

DOCTORS START SOCIALIZING ONLINE INTERNATIONALLY



GLOBAL MEDICAL SOCIAL NETWORKING TAKES OFF

Doctors Are Eager to Talk to their International Peers

85-95%

of doctors polled want to join the leading US social network for doctors (1)

France, Germany, Japan, UK, Brazil, Russia, Canada, China and India.



80%

of US doctors polled want to share insights with peers in a global medical social network (2)



83%

of UK doctors polled state that collaborating via a global social network will help them solve challenging patient cases more effectively (3)



The Grey Zone:

Medicine isn't always clear cut



99%

of doctors polled from the UK, France, Germany, Italy and Spain reported that at least 20% of their cases lack clarity (3,4)



75%

of US doctors polled state that at least 20% of patient cases fell in the grey zone (5)



Doctors in the US Today are Already Seeing Results from Medical Crowdsourcing



Over the last year, **3,500** challenging patient cases were posted to SERMO by US doctors

These cases were viewed **700,000** times and received **50,000** comments

Most patient cases get responses within **1.5 hours** and are resolved within **24 hours**

These numbers will grow exponentially when US and international doctors collaborate

What do US doctors want to talk to international doctors about? (1)

	Standards of care and healthcare practices	67%
	Drugs and devices	30%
	Healthcare politics and policy	36%
	Clinical issues and patient cases	44%
	Research findings	28%

What do international doctors want to talk to US doctors about? (1)

	Collaborating on patient cases	55%
	Drug options and treatment approaches	73%
	Healthcare politics and policy	58%
	Networking/ building relationships	42%
	Looking for a job	18%

SERMO, **the pioneer and leading US social network for doctors**, expands internationally by uniting **38,000 UK physicians** to the existing US social network of over **305,000 US doctors** and aims to unite doctors in multiple countries by **end of 2015**



(1) SERMO poll of 270 physicians from France, Germany, Japan, UK, Brazil, Russia, Canada, China, and India, completed July 31 2014 and February 2015

(2) SERMO poll of 107 US Physicians completed in August 2014

(3) SERMO poll of 251 UK doctors from 16 specialties and completed in February 2015

(4) SERMO poll of 205 doctors from France Germany Italy Spain completed in February 2015

(5) SERMO poll of 2,945 US doctors, March 2015