

SERMO Drug Ratings:

DOCTORS SAY PEER RATINGS CHANGE THEIR PERCEPTION OF DRUGS

In May 2017, the leading global social network for doctors launched SERMO Drug Ratings – the first and only global peer-to-peer drug review system that's for doctors, by doctors.



73%

think colleagues' reviews are more **credible than the information they receive from the pharmaceutical industry**



57%

have already changed their perception of a drug after reading peer ratings and comments



80%

believe peer ratings and comments will **change their perception of a drug in future**



77%

plan to use drug ratings when researching what drug to prescribe a patient



84%

believe peer drug reviews will ultimately lead to better outcomes by enhancing physicians' understanding of how a drug works in the real world