

WEGO HEALTH SOLUTIONS

Role of Patient Influencers:

How do patients truly share
information?

behavioral intent survey



Your trusted
connection to
patient communities.

1. executive summary

behavioral intent study:
key findings

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**



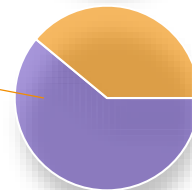
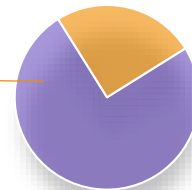
behavioral intent study: key findings



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



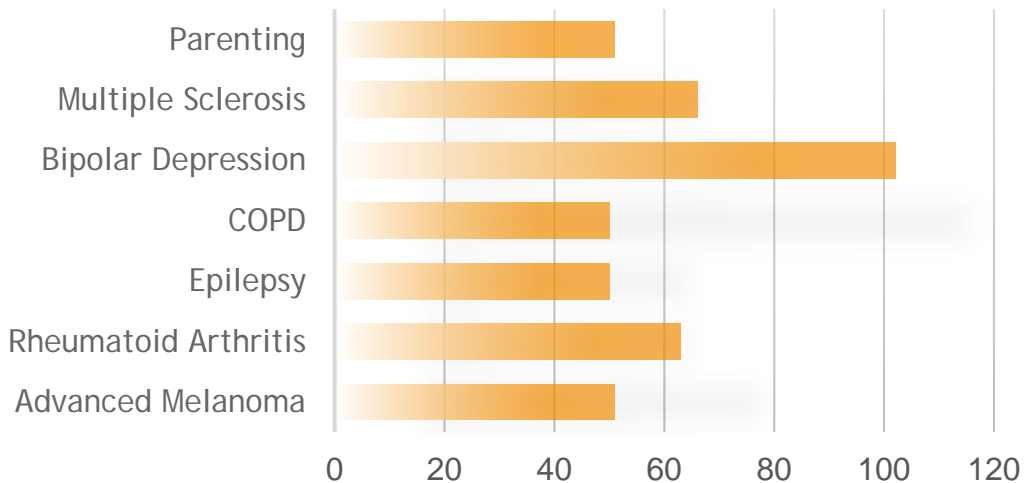
online survey



online survey

Participant Overview

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





Survey Goals

1

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

2

In what ways do patients **share information**?

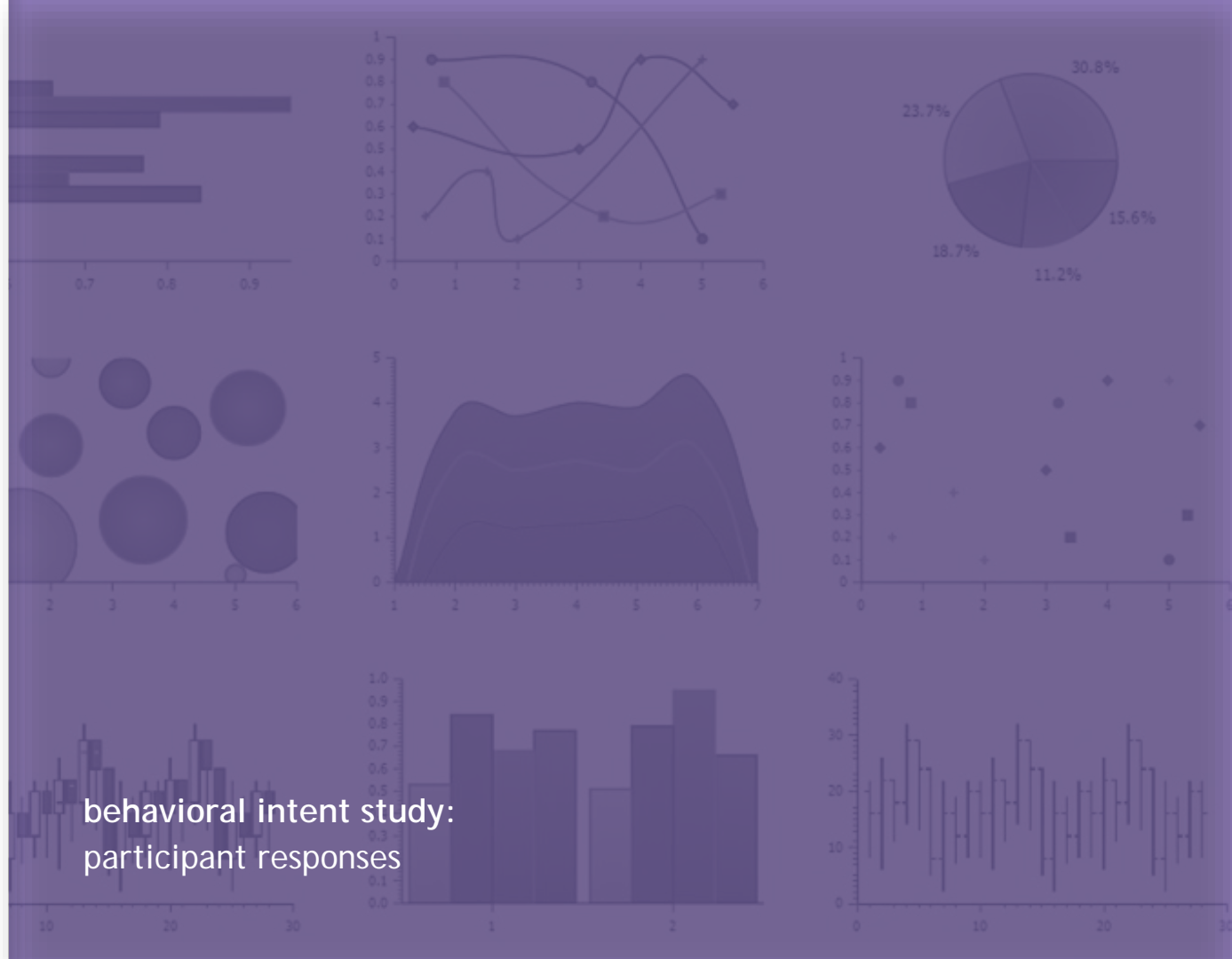


online survey

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to patient communities.

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

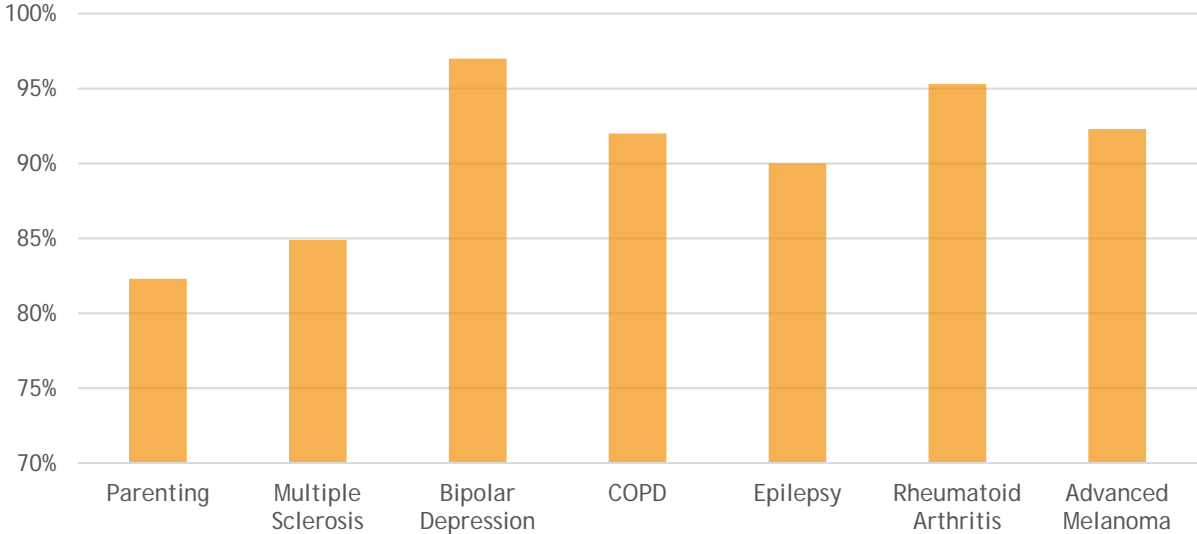


behavioral intent study: participant responses



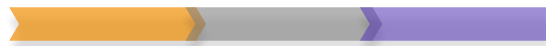
% of respondents that answered “extremely important” through “somewhat important” when asked:

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

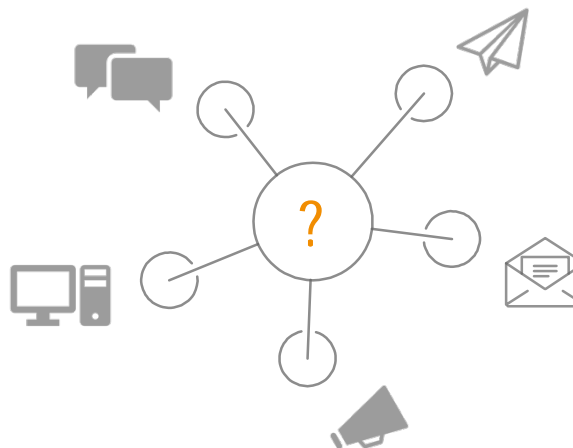


survey results

behavioral intent study: information sharing



How is information begin **shared**?

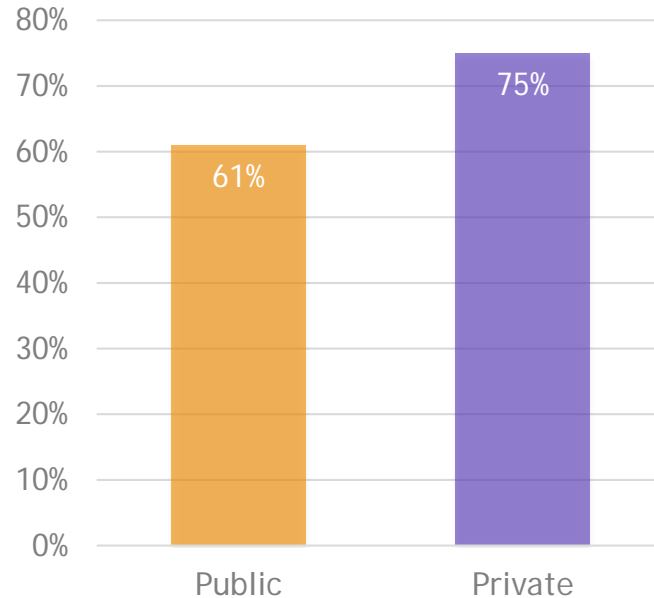


survey results

behavioral intent study: information sharing



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



Comparison of:

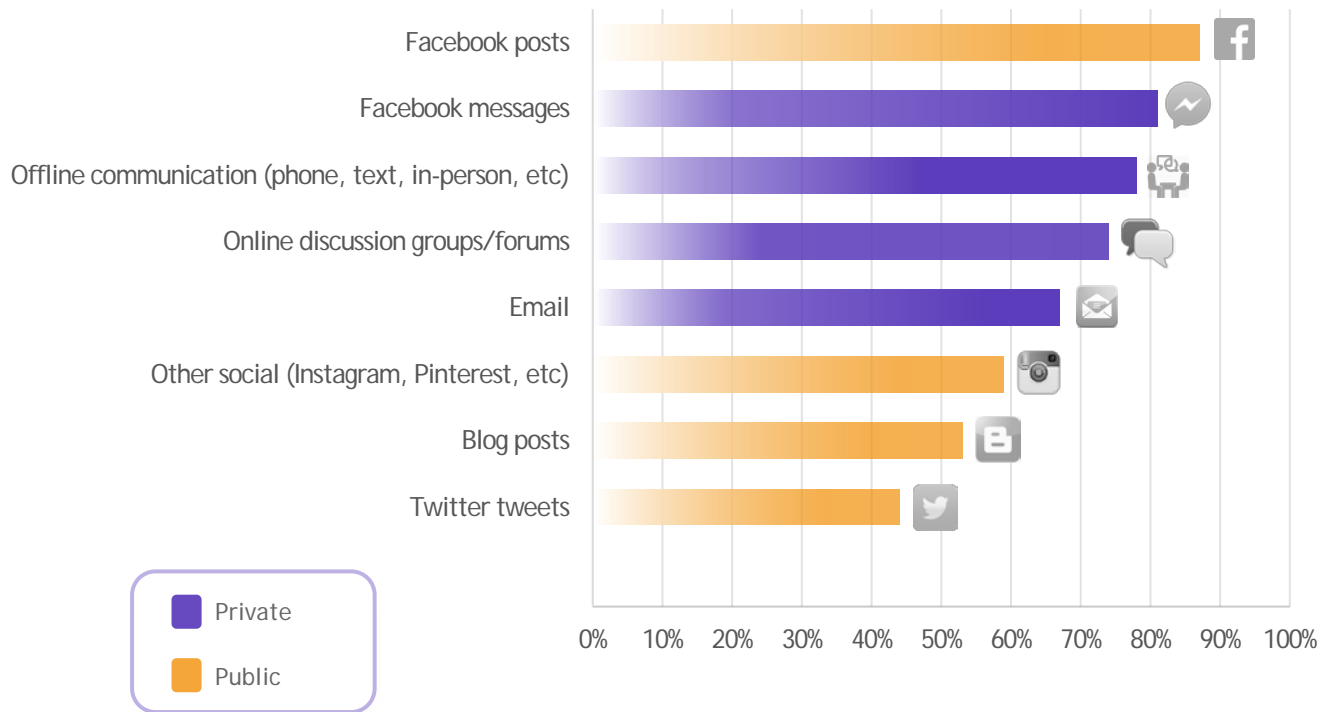
- public - trackable
- vs
- private - not trackable

sharing by patients



survey results

behavioral intent study: top 8 channels for health community information sharing

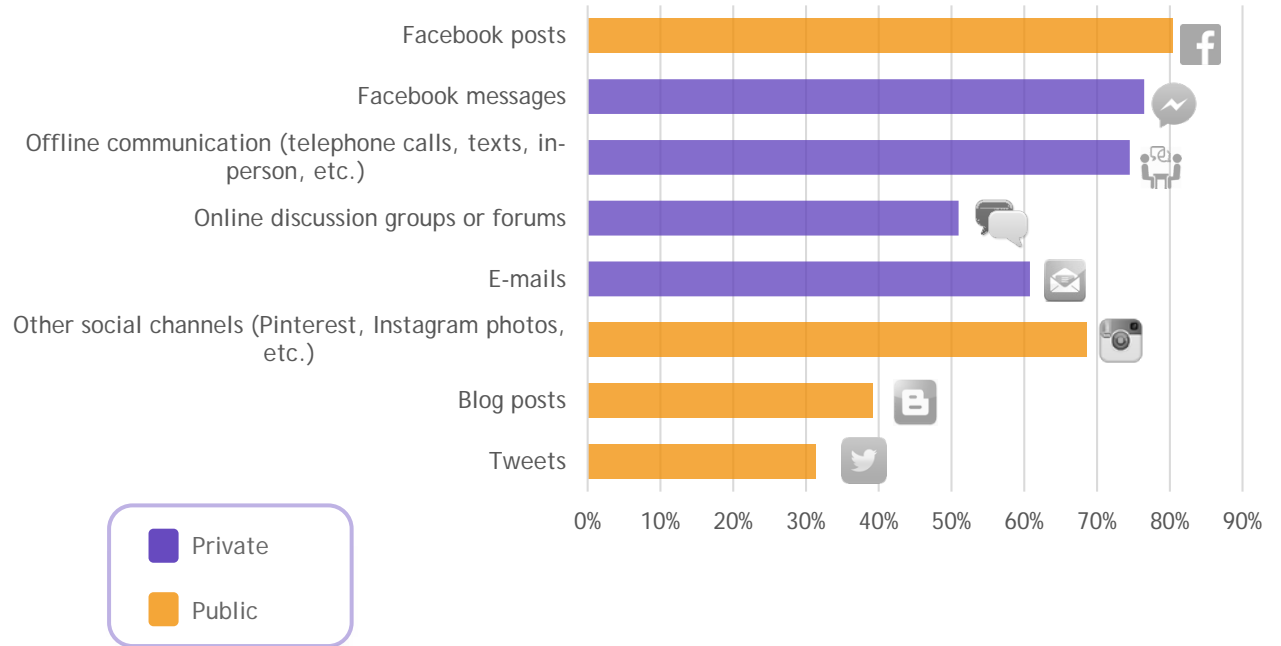


survey results

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



Parenting

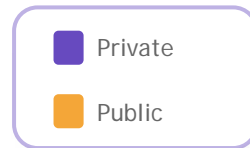
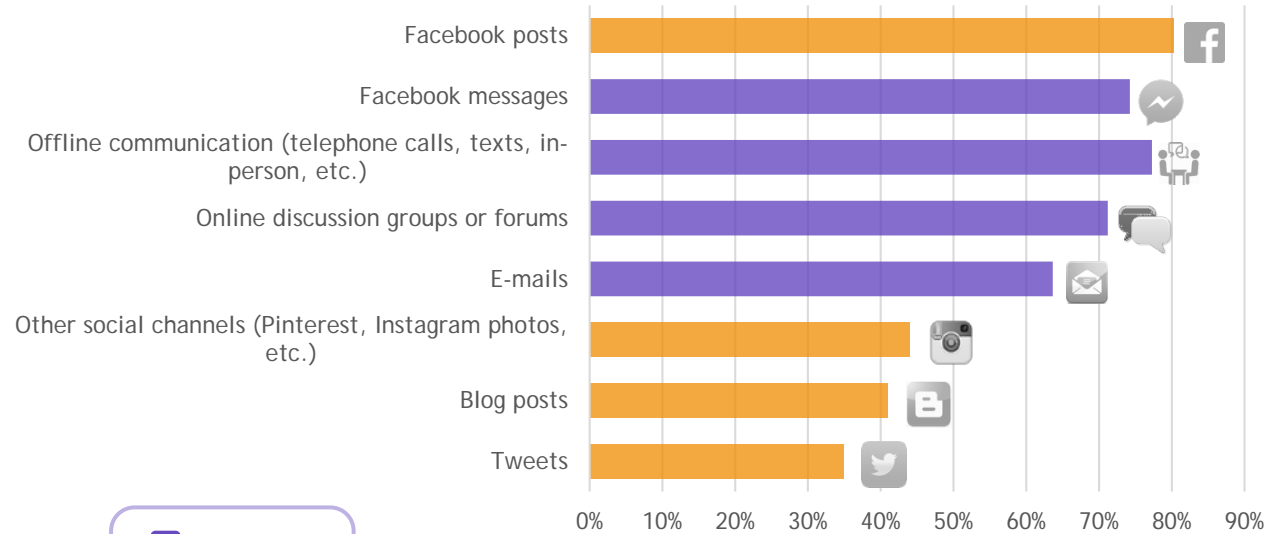


survey results

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



Multiple Sclerosis

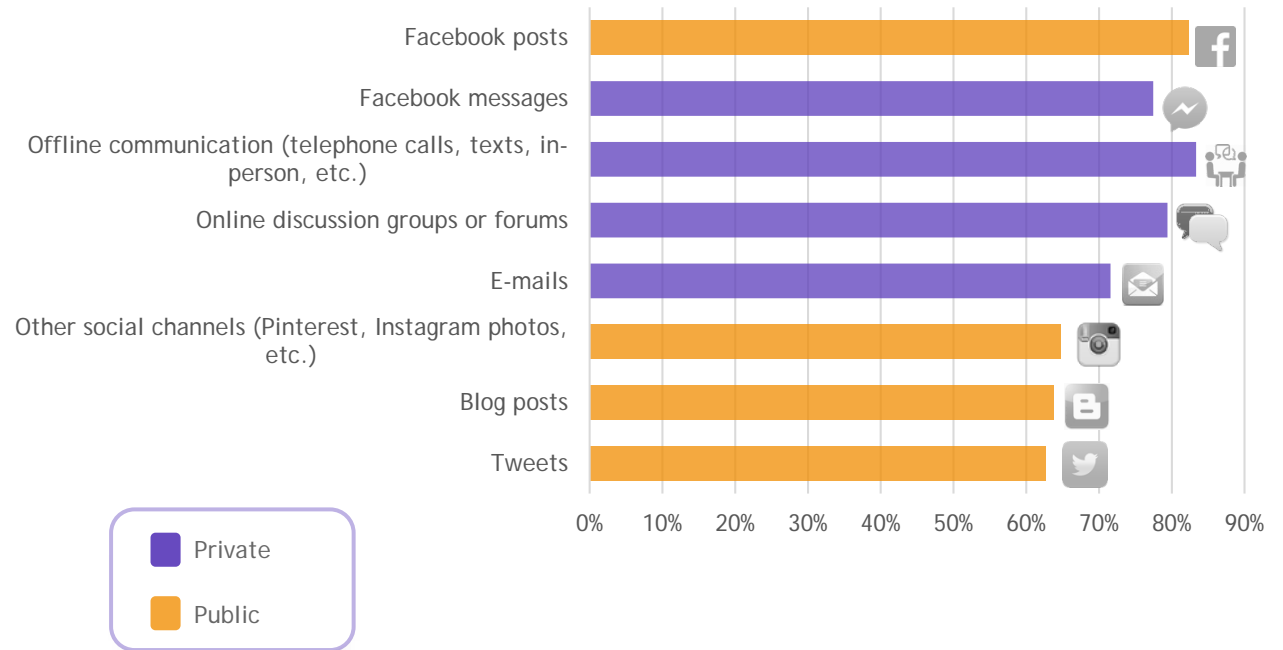


survey results

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



Bipolar Disorder

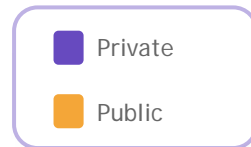
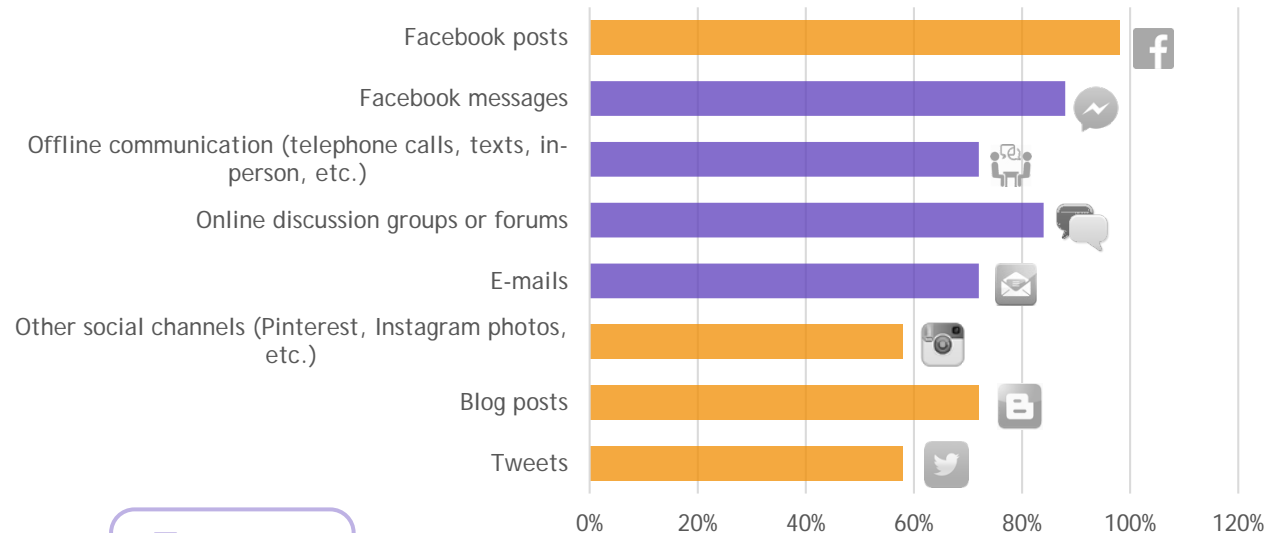


survey results

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



COPD

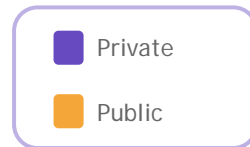
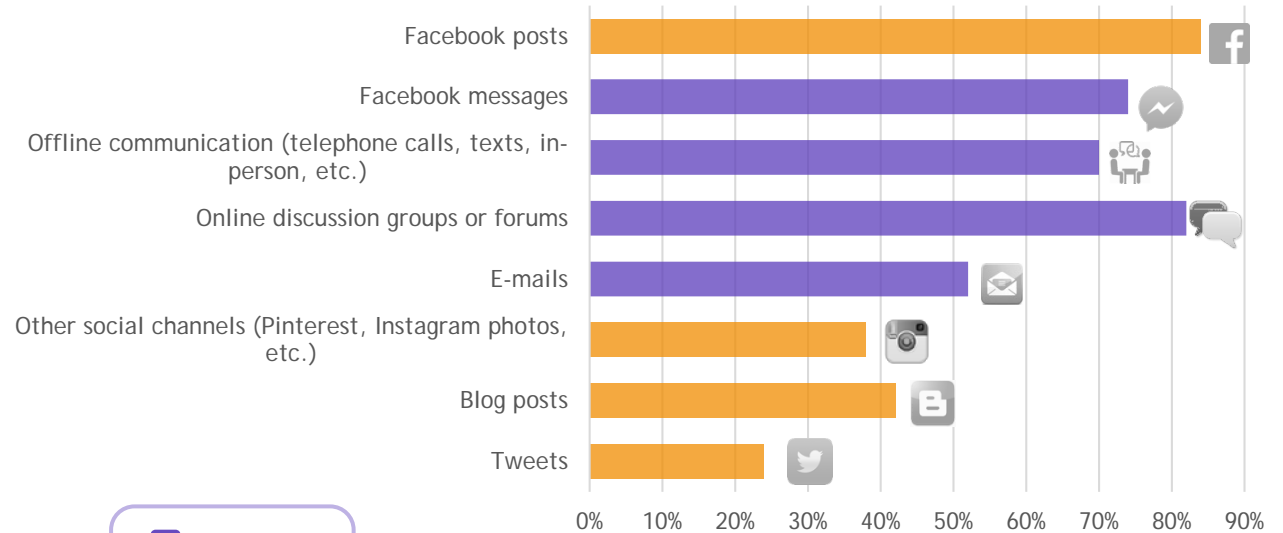


survey results

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



Epilepsy

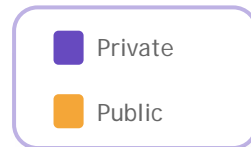
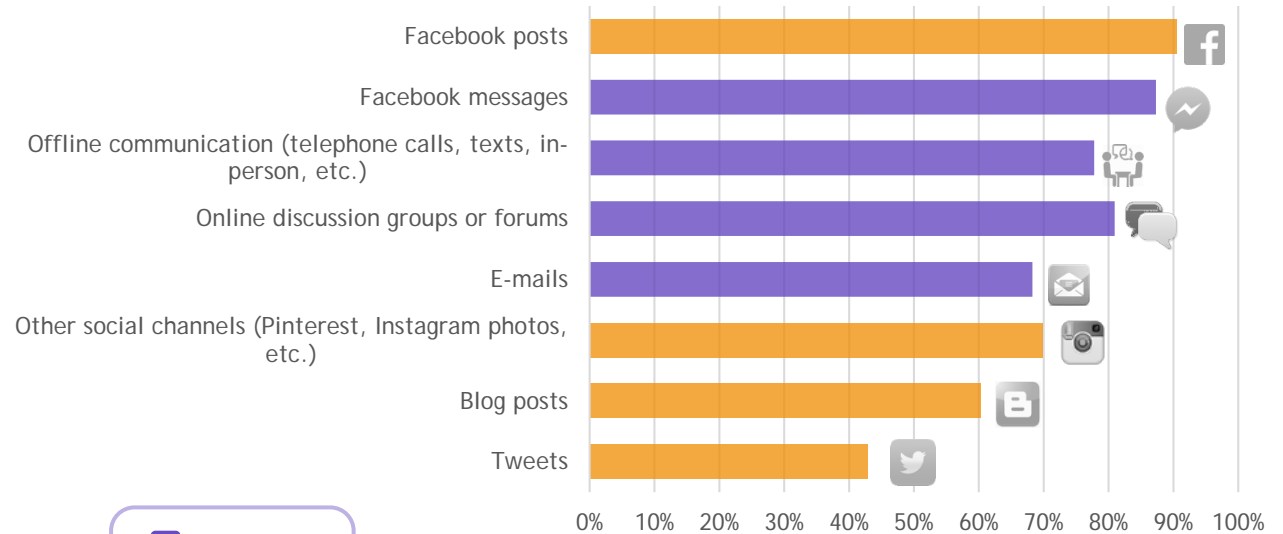


survey results

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



Rheumatoid Arthritis

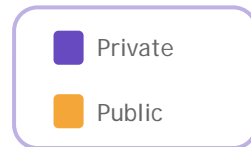
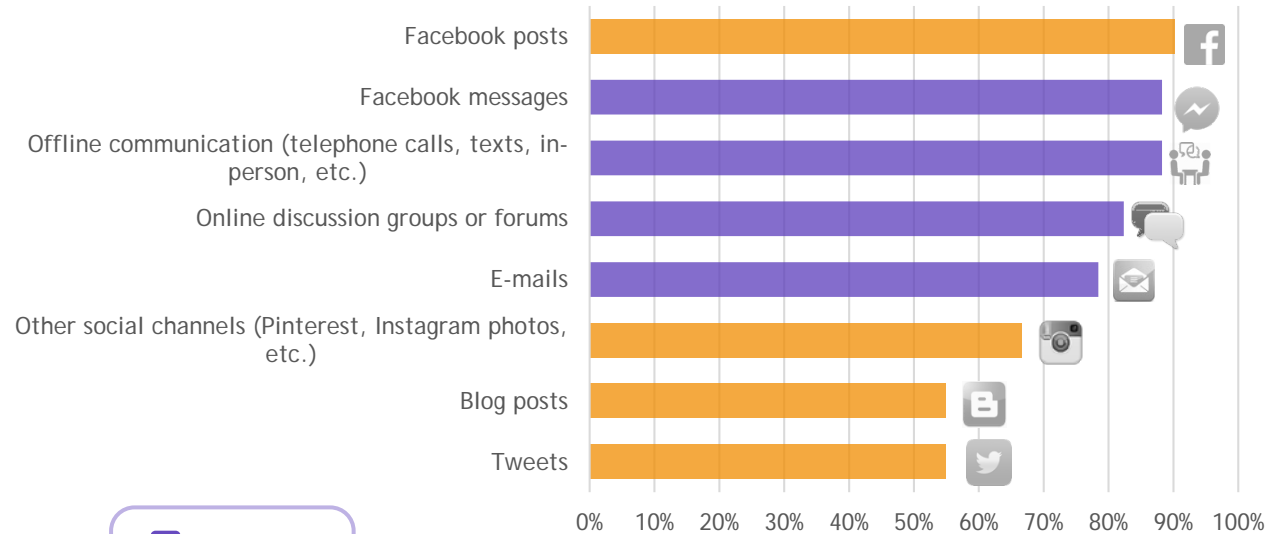


survey results

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



Advanced Melanoma



survey results

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.





behavioral intent study

WEGO Health Solutions



Your trusted **connection** to patient communities.

100K
patient influencers



150+
conditions

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.

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to patient communities.

behavioral intent study: additional info



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behavioral intent study

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behavioral intent survey

