etc.)
Blog posts
Tweets

Private
Public

survey results
behavioral intent study:
top 8 channels for health community information sharing by condition

Multiple Sclerosis

- Facebook posts
- Facebook messages
- Offline communication (telephone calls, texts, in-person, etc.)
- Online discussion groups or forums
- E-mails
- Other social channels (Pinterest, Instagram photos, etc.)
- Blog posts
- Tweets

Private vs. Public

Digital health communities.

Your trusted connection to patient communities.
behavioral intent study: top 8 channels for health community information sharing by condition

Bipolar Disorder

- Facebook posts
- Facebook messages
- Offline communication (telephone calls, texts, in-person, etc.)
- Online discussion groups or forums
- E-mails
- Other social channels (Pinterest, Instagram photos, etc.)
- Blog posts
- Tweets

Survey results

Private
Public

Your trusted connection to patient communities.
behavioral intent study:
top 8 channels for health community information sharing by condition

COPD

- Facebook posts
- Facebook messages
- Offline communication (telephone calls, texts, in-person, etc.)
- Online discussion groups or forums
- E-mails
- Other social channels (Pinterest, Instagram photos, etc.)
- Blog posts
- Tweets

Private versus Public

survey results
behavioral intent study: top 8 channels for health community information sharing by condition

**Epilepsy**

- Facebook posts
- Facebook messages
- Offline communication (telephone calls, texts, in-person, etc.)
- Online discussion groups or forums
- E-mails
- Other social channels (Pinterest, Instagram photos, etc.)
- Blog posts
- Tweets

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survey results
behavioral intent study:
top 8 channels for health community information sharing by condition

Rheumatoid Arthritis

- Facebook posts
- Facebook messages
- Offline communication (telephone calls, texts, in-person, etc.)
- Online discussion groups or forums
- E-mails
- Other social channels (Pinterest, Instagram photos, etc.)
- Blog posts
- Tweets

survey results

Private
Public

Your trusted connection to patient communities.
behavioral intent study:
top 8 channels for health community information sharing by condition

Advanced Melanoma

- Facebook posts
- Facebook messages
- Offline communication (telephone calls, texts, in-person, etc.)
- Online discussion groups or forums
- E-mails
- Other social channels (Pinterest, Instagram photos, etc.)
- Blog posts
- Tweets

Survey results

Private
Public

Your trusted connection to patient communities.
4. key takeaways

behavioral intent study
behavioral intent study

• **Online communities** play an imperative role in patient health decisions.

• A substantial amount of sharing is **not trackable**.

• More patients share health information with other community members **privately** (Facebook messenger, email, etc.) than **publicly** (open Facebook groups or Twitter).

• **Facebook**, both posts and messenger, is a key platform for the sharing of health information.
WEGO Health has been a trusted partner to patient leaders and their communities since 2007. We’ve developed a range of solutions to meet business needs and support our patient influencer members.

WEGO Health Solutions

Your trusted connection to patient communities.

100K patient influencers | 150+ conditions

behavioral intent study
behavioral intent study: additional info

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Your trusted connection to patient communities.