

SERMO Drug Ratings:

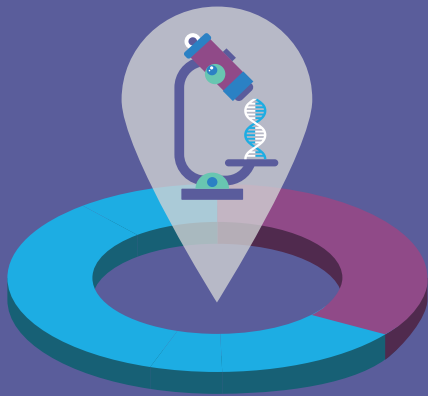
The first global doctor-to-doctor drug ratings tool



SERMO, the largest global social network for physicians with 650,000 members worldwide, is home to the groundbreaking new “Drug Ratings” tool. With hundreds of thousands of reviews and comments from physicians worldwide – including direct experience on efficacy, safety, tolerability, accessibility, and adherence – Drug Ratings is the largest global database of physician feedback on drugs.

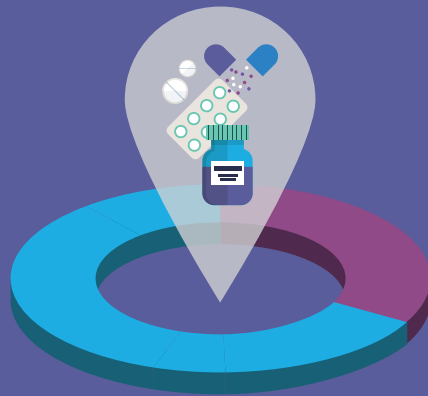


Doctors trust each other’s experiences with prescription drugs



69%

feel that physicians have a better understanding of how a drug works in the real world versus pharmaceutical companies, insurance companies, and patients ¹



74%

of doctors believe drug reviews from other physicians would help inform their prescribing choices ²

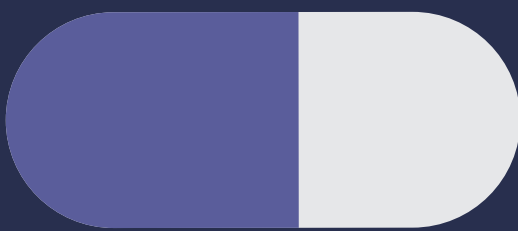


83%

report that the opinion or feedback of another physician has changed their perception of a drug ³

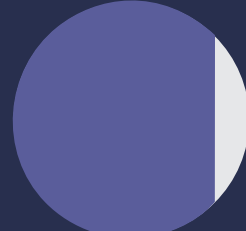


They have needed a way to share insights with each other before prescribing



52%

feel they do not have all the information they would want about a drug before prescribing ⁴



91%

think that pharmaceutical marketing ‘spins’ – misrepresents, omits, or otherwise adjusts – information about drugs to show them in a more positive light at least some of the time ⁵



Consumers have Amazon and Yelp – now physicians have SERMO Drug Ratings

77%

rely on Amazon reviews to help inform buying choices ⁶

80%

trust the recommendations of a very large number of real-world doctors with product experience over the recommendations of a very small number of key opinion leaders/academics ⁷

¹ SERMO poll of 2918 doctors from Argentina, Austria, Australia, Canada, Switzerland, Chile, China, Colombia, Germany, Spain, Finland, France, Great Britain, Greece, Hungary, Ireland, Israel, India, Italy, Sri Lanka, Mexico, the Netherlands, Norway, New Zealand, Poland, Sweden, the United States, Venezuela and South Africa. It was fielded in April 2017. The margin of error is ± 2%.

² SERMO poll of 1649 doctors from Argentina, Austria, Australia, Canada, Switzerland, Colombia, Germany, Denmark, Spain, Finland, France, Great Britain, Greece, Hungary, Ireland, Israel, Italy, Mexico, the Netherlands, Norway, Pakistan, Poland, the United States, Venezuela, and South Africa. It was fielded in March 2017. The margin of error is ± 2%.

³ SERMO poll of 2918 doctors from Argentina, Austria, Australia, Canada, Switzerland, Chile, China, Colombia, Germany, Spain, Finland, France, Great Britain, Greece, Hungary, Ireland, Israel, India, Italy, Sri Lanka, Mexico, the Netherlands, Norway, New Zealand, Poland, Sweden, the United States, Venezuela and South Africa. It was fielded in April 2017. The margin of error is ± 2%.

⁴ SERMO poll of 2918 doctors from Argentina, Austria, Australia, Canada, Switzerland, Chile, China, Colombia, Germany, Spain, Finland, France, Great Britain, Greece, Hungary, Ireland, Israel, India, Italy, Sri Lanka, Mexico, the Netherlands, Norway, New Zealand, Poland, Sweden, the United States, Venezuela and South Africa. It was fielded in April 2017. The margin of error is ± 2%.

⁵ SERMO poll of 2918 doctors from Argentina, Austria, Australia, Canada, Switzerland, Chile, China, Colombia, Germany, Spain, Finland, France, Great Britain, Greece, Hungary, Ireland, Israel, India, Italy, Sri Lanka, Mexico, the Netherlands, Norway, New Zealand, Poland, Sweden, the United States, Venezuela and South Africa. It was fielded in April 2017. The margin of error is ± 2%.

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