

# WEGOHEALTH 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**



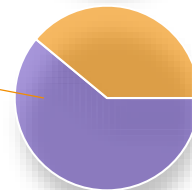
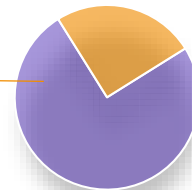
## behavioral intent study: key findings



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

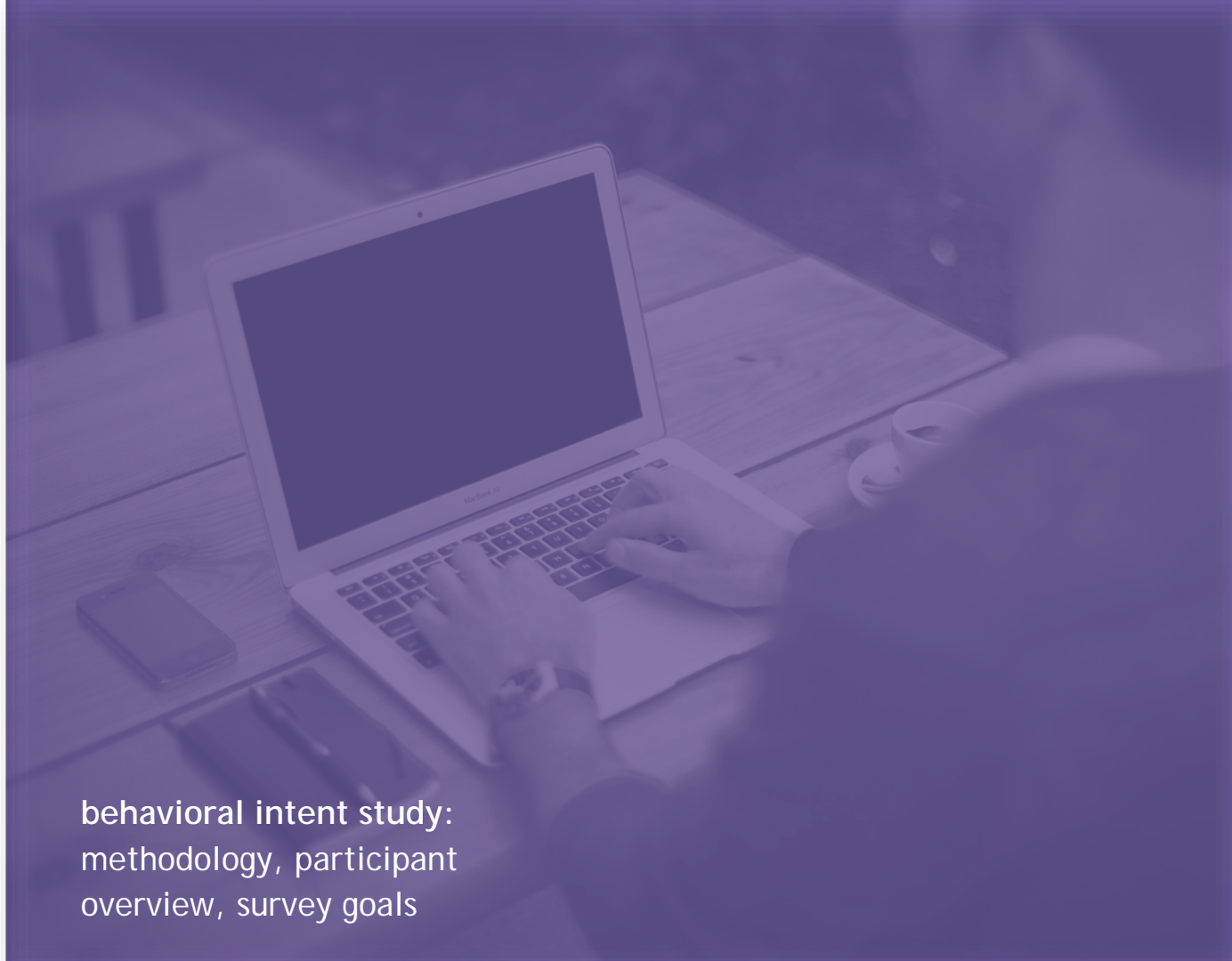


- **75%** of respondents share through **private** means (ex: member-only groups, private phone calls, emails)
- **61%** of respondents share through **public** means (ex: Facebook posts, Tweets, blog posts)



## 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

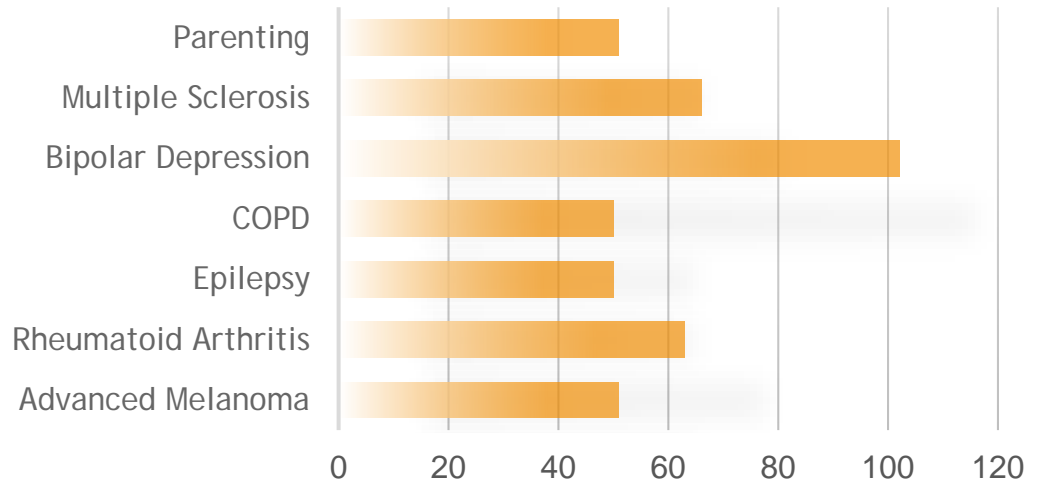
7  
Parenting &  
Family Health



online survey

## Participant Overview

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



online survey



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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Your trusted connection  
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

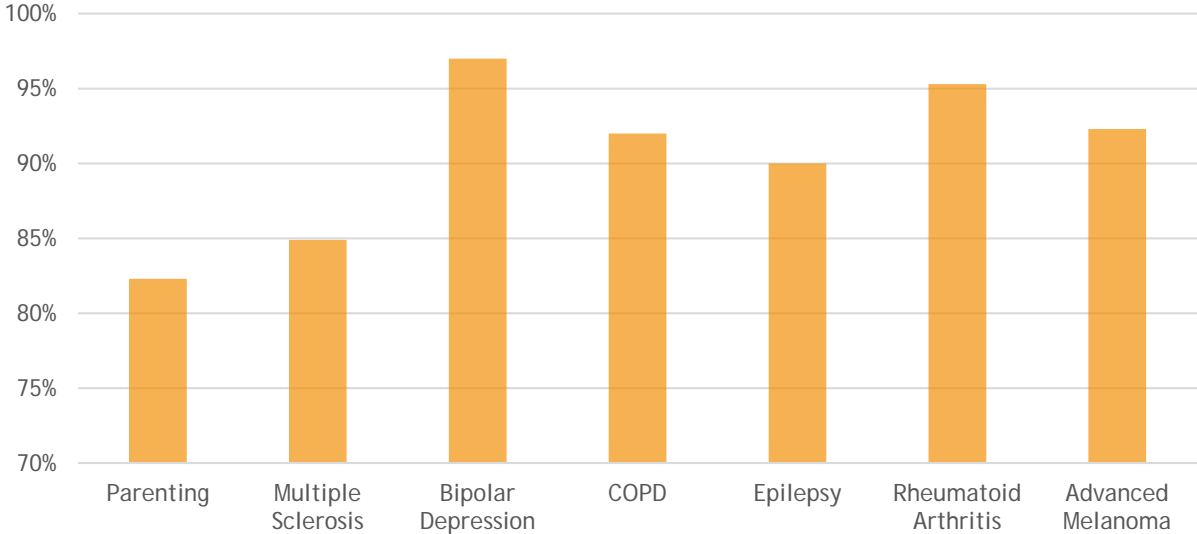


# behavioral intent study: participant responses



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

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

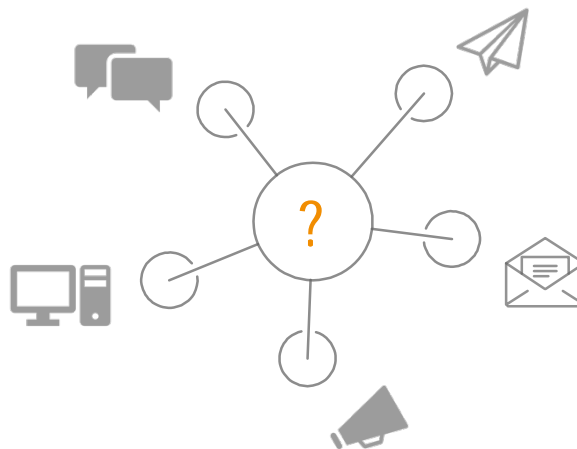


survey results

## behavioral intent study: information sharing



How is information begin **shared**?

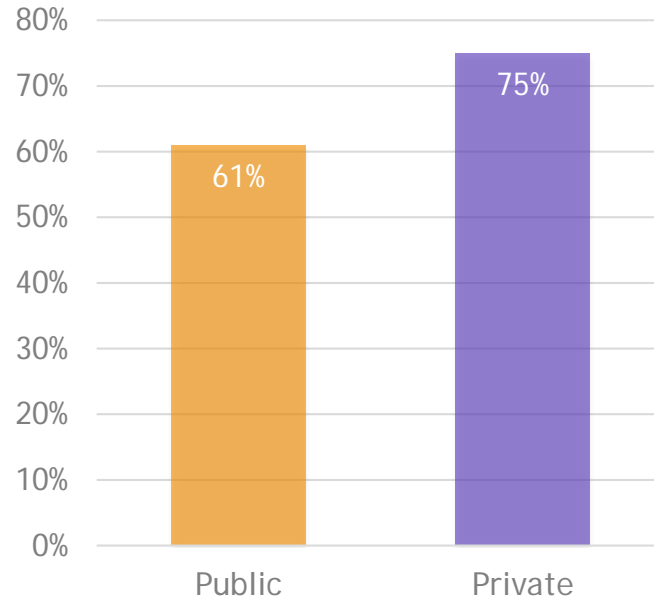


survey results

## behavioral intent study: information sharing



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



Comparison of:

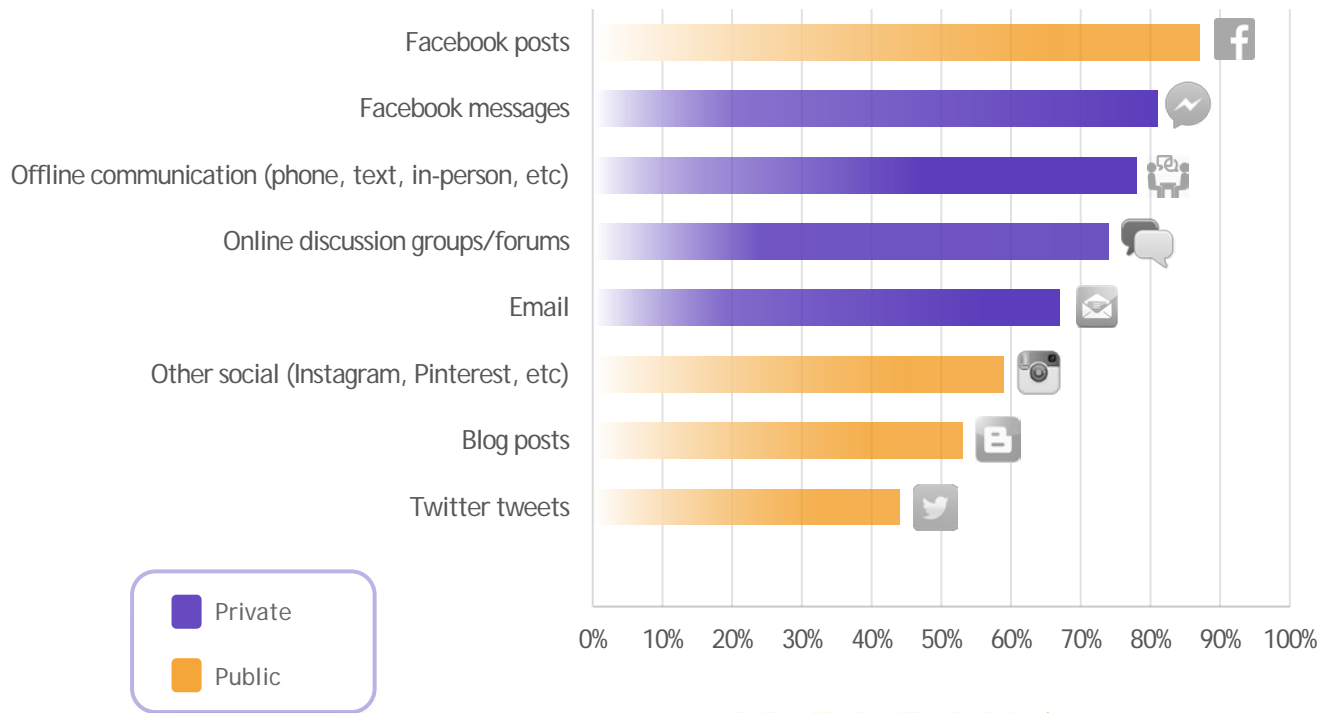
- public - trackable
- vs
- private - not trackable

sharing by patients



survey results

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

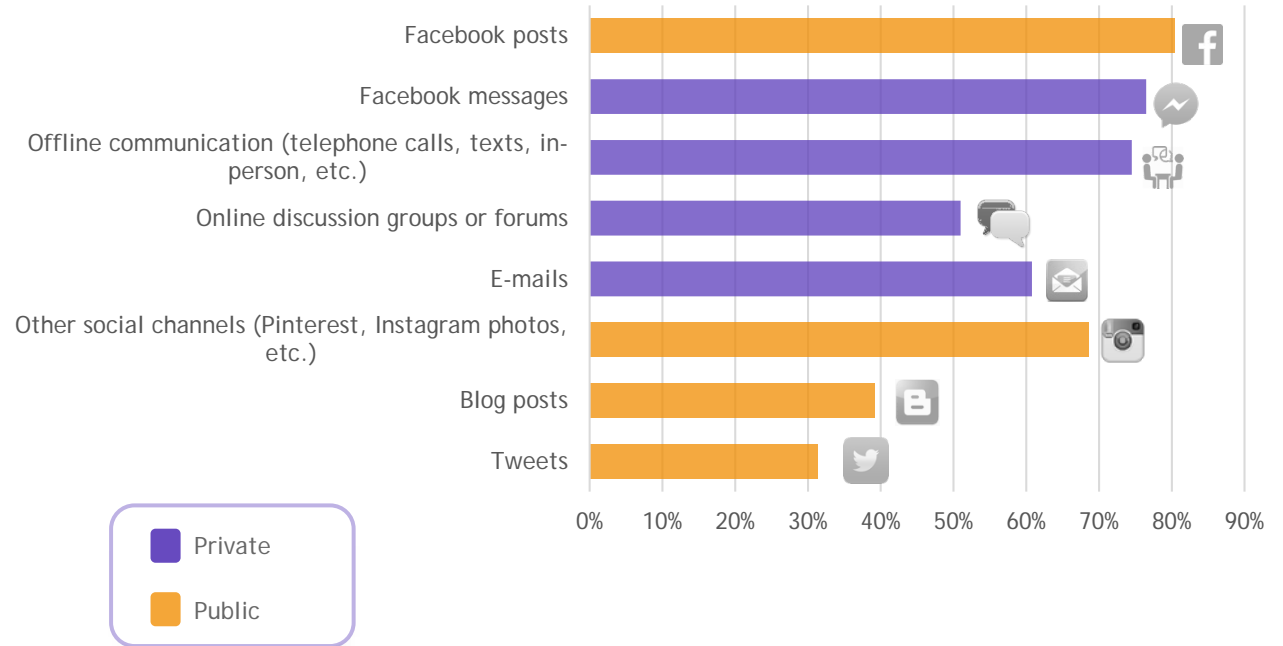


survey results

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



## Parenting

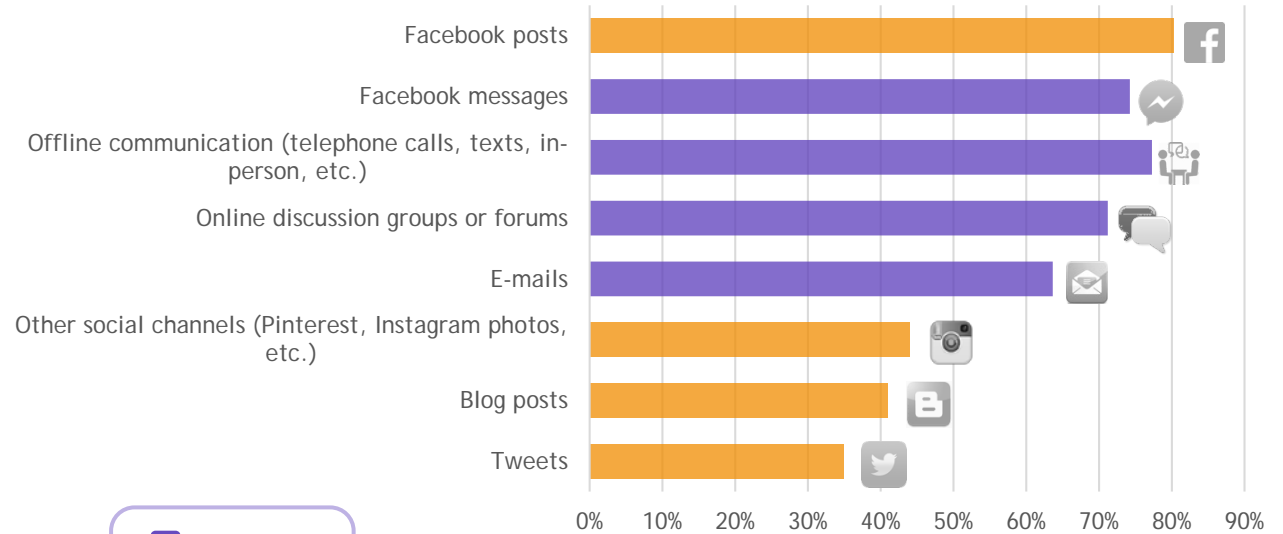


survey results

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



## Multiple Sclerosis



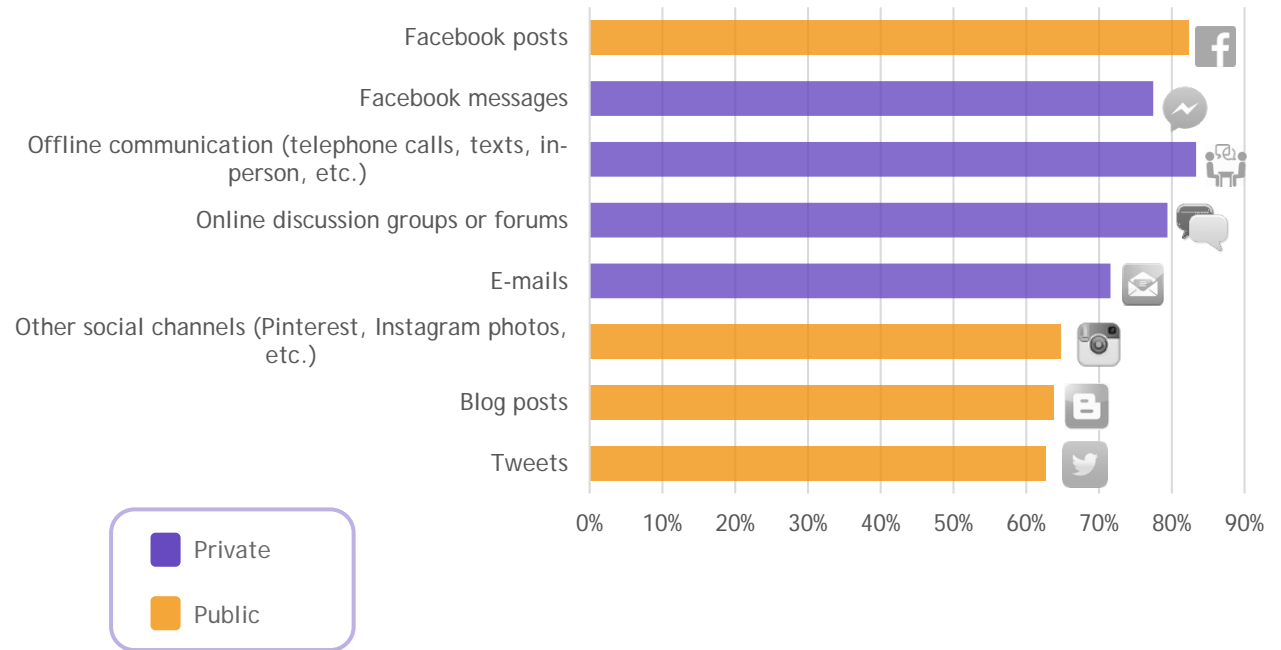
survey results



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



## Bipolar Disorder

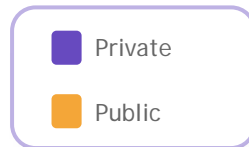
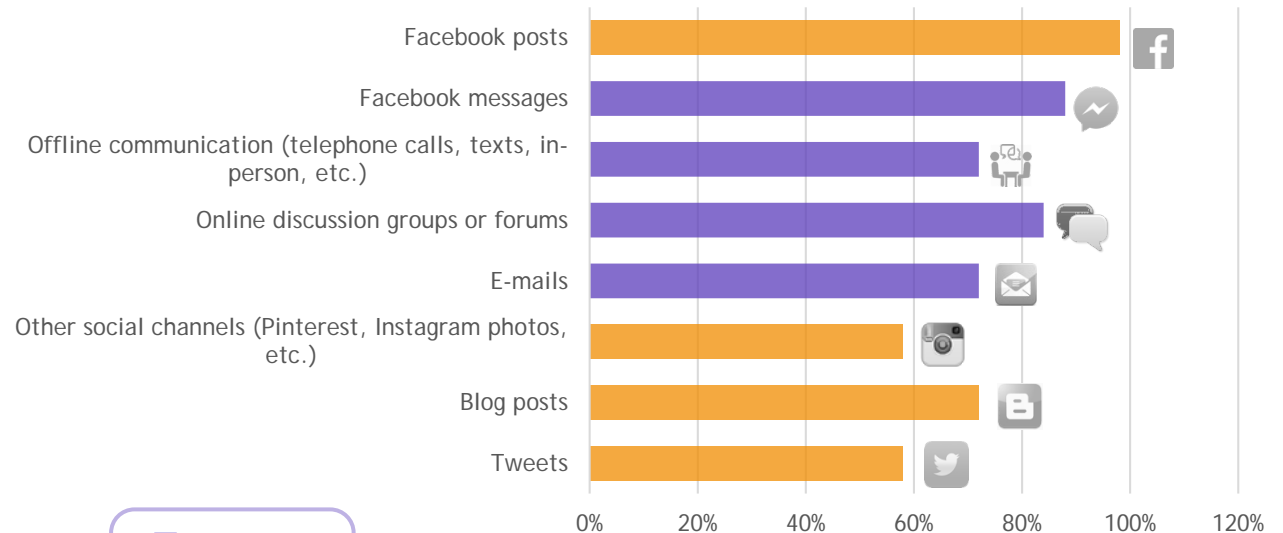


survey results

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



## COPD

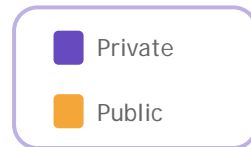
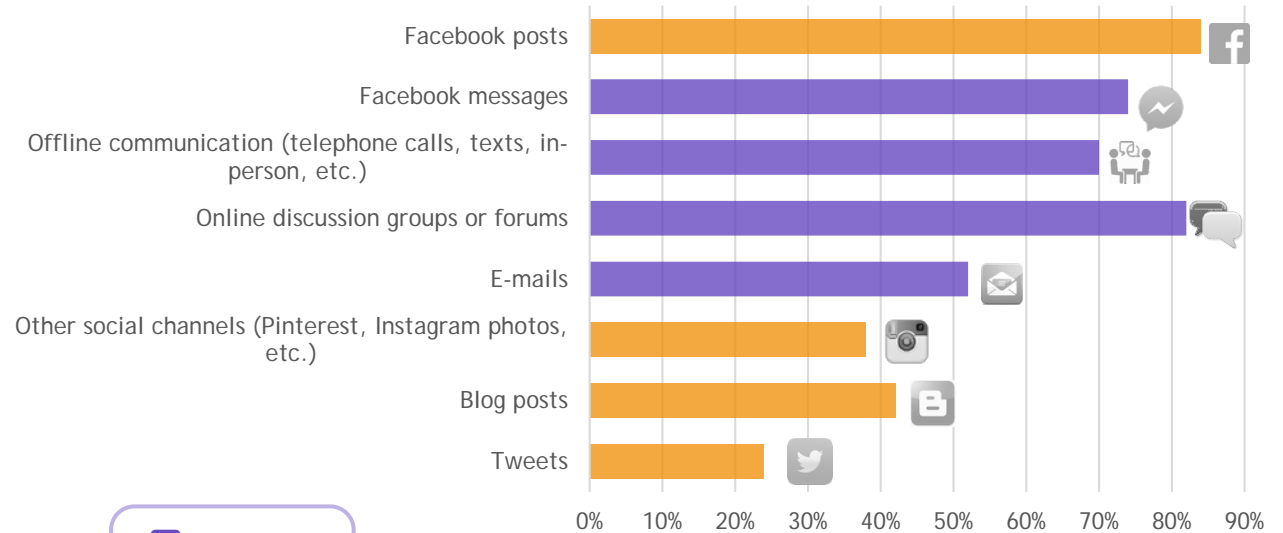


survey results

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



## Epilepsy

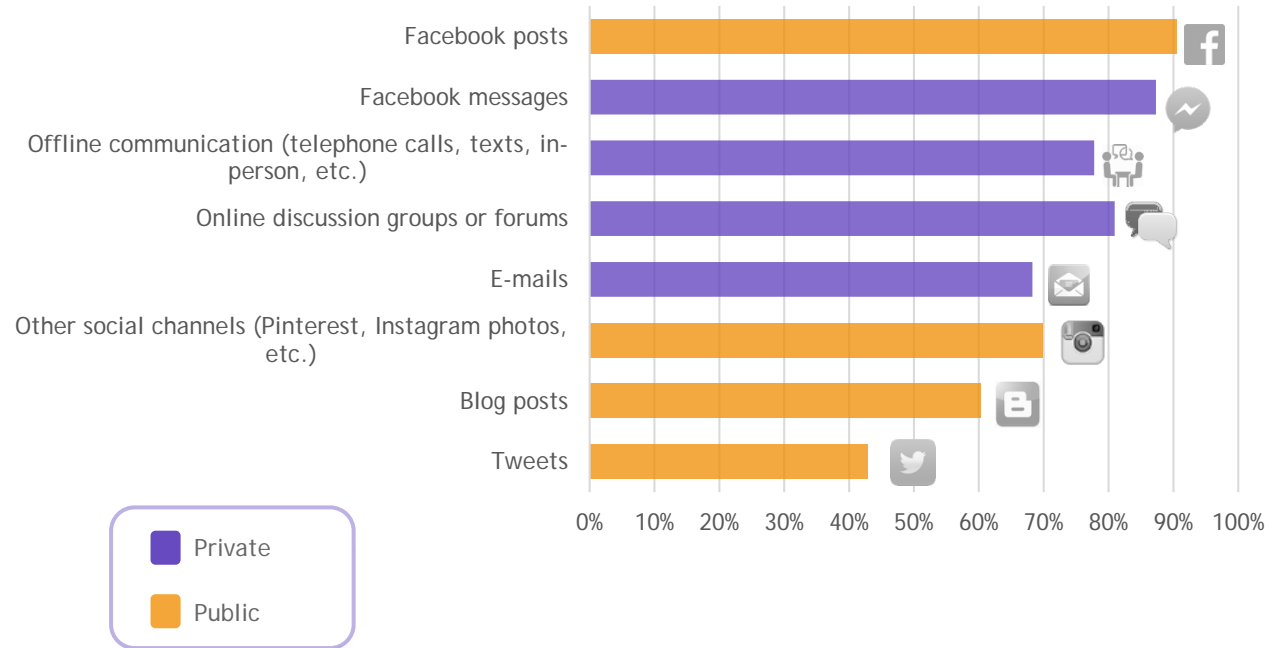


survey results

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



## Rheumatoid Arthritis

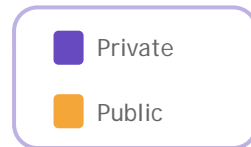
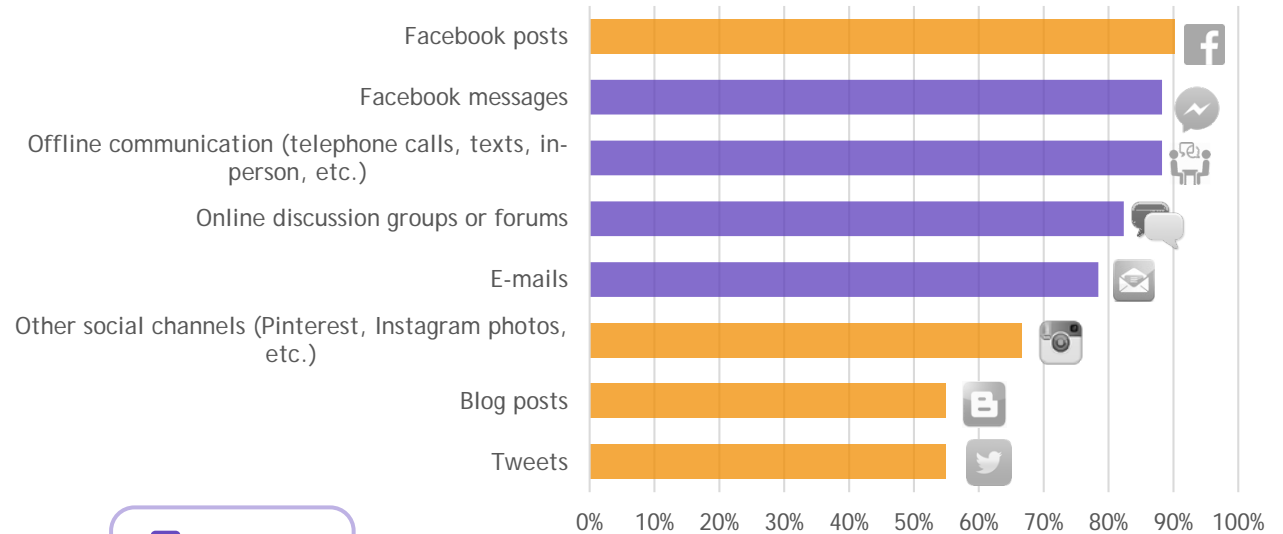


survey results

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



## Advanced Melanoma



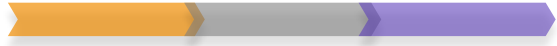
survey results

# 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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Your trusted connection  
to patient communities.



## behavioral intent study: additional info



For more information, contact:

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behavioral intent study

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# WEGO HEALTH SOLUTIONS

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behavioral intent survey

