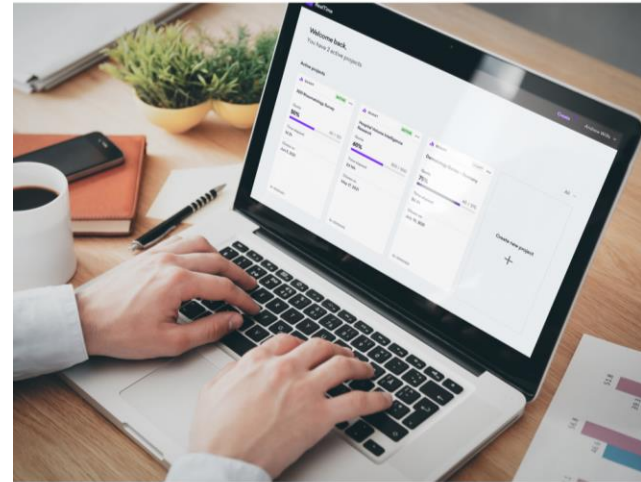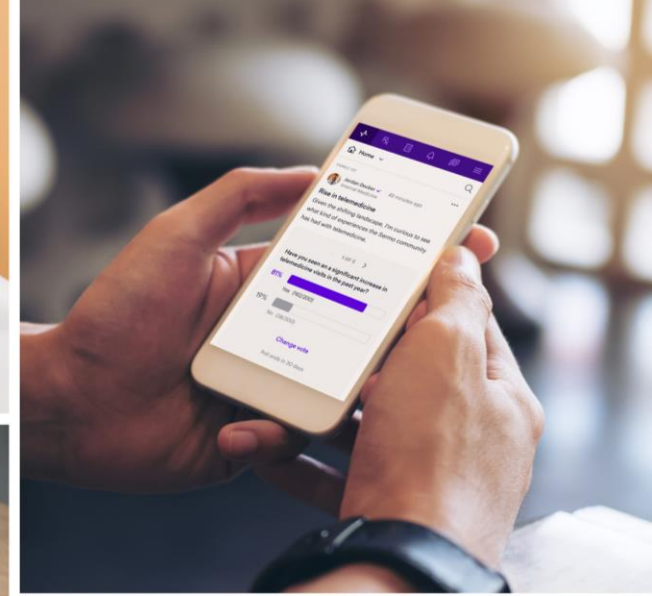# HCP Perspectives on Artificial Intelligence (AI) in a Data-Driven World

sermo

Report Objectives

Goal: Gain a better understanding of how physicians use and perceive Artificial Intelligence in their personal and professional lives and the resulting implications for insights professionals

Part 1: Understand general AI usage trends, familiarity, and trust among physicians – both personally and professionally

Part 2: Explore physician perspectives on AI applications specifically in medical market research activities

Part 3: Deep dive into what many in the industry consider the top application: AI in data analysis

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Research sample overview

Report insights are fueled by Sermo's proprietary RealTime technology, used to survey n=500 active survey takers to participate in a 5-minute quantitative online survey. The survey was fielded from February 19-27, 2024.

REGION	SAMPLE
North America (US & Canada)	201
EU5	199
APAC (Japan/China)	100
Total	**500**

SPECIALTY GROUP	SAMPLE
PCP	243
Oncology	75
Cardiology	61
Dermatology	39
Endocrinology	31
Neurology	30
Pediatrics	21
Total	**500**

Note: Each participant has participated in at least 3 quantitative survey in the past year and 1 qualitative interview.

Part 1:
Physicians' Perspectives on AI for Personal & Professional Use

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95% of physicians report using AI-powered technologies in their personal lives – more than three quarters say they use it at least daily

*Please select all the AI-powered technology you use in your **personal life***

Technology	Percentage
Virtual assistants (e.g., Siri, Alexa)	70%
Content recommendations (e.g., Netflix, Spotify, Instagram)	64%
Personal security (e.g., facial recognition)	62%
Smart home devices (e.g., thermostats, lights)	60%
Chatbot (e.g., ChatGPT)	55%
Health and fitness apps with AI features (e.g., Fitbod)	40%
Communication tools (e.g., Grammerly)	33%
I am not currently leveraging AI in my personal life	5%

77%
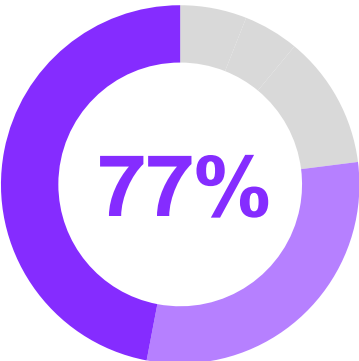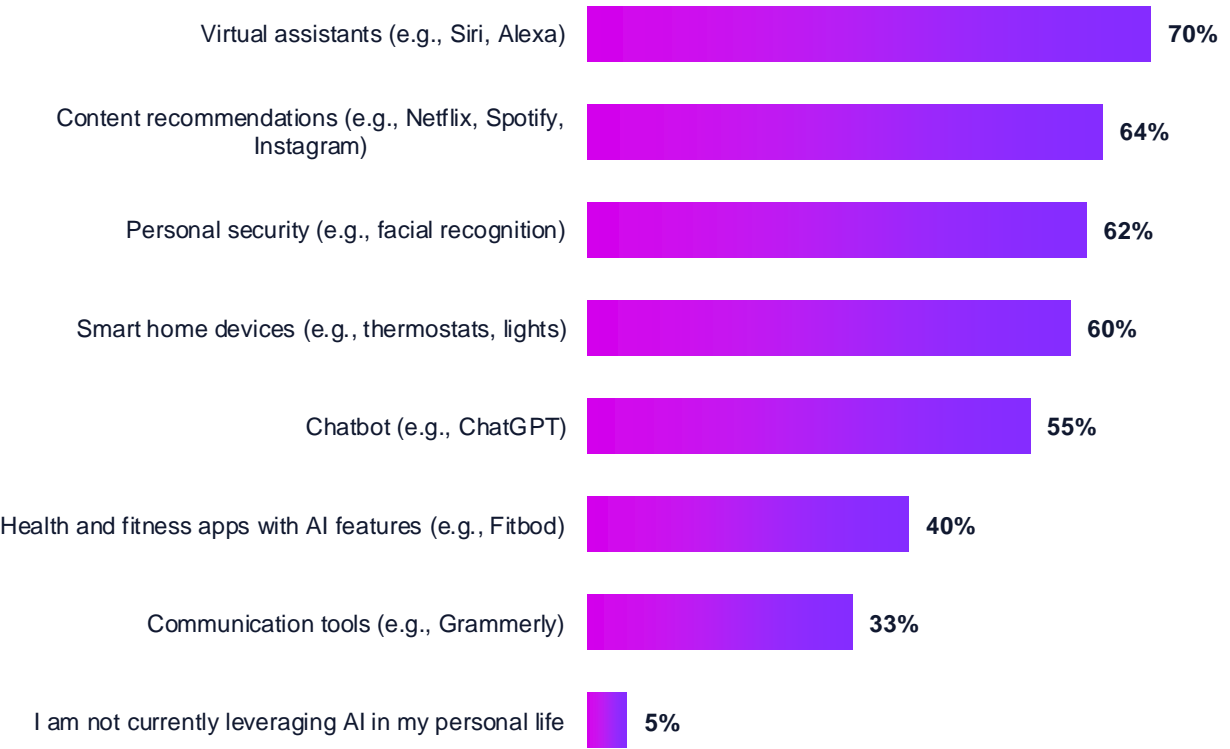
FREQUENCY OF AI USAGE

77% use AI-powered technologies in their personal lives **daily to multiple times a day**

KEY DIFFERENCES BY REGION

Physicians in APAC (China & Japan) are significantly more likely to use the following AI-powered tech: personal security, smart home devices & chatbots

Personal usage of AI-powered technology cut by region & specialty

*Please select all the AI-powered technology you use in your **personal life***
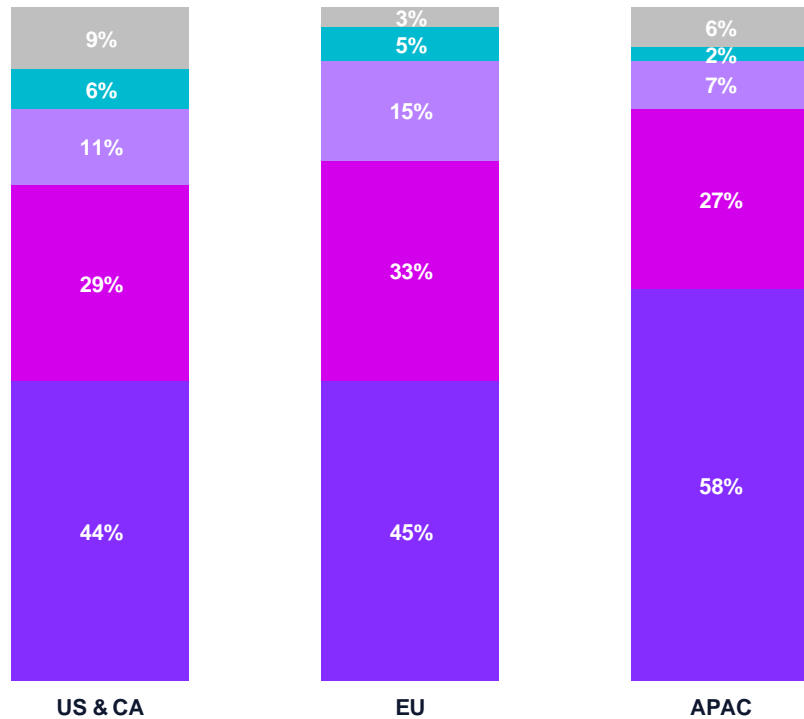
	REGION			SPECIALTY						
	US & CA	EU	APAC	Cardiology	Dermatology	Endocrinology	Neurology	Oncology	PCP	Pediatrics
	n=201	n=199	n=100	N=61	N=39	N=31	N=30	N=75	N=243	N=21
Virtual assistants	69%	69%	73%	75%	64%	74%	67%	71%	70%	62%
Content recommendations	58%	73%	57%	57%	69%	61%	60%	60%	66%	67%
Personal security	57%	62%	71%	61%	69%	77%	50%	65%	59%	67%
Smart home devices	50%	64%	72%	59%	59%	84%	53%	56%	60%	57%
Chatbot	43%	59%	70%	51%	44%	65%	60%	55%	56%	52%
Health & fitness apps with AI features	27%	52%	45%	38%	41%	52%	20%	49%	40%	38%
Communication tools	25%	35%	49%	36%	13%	52%	33%	40%	32%	33%
I am not currently leveraging AI in my personal life	7%	2%	6%	5%	5%	6%	7%	7%	4%	10%

Significantly higher than Global at 95% confidence level
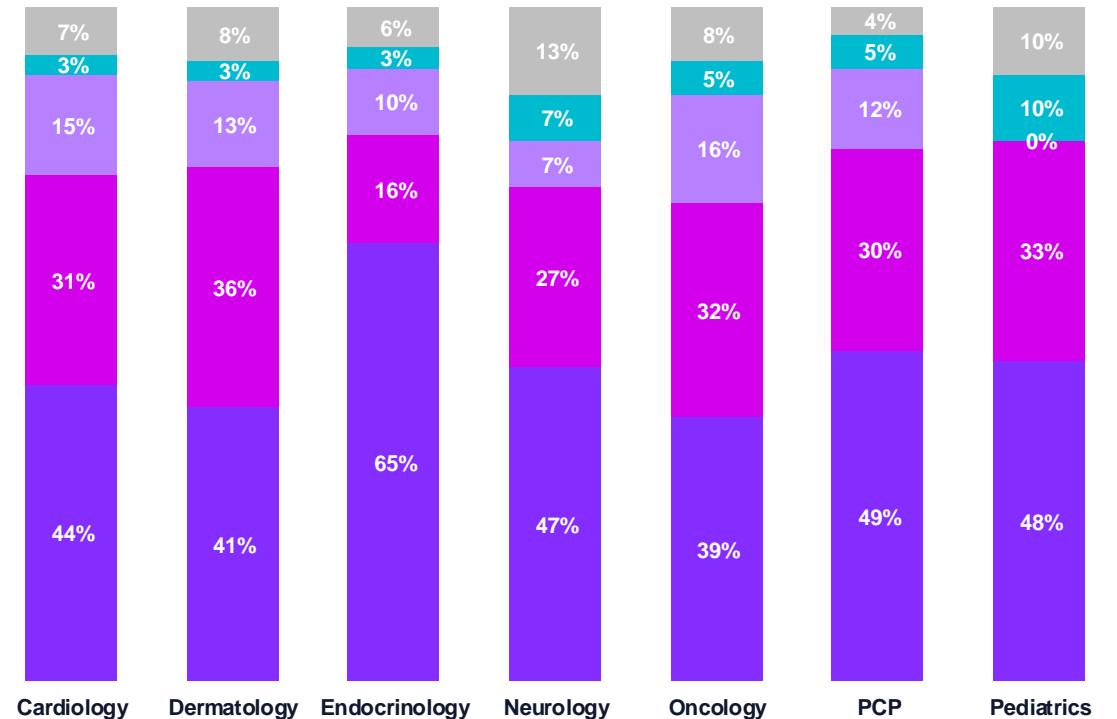Significantly lower than Global at 95% confidence level

Frequency of usage by region & specialty

*How often would you say you are leveraging AI-powered technology in your **personal life?***

Region

Legend: ■ Multiple times a day ■ Daily ■ Weekly ■ Monthly ■ Not leveraging AI

US & CA
- 9% — Not leveraging AI
- 6% — Monthly
- 11% — Weekly
- 29% — Daily
- 44% — Multiple times a day

EU
- 3% — Not leveraging AI
- 5% — Monthly
- 15% — Weekly
- 33% — Daily
- 45% — Multiple times a day

APAC
- 6% — Not leveraging AI
- 2% — Monthly
- 7% — Weekly
- 27% — Daily
- 58% — Multiple times a day

Specialty

Legend: ■ Multiple times a day ■ Daily ■ Weekly ■ Monthly ■ Not leveraging AI

Cardiology
- 7% — Not leveraging AI
- 3% — Monthly
- 15% — Weekly
- 31% — Daily
- 44% — Multiple times a day

Dermatology
- 8% — Not leveraging AI
- 3% — Monthly
- 13% — Weekly
- 36% — Daily
- 41% — Multiple times a day

Endocrinology
- 6% — Not leveraging AI
- 3% — Monthly
- 10% — Weekly
- 16% — Daily
- 65% — Multiple times a day

Neurology
- 13% — Not leveraging AI
- 7% — Monthly
- 7% — Weekly
- 27% — Daily
- 47% — Multiple times a day

Oncology
- 8% — Not leveraging AI
- 5% — Monthly
- 16% — Weekly
- 32% — Daily
- 39% — Multiple times a day

PCP
- 4% — Not leveraging AI
- 5% — Monthly
- 12% — Weekly
- 30% — Daily
- 49% — Multiple times a day

Pediatrics
- 10% — Not leveraging AI
- 10% — Monthly
- 0% — Weekly
- 33% — Daily
- 48% — Multiple times a day

71% of surveyed physicians are familiar with AI-powered technologies that support day-to-day activities of HCPs

*On a scale of 1-5, how familiar are you with AI-powered technologies that support your day-to-day activities in your **professional life** as a healthcare provider?*
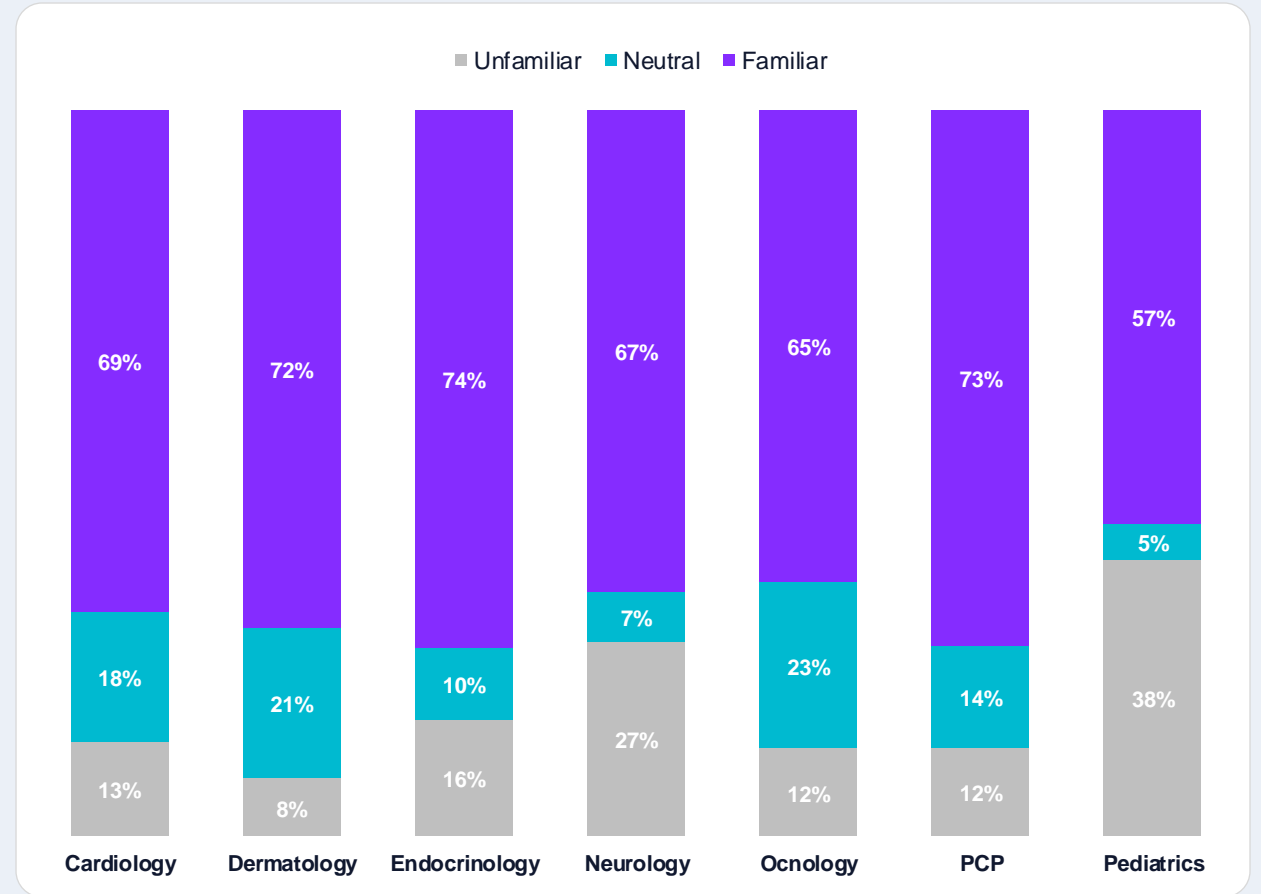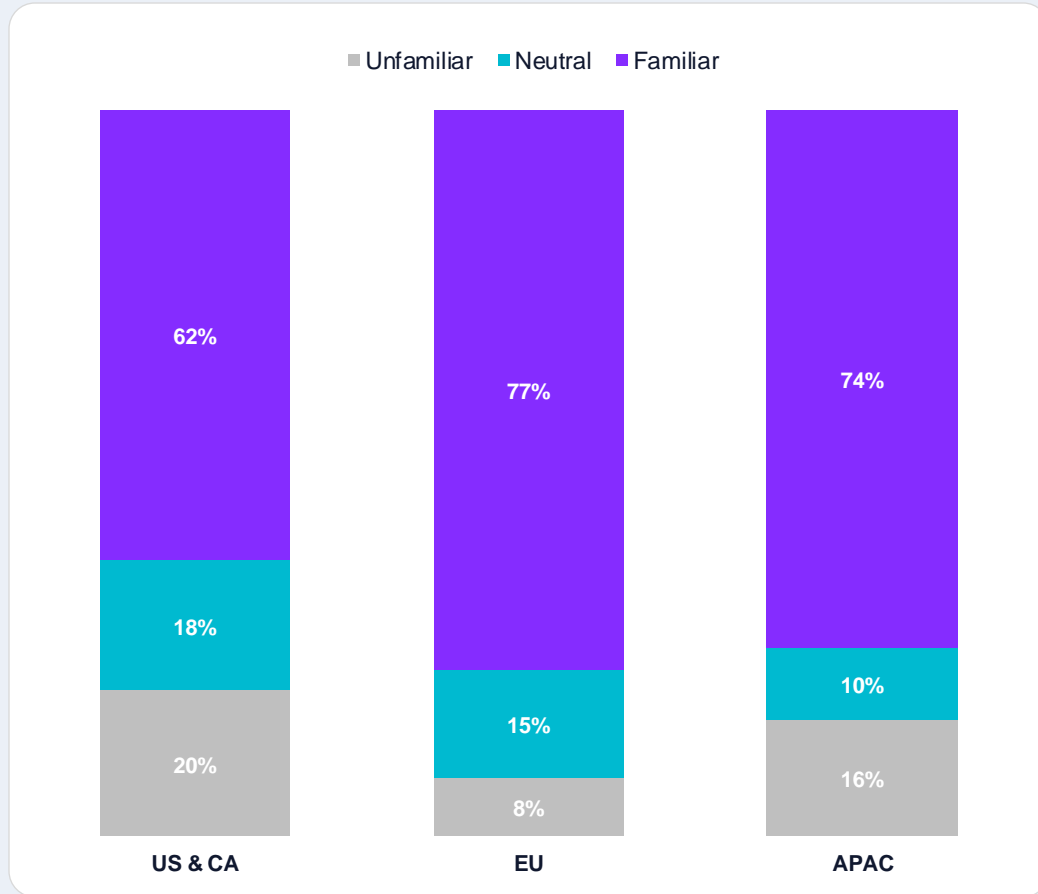
■ Very Familiar

■ Familiar

22%

48%

70%
familiar
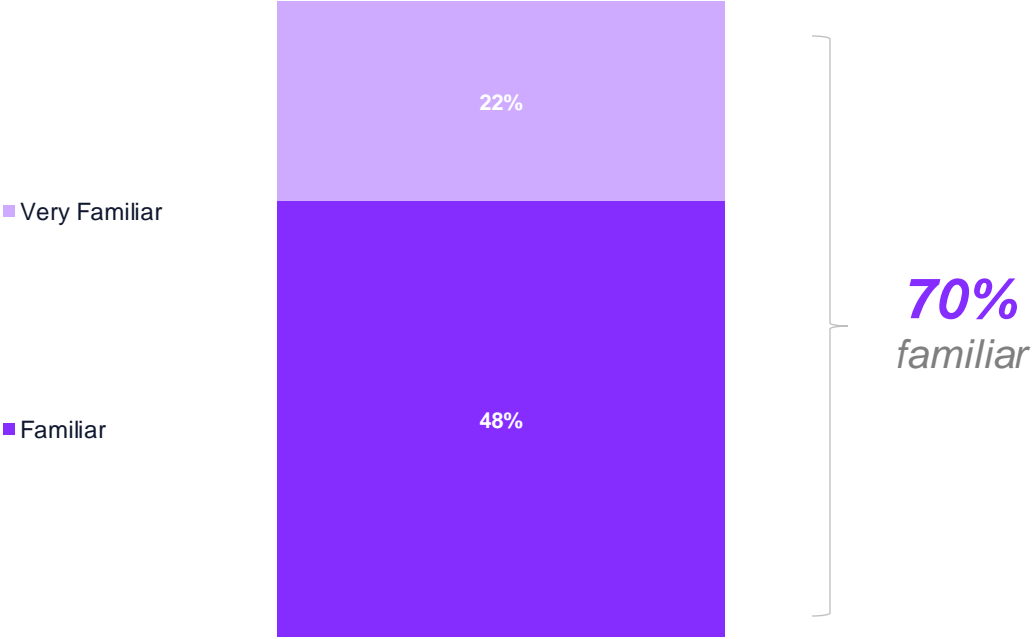
🌎 **KEY DIFFERENCES BY REGION**

- **Physicians in the EU (78%) show higher familiarity** with AI-powered technologies.

- **20% of US physicians report being unfamiliar** with AI-powered technologies.
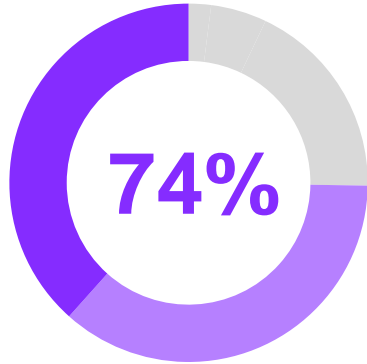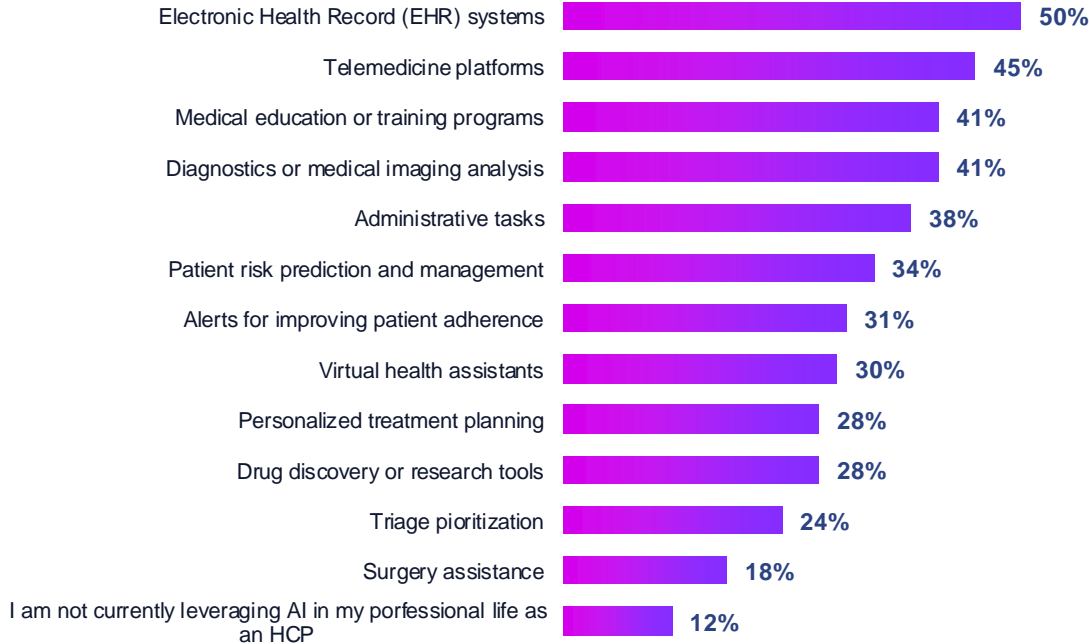
Familiarity with AI-powered technologies cut by region & specialty

*On a scale of 1-5, how familiar are you with AI-powered technologies that support your day-to-day activities in your **professional life** as a healthcare provider?*

Region

■ Unfamiliar   ■ Neutral   ■ Familiar

Region	Unfamiliar	Neutral	Familiar
US & CA	20%	18%	62%
EU	8%	15%	77%
APAC	16%	10%	74%

Specialty

■ Unfamiliar   ■ Neutral   ■ Familiar

Specialty	Unfamiliar	Neutral	Familiar
Cardiology	13%	18%	69%
Dermatology	8%	21%	72%
Endocrinology	16%	10%	74%
Neurology	27%	7%	67%
Ocnology	12%	23%	65%
PCP	12%	14%	73%
Pediatrics	38%	5%	57%

Close to 90% of physicians are using AI-powered tech in their professional lives; EHRs, telemedicine platforms & medical education are most common
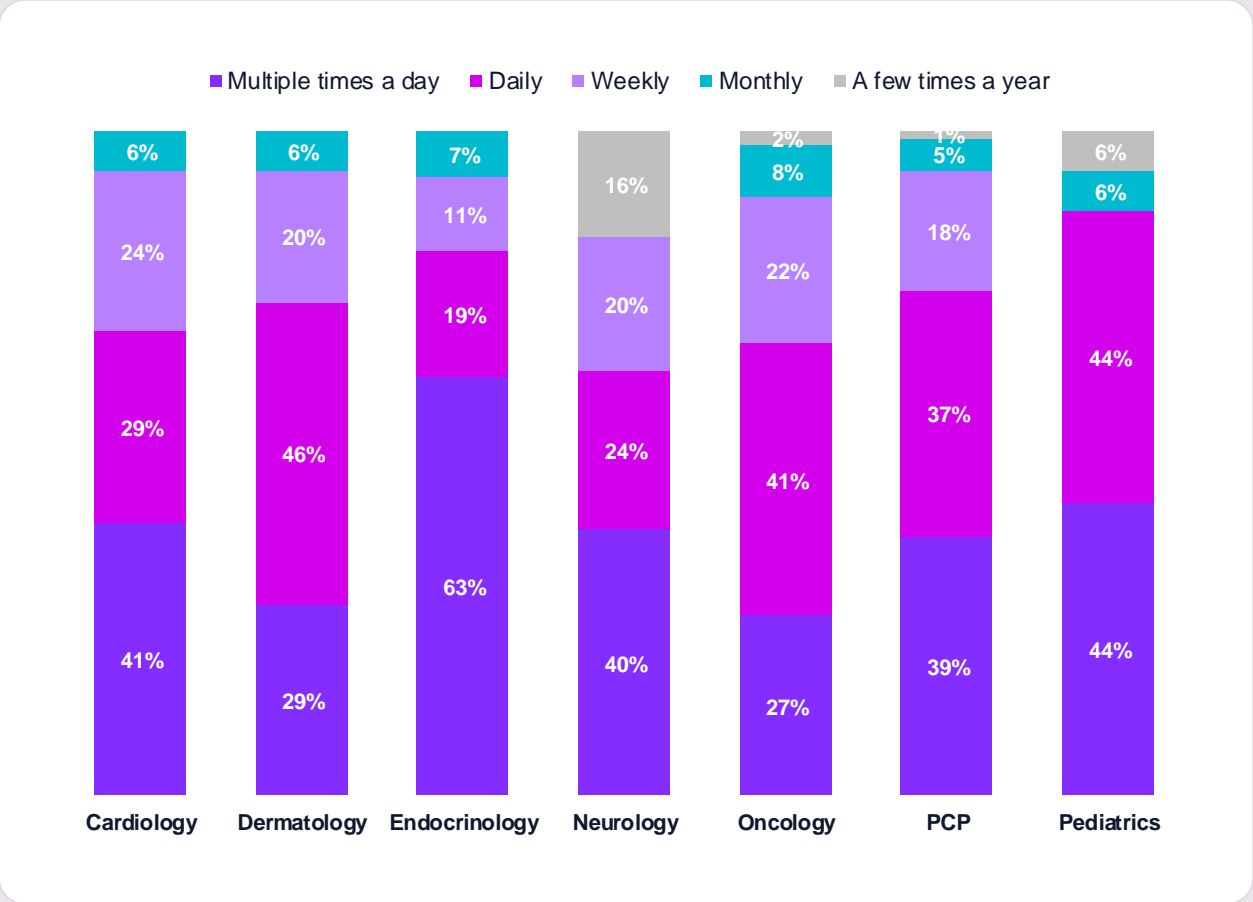
*Please select all of the ways you are currently leveraging AI-powered technologies in your **professional life as a healthcare provider**.*

Category	%
Electronic Health Record (EHR) systems	50%
Telemedicine platforms	45%
Medical education or training programs	41%
Diagnostics or medical imaging analysis	41%
Administrative tasks	38%
Patient risk prediction and management	34%
Alerts for improving patient adherence	31%
Virtual health assistants	30%
Personalized treatment planning	28%
Drug discovery or research tools	28%
Triage pioritization	24%
Surgery assistance	18%
I am not currently leveraging AI in my porfessional life as an HCP	12%

74%

FREQUENCY OF AI USAGE

74% use AI-powered technologies in their professional lives **daily to multiple times a day**

KEY DIFFERENCES BY REGION

- **Physicians in China & Japan report higher usage of AI-powered EHR systems** (62% vs. global average of 50%)

- **EU physicians report higher usage of AI-powered telemedicine platforms** (51% vs. global avg of 45%)

Source: HCP Sentiment Part 14, February 2024. n=500 physicians worldwide

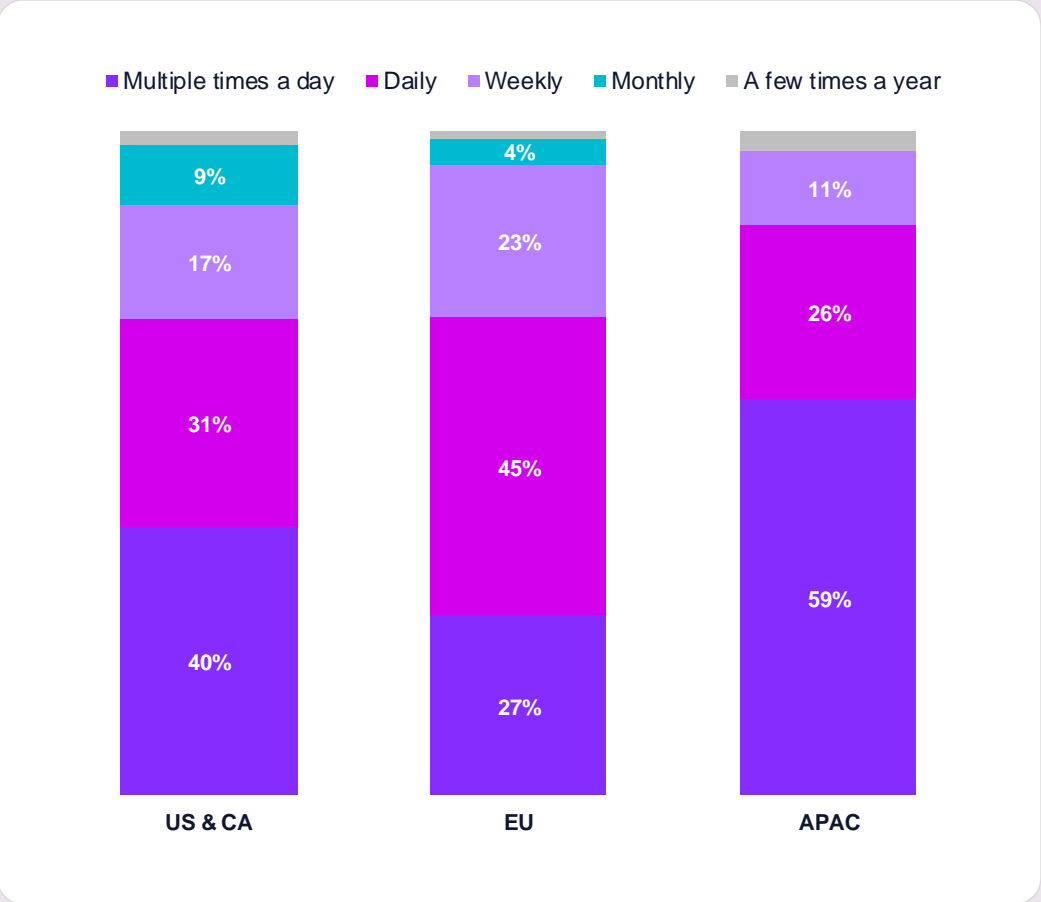# Professional usage of AI-powered technology cut by region & specialty

*Please select all of the ways you are currently leveraging AI-powered technologies in your **professional life as a healthcare provider**.*

	REGION			SPECIALTY						
	US & CA	EU	APAC	Cardiology	Dermatology	Endocrinology	Neurology	Oncology	PCP	Pediatrics
	n=201	n=199	n=100	N=61	N=39	N=31	N=30	N=75	N=243	N=21
Electronic Health Record (HER) systems	55%	38%	62%	41%	23%	58%	50%	43%	56%	67%
Telemedicine platforms	42%	51%	39%	41%	36%	61%	37%	41%	47%	43%
Medical education or training programs	36%	46%	41%	34%	38%	52%	30%	40%	43%	43%
Diagnostics or medical imaging analysis	26%	48%	55%	46%	46%	42%	37%	40%	40%	38%
Administrative tasks	31%	41%	47%	25%	38%	48%	60%	25%	41%	43%
Patient risk prediction and management	23%	40%	46%	34%	23%	52%	23%	36%	36%	24%
Alerts for improving patient adherence	22%	37%	37%	36%	23%	45%	37%	20%	33%	29%
Virtual health assistants	21%	36%	39%	28%	18%	48%	27%	27%	32%	33%
Personalized treatment planning	19%	29%	43%	20%	26%	55%	23%	29%	27%	33%
Drug discovery or research tools	18%	35%	33%	20%	23%	26%	30%	35%	28%	33%
Triage prioritization	12%	30%	34%	23%	21%	42%	13%	24%	24%	19%
Surgery assistance	5%	22%	36%	18%	13%	26%	10%	24%	18%	14%
Currently not leveraging AI	14%	9%	13%	16%	10%	13%	17%	16%	8%	14%

Significantly higher than Global at 95% confidence level
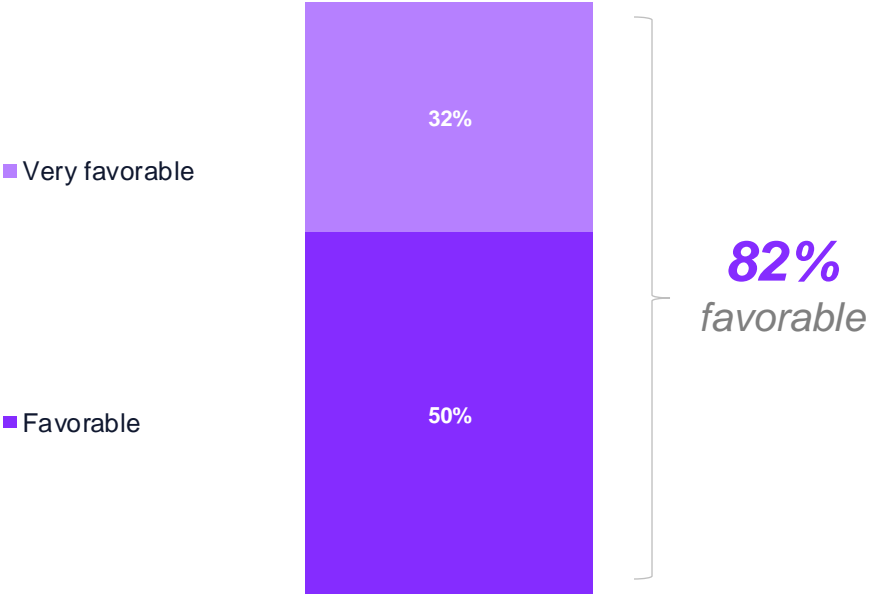Significantly lower than Global at 95% confidence level

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Healthcare provider frequency of usage by region & specialty

*How often would you say you are leveraging AI-powered technology in your **professional life as a healthcare provider?***
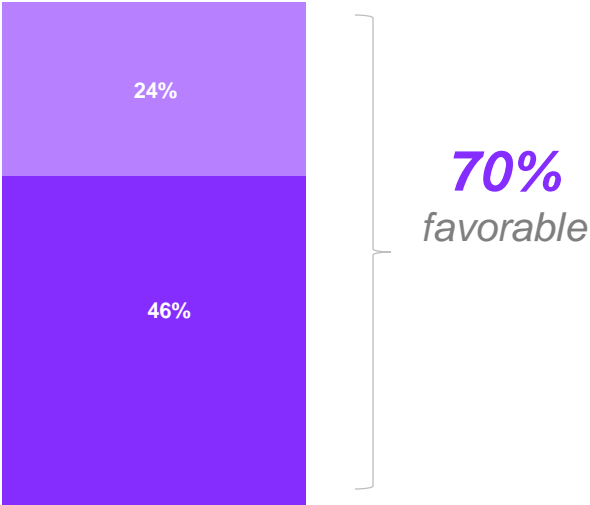

Legend: ■ Multiple times a day ■ Daily ■ Weekly ■ Monthly ■ A few times a year

By region:

	US & CA	EU	APAC
A few times a year			
Monthly	9%	4%	
Weekly	17%	23%	11%
Daily	31%	45%	26%
Multiple times a day	40%	27%	59%

By specialty:

	Cardiology	Dermatology	Endocrinology	Neurology	Oncology	PCP	Pediatrics
A few times a year				16%	2%	1%	6%
Monthly	6%	6%	7%		8%	5%	6%
Weekly	24%	20%	11%	20%	22%	18%	
Daily	29%	46%	19%	24%	41%	37%	44%
Multiple times a day	41%	29%	63%	40%	27%	39%	44%

Physicians have more a favorable opinion towards AI-powered technology in their personal versus professional lives (82% vs 70%)

*On a scale of 1-5, how favorable is your opinion of AI-powered technology that you use in your **personal life?***

■ Very favorable

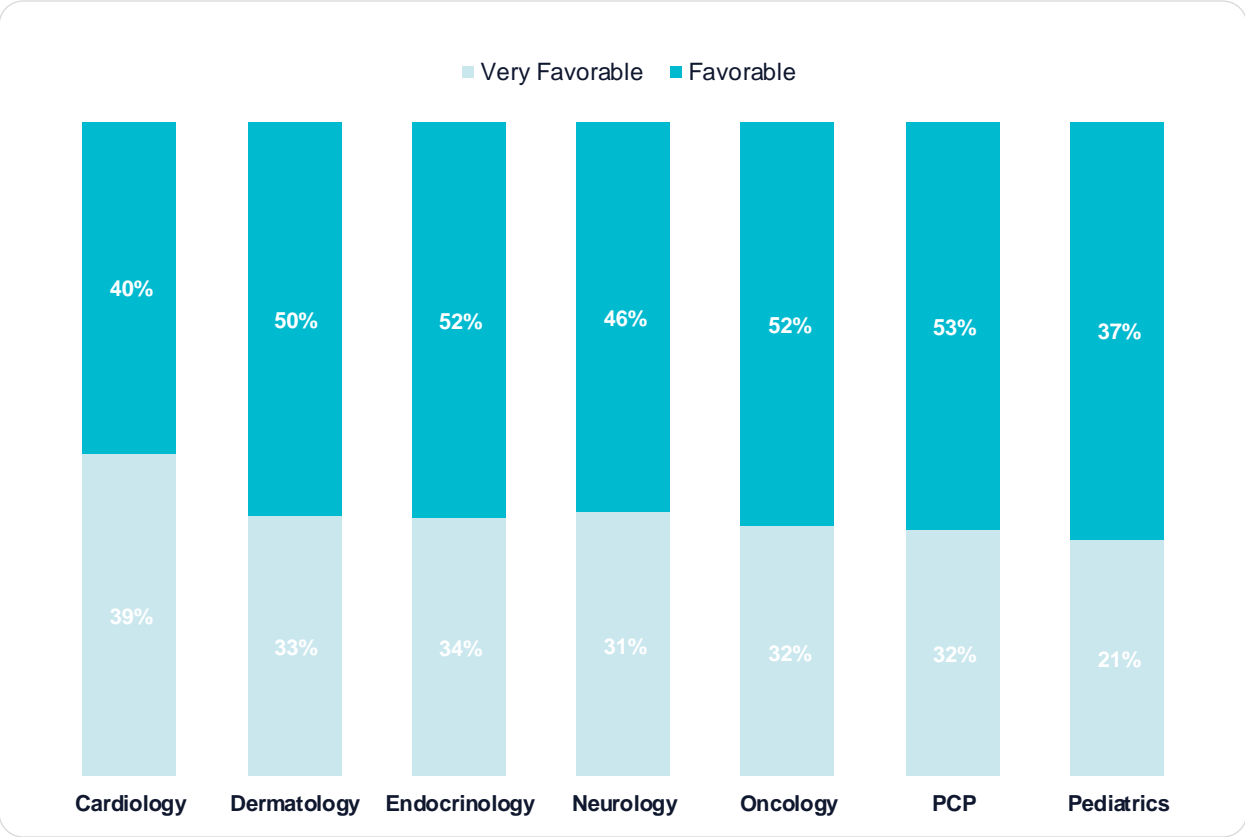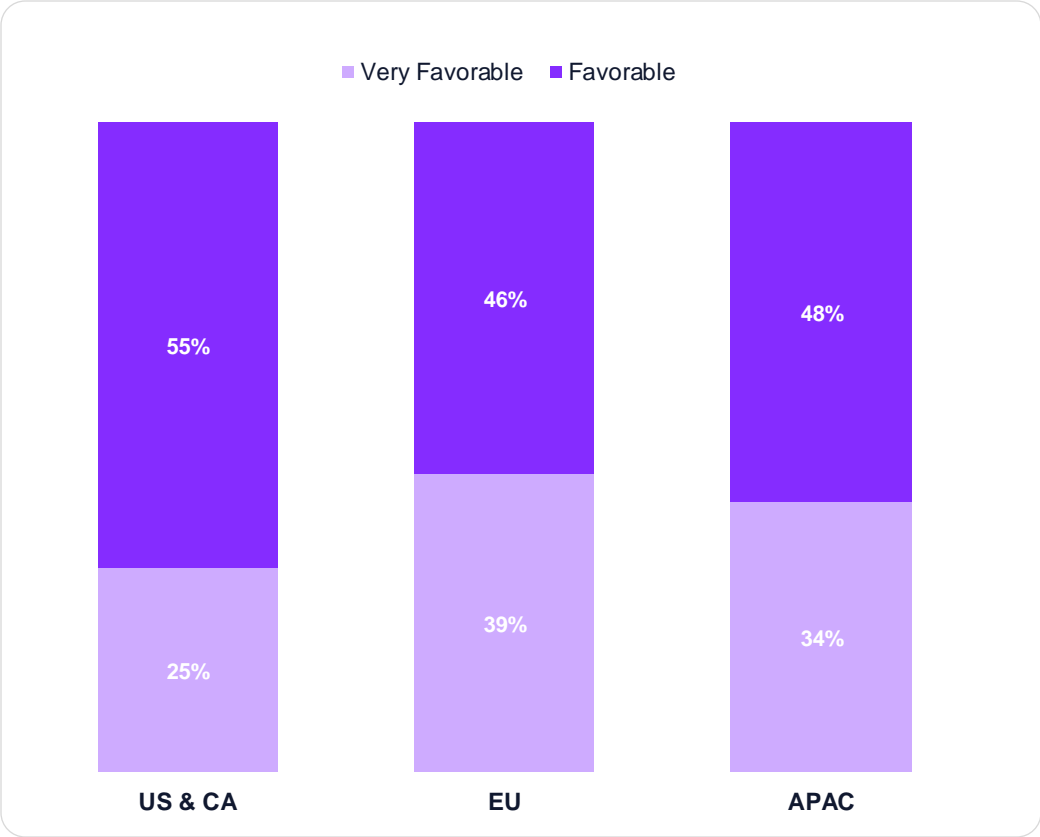■ Favorable

32%

50%

82%
favorable

*On a scale of 1-5, how favorable is your opinion of AI-powered technologies in your **professional life as a healthcare provider?***
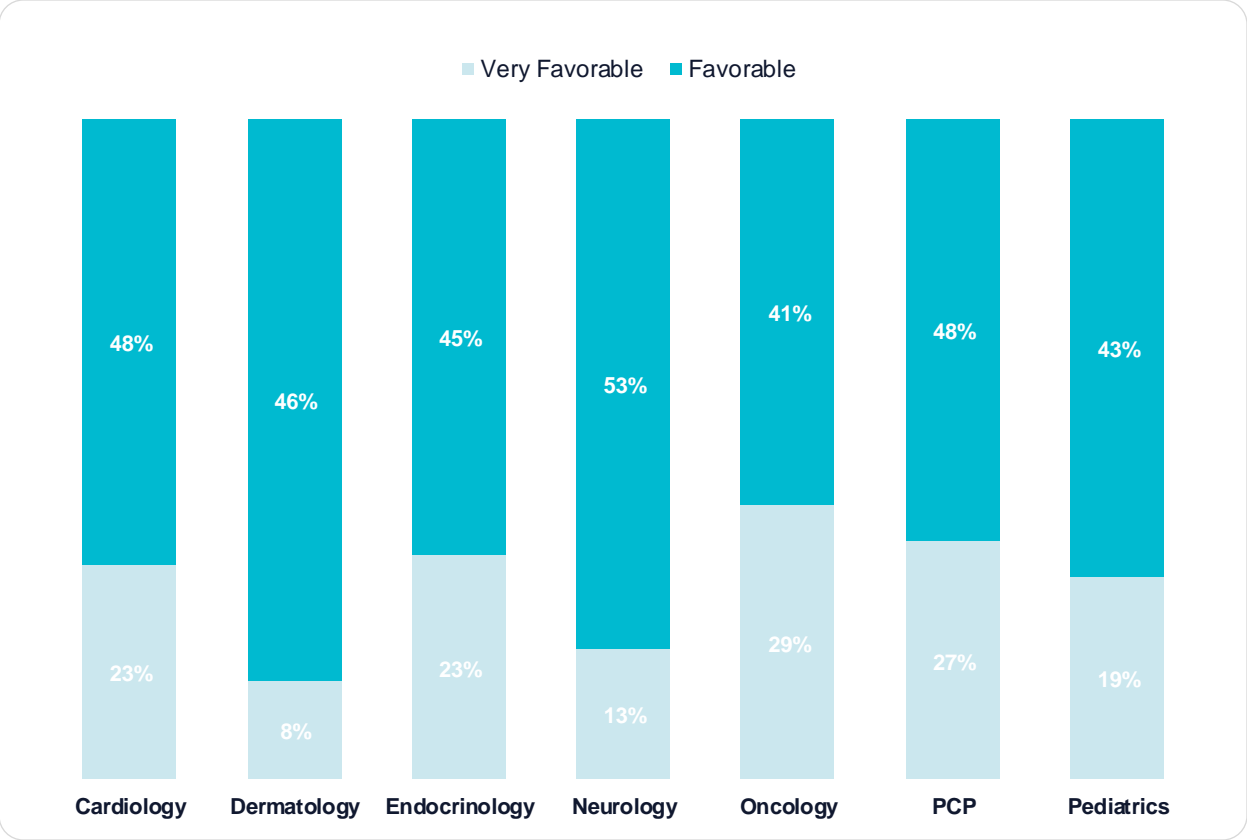
24%

46%

70%
favorable

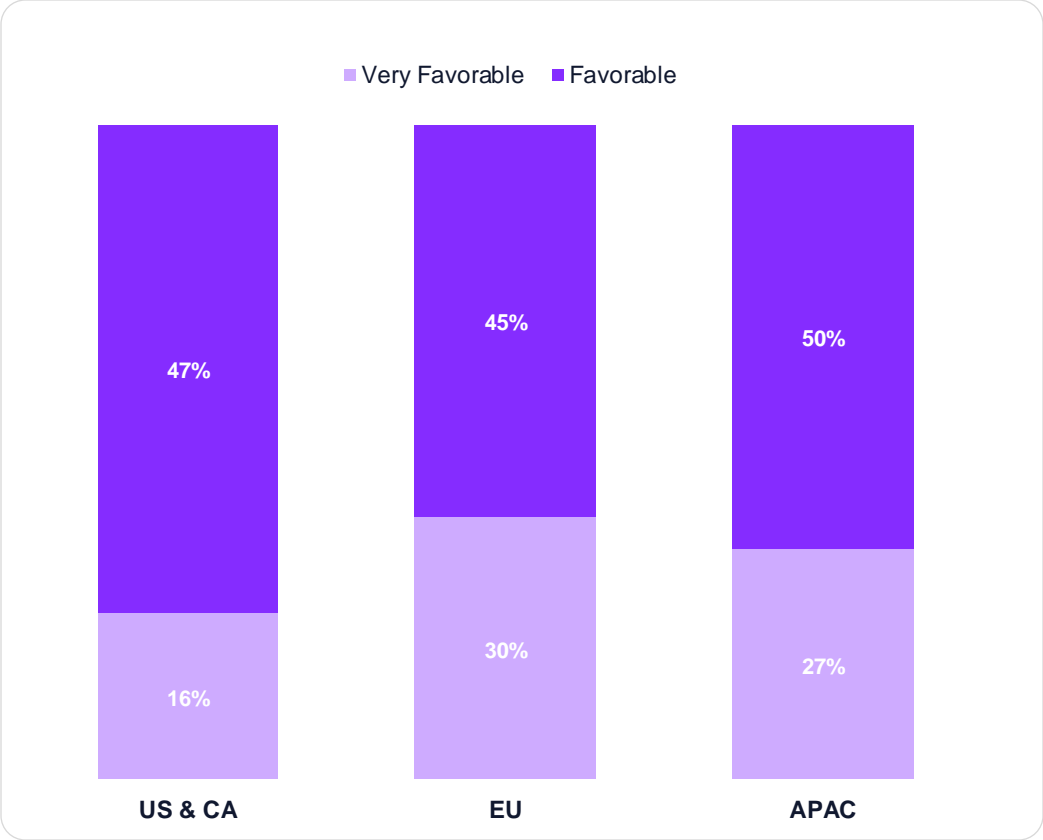*Source: HCP Sentiment Part 14, February 2024. n=500 physicians worldwide*

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US & CA physicians show a more favorable opinion towards AI-powered technology than EU & CA

*On a scale of 1-5, how favorable is your opinion of AI-powered technology that you use in your **personal life?***

Left chart — Very Favorable / Favorable

	US & CA	EU	APAC
Favorable	55%	46%	48%
Very Favorable	25%	39%	34%

Right chart — Very Favorable / Favorable

	Cardiology	Dermatology	Endocrinology	Neurology	Oncology	PCP	Pediatrics
Favorable	40%	50%	52%	46%	52%	53%	37%
Very Favorable	39%	33%	34%	31%	32%	32%	21%

*Source: HCP Sentiment Part 14, February 2024. n=500 physicians worldwide

In a professional environment Neurologists & PCPs show a more favorable opinion towards AI-powered technologies that other specialties

*On a scale of 1-5, how favorable is your opinion of AI-powered technologies in your **professional life as a healthcare provider?***

Left chart — Legend: ■ Very Favorable ■ Favorable

	US & CA	EU	APAC
Favorable	47%	45%	50%
Very Favorable	16%	30%	27%

Right chart — Legend: ■ Very Favorable ■ Favorable

	Cardiology	Dermatology	Endocrinology	Neurology	Oncology	PCP	Pediatrics
Favorable	48%	46%	45%	53%	41%	48%	43%
Very Favorable	23%	8%	23%	13%	29%	27%	19%

Source: HCP Sentiment Part 14, February 2024. n=500 physicians worldwide

Bonus insights: US healthcare leaders share their perspectives on AI implementation in their hospital/health systems

45% of US health system/hospital executives report they are actively following trends in AI and machine learning…

Yet, **only 25% have implemented AI/machine learning** in their organization

	Current AI Integration	Forecasted AI Integration in the Next 5 Years
Electronic health records management	23%	71%
Predictive analytics	20%	71%
Virtual Health Assistance	13%	64%
Medical Imaging	21%	62%

Source: Sermo Expert Barometer 2024

Part 2:
Physicians' Perspectives on AI in Market Research

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Before diving into the findings, let's explore how the industry is embracing (and bracing for) AI in market research

90%

90%

10%
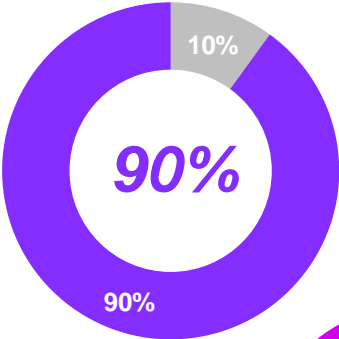
*AI will have a **significant impact** on the MR Industry over the next 5 years*

80%

80%

20%
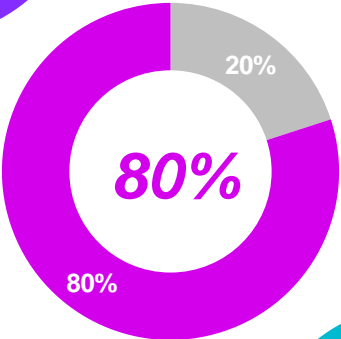
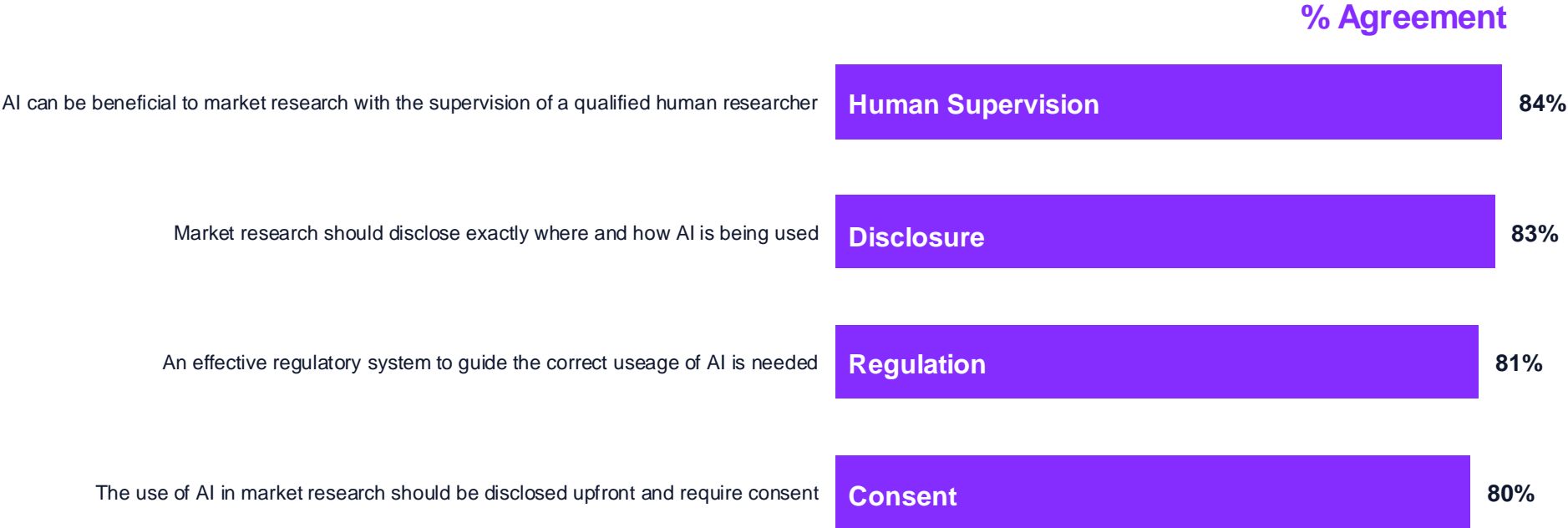*AI will have a **positive impact** on the MR Industry*

30%

30%

70%
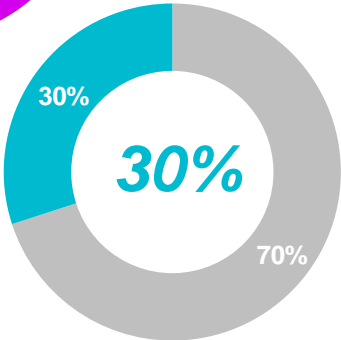
*Confident I know what the **impact is going to look like***

What Insights Professionals are saying...

AI

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There is strong sentiment among the physician community about AI in market research, mostly related to disclosure and regulation

On a scale of 1-5, please tell us how much you agree or disagree with the following statements about AI in market research.

% Agreement

AI can be beneficial to market research with the supervision of a qualified human researcher | **Human Supervision** — **84%**

Market research should disclose exactly where and how AI is being used | **Disclosure** — **83%**

An effective regulatory system to guide the correct useage of AI is needed | **Regulation** — **81%**

The use of AI in market research should be disclosed upfront and require consent | **Consent** — **80%**

Sentiment towards AI in market research by region & specialty

On a scale of 1-5, please tell us how much you agree with the following statements about AI in market research.

	REGION			SPECIALTY						
	US & CA	EU	APAC	Cardiology	Dermatology	Endocrinology	Neurology	Oncology	PCP	Pediatrics
	n=201	n=199	n=100	N=61	N=39	N=31	N=30	N=75	N=243	N=21
AI can be beneficial to market research with the supervision of a qualified human researcher	84%	83%	86%	85%	77%	87%	83%	87%	83%	86%
Market research should disclose exactly where and how AI is being used	90%	74%	90%	85%	69%	84%	87%	84%	84%	90%
An effective regulatory system to guide the correct usage of AI is needed	86%	75%	87%	87%	69%	87%	80%	79%	82%	90%
The use of AI in market research should be disclosed upfront and require consent	88%	74%	77%	82%	59%	77%	80%	84%	81%	95%

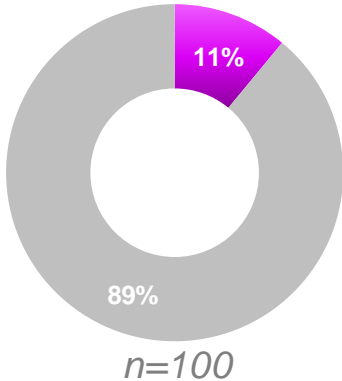*Source: HCP Sentiment Part 14, February 2024. n=500 physicians worldwide*

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Very few physicians indicate that they have participated in market research that disclosed the use of AI

GLOBAL

■ Yes ■ No

15%

85%
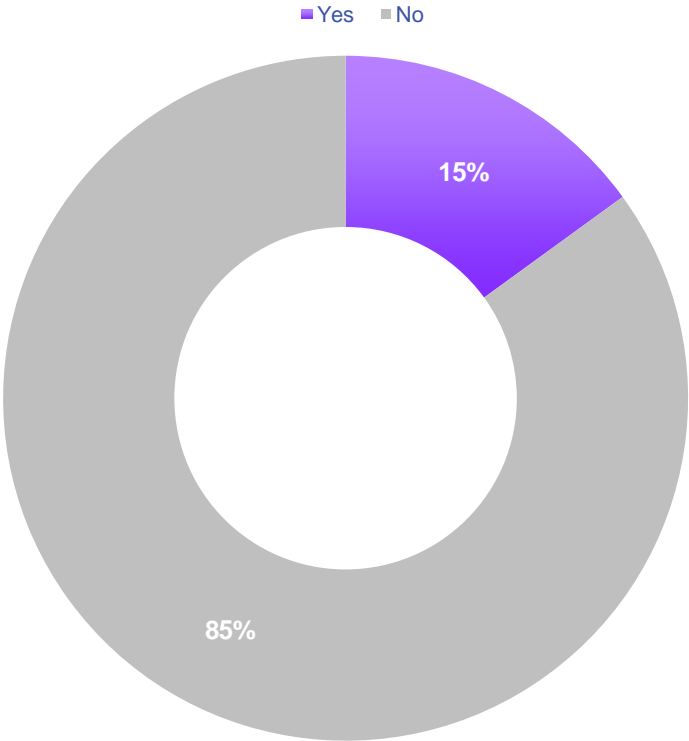
APAC
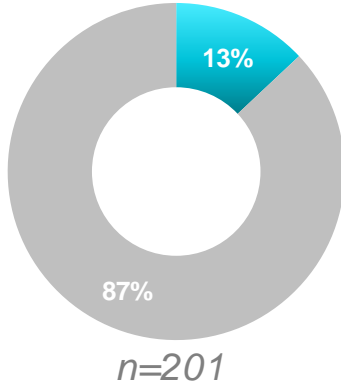
11% of physicians in China & Japan have participated in market research that disclosed the use of AI
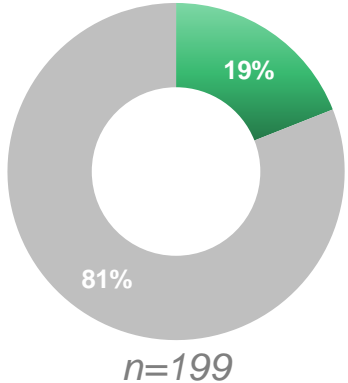
11%

89%

n=100

US & Canada

13% of physicians in US & Canada have participated in market research that disclosed the use of AI

13%

87%

n=201

EU

19% of physicians in the EU have participated in market research that disclosed the use of AI
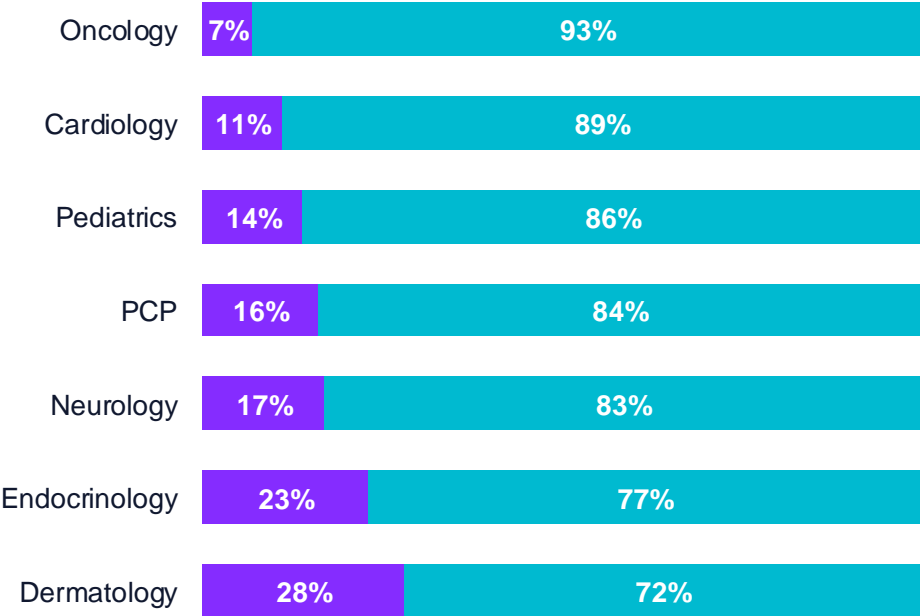
19%

81%

n=199

Have you ever participated in market research that disclosed the use of AI in any way (examples: AI-powered data analysis, AI support chatbot)?

Physician participation in market research that disclosed the use of AI by specialty

Have you ever participated in market research that disclosed the use of AI in any way (examples: AI-powered data analysis, AI support chatbot)?
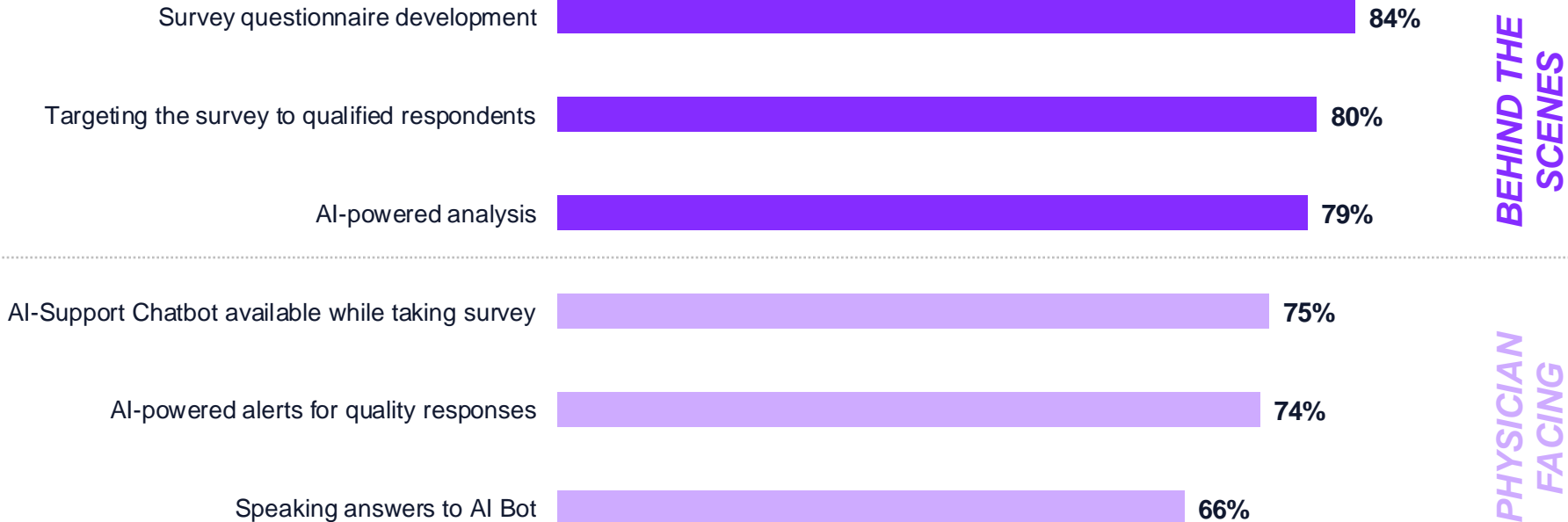
■ Yes ■ No

Specialty	Yes	No
Oncology	7%	93%
Cardiology	11%	89%
Pediatrics	14%	86%
PCP	16%	84%
Neurology	17%	83%
Endocrinology	23%	77%
Dermatology	28%	72%

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Physicians are more willing to participate in AI-driven research when the technologies are "Behind-the-Scenes" vs. "Physician-Facing."

*How likely would you be to participate in a market research activity that leveraged AI in one of the following ways?*

BEHIND THE SCENES

Survey questionnaire development	**84%**
Targeting the survey to qualified respondents	**80%**
AI-powered analysis	**79%**

PHYSICIAN FACING

AI-Support Chatbot available while taking survey	**75%**
AI-powered alerts for quality responses	**74%**
Speaking answers to AI Bot	**66%**

Willingness to participate in AI-driven research by region & specialty

How likely would you be to participate in a market research activity that leveraged AI in one of the following ways?

	REGION			SPECIALTY						
	US & CA	EU	APAC	Cardiology	Dermatology	Endocrinology	Neurology	Oncology	PCP	Pediatrics
	n=201	n=199	n=100	N=61	N=39	N=31	N=30	N=75	N=243	N=21
Survey questionnaire development	88%	83%	78%	82%	74%	94%	73%	83%	87%	81%
Targeting the survey to qualified respondents	85%	78%	73%	79%	59%	87%	80%	84%	81%	81%
AI-powered analysis	82%	77%	77%	75%	77%	74%	77%	79%	82%	67%
AI-Support Chatbot available while taking survey	78%	74%	75%	82%	67%	74%	70%	76%	76%	86%
AI-powered alerts for quality responses	76%	74%	72%	75%	56%	77%	73%	72%	79%	67%
Speaking answers to AI Bot	69%	63%	67%	67%	56%	65%	67%	71%	67%	62%

Significantly higher than Global at 95% confidence level
Significantly lower than Global at 95% confidence level

Source: HCP Sentiment Part 14, February 2024. n=500 physicians worldwide

Looking into our AI crystal ball: Are spoken surveys the future of healthcare market research?

A I
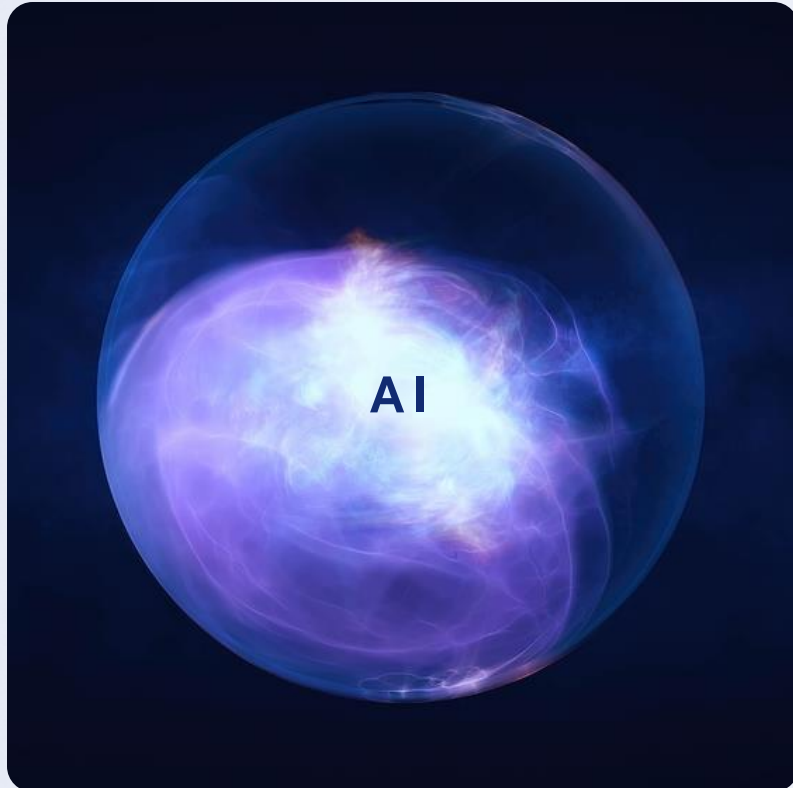
"Having a normal conversation with a speaker on your counter is now a thing. As some of the most striking advancements in AI have come in the form of natural language processing, **it's just a matter of time until it's common to have a conversation with your speaker as a survey.**

Researchers believe that **nearly 1 in 4 surveys will be spoken to a digital assistant within 5 years.** Spoken surveys could capture a quarter of the industry's text survey market share with a relatively short period of time. But volume doesn't mean quality, at least not yet."

Most physicians don't love the idea of "spoken surveys" but many like knowing they have the option. Is this signaling a disconnect between HCPs and the anticipated trend?

When considering future market research activities, would you generally prefer to speak your survey answers or answer text-based questions?

- 13% — Speak my survey answers
- 37% — I'd like the option to choose
- 50% — Answer text-based questions
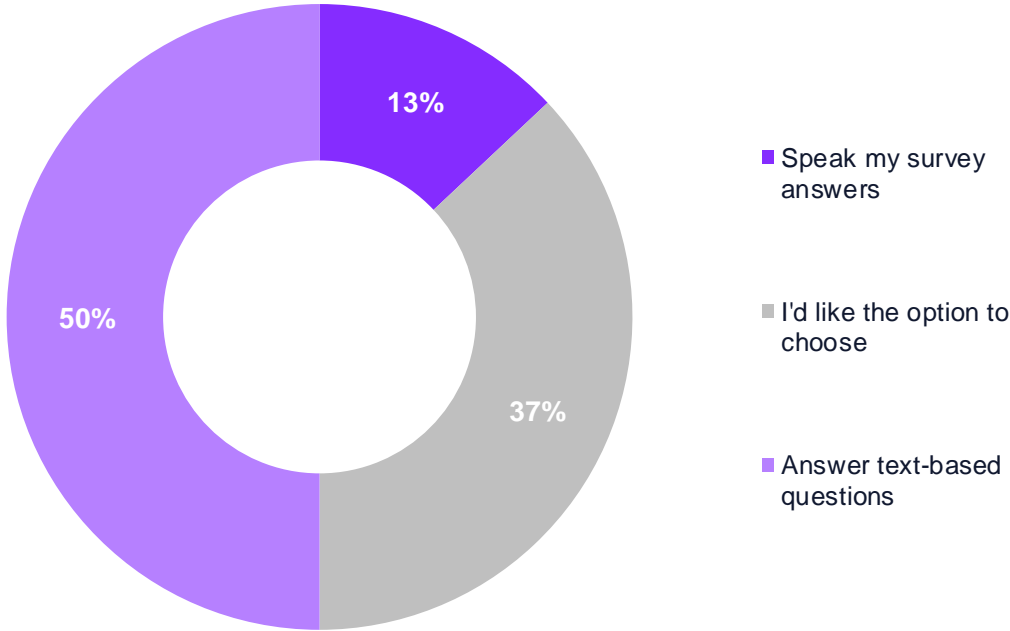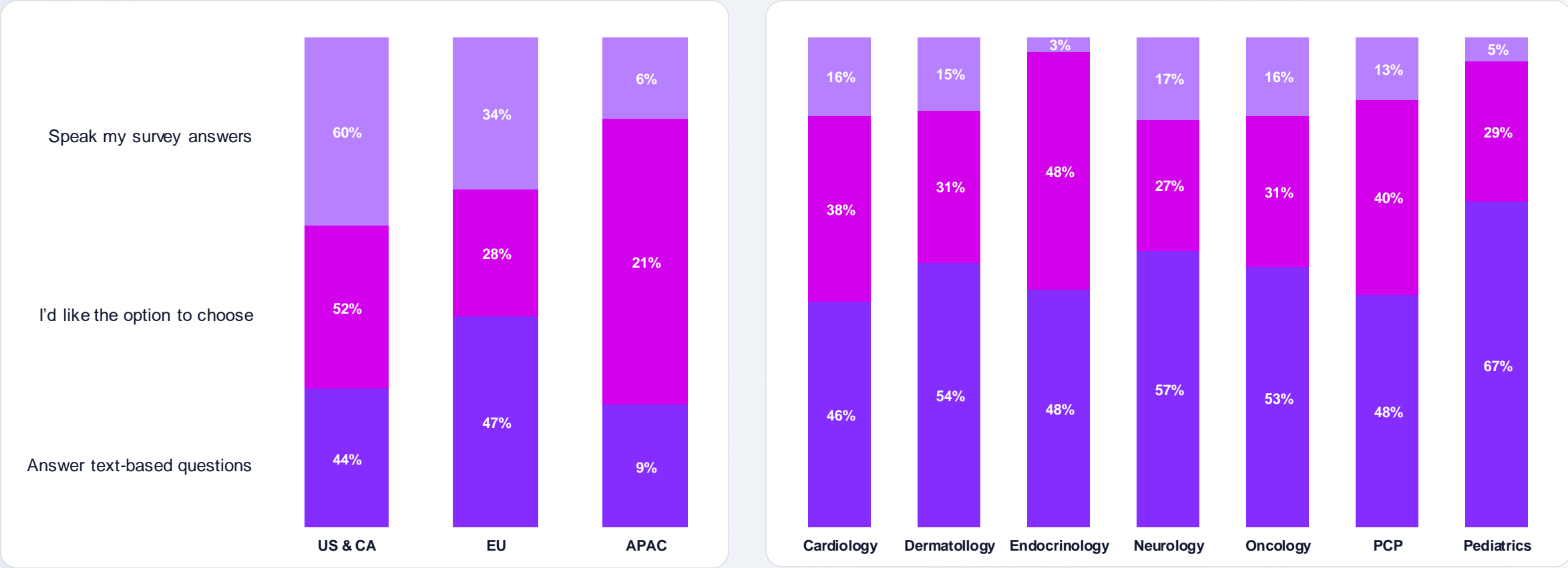
KEY DIFFERENCES BY REGION

- **Physicians in the EU** are most receptive to speaking answers **(21%)**

- **Physicians in China & Japan (60%) are most likely to prefer text**

- **Physicians in the US (47%)** are most likely to prefer the option.

AI cannot be a replacement for human subject matter expertise
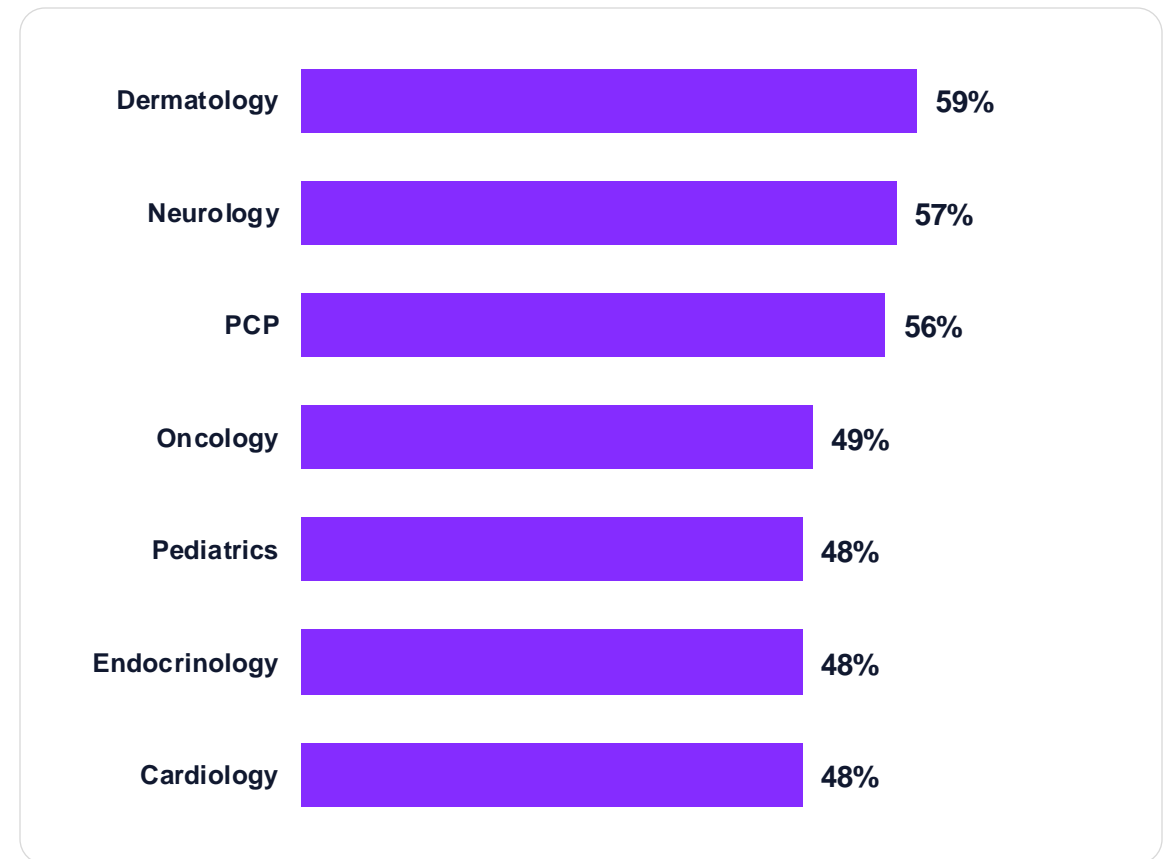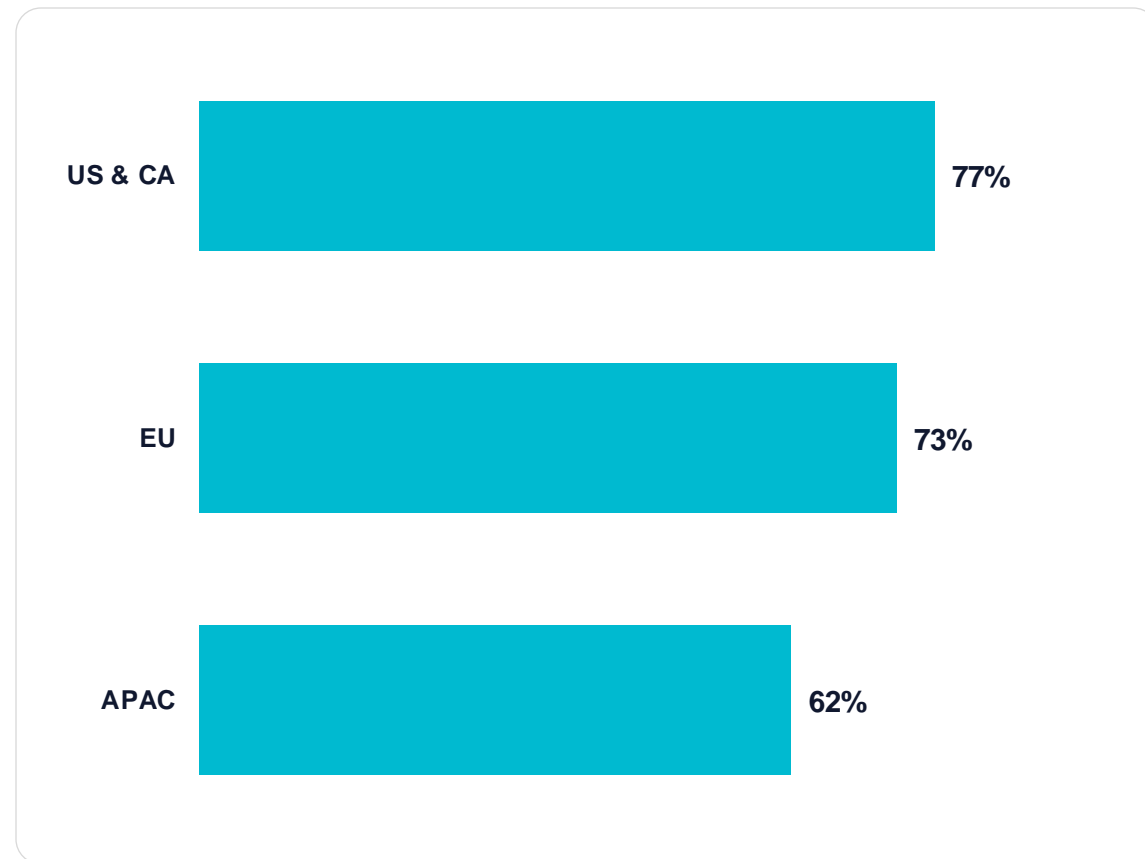
- 28%
- 72%
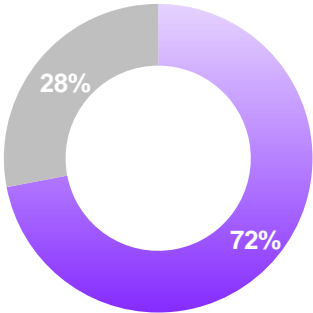
Spoken answers vs text-based questions by region & specialty

When considering future market research activities, would you generally prefer to speak your survey answers or answer text-based questions?

Speak my survey answers

I'd like the option to choose

Answer text-based questions

US & CA — 60%, 52%, 44%
EU — 34%, 28%, 47%
APAC — 6%, 21%, 9%

Cardiology — 16%, 38%, 46%
Dermatollogy — 15%, 31%, 54%
Endocrinology — 3%, 48%, 48%
Neurology — 17%, 27%, 57%
Oncology — 16%, 31%, 53%
PCP — 13%, 40%, 48%
Pediatrics — 5%, 29%, 67%

Physicians agree that AI cannot be a replacement for human subject matter expertise

Q. On a scale of 1-5, please tell us how much you agree with the following statement:
"The moderator's role as subject matter expert and interviewer in qualitative research cannot be replaced with AI"

US & CA 77%

EU 73%

APAC 62%

Dermatology 59%

Neurology 57%

PCP 56%

Oncology 49%

Pediatrics 48%

Endocrinology 48%

Cardiology 48%

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Minimized errors are the most exciting AI benefit in market research, while the most common concern is the loss of human touch

😎 **COOL**

*Which of the following **benefits** of AI in market research are you most excited about?*

1 Minimized errors/mistakes **(53%)**

2 Better incentives/rewards **(46%)**

3 More personalized survey invites **(45%)**

😧 **CONCERNING**

*Which of the following **challenges** of AI in market research are you most concerned about?*

1 Loss of human touch **(53%)**

2 Data privacy issues **(52%)**

3 AI hallucinations **(47%)**

Source: HCP Sentiment Part 14, February 2024. n=500 physicians worldwide

AI benefits in market research by region & specialty

Which of the following benefits of AI in market research are you excited about?

	REGION			SPECIALTY						
	US & CA	EU	APAC	Cardiology	Dermatology	Endocrinology	Neurology	Oncology	PCP	Pediatrics
	n=201	n=199	n=100	N=61	N=39	N=31	N=30	N=75	N=243	N=21
Minimized errors/mistakes	51%	51%	60%	49%	46%	55%	50%	47%	58%	43%
Better incentives/rewards	50%	45%	44%	41%	33%	45%	50%	32%	53%	57%
More personalized survey invites	38%	47%	57%	36%	33%	52%	63%	51%	44%	57%
Faster development of products/services that better meet my/patients' needs	35%	42%	61%	44%	36%	48%	57%	41%	42%	43%
More engaging research questionnaire/interviews	39%	43%	41%	46%	36%	39%	33%	43%	41%	48%
Instant feedback/technical support	34%	35%	60%	38%	33%	52%	53%	40%	38%	29%
Safeguarding my privacy/security	36%	32%	48%	36%	33%	45%	47%	21%	40%	33%
None	7%	1%	1%	2%	3%	6%		5%	3%	10%

Significantly higher than Global at 95% confidence level
Significantly lower than Global at 95% confidence level

AI concerns in market research by region & specialty

Which of the following challenges of AI in market research are you most concerned about??

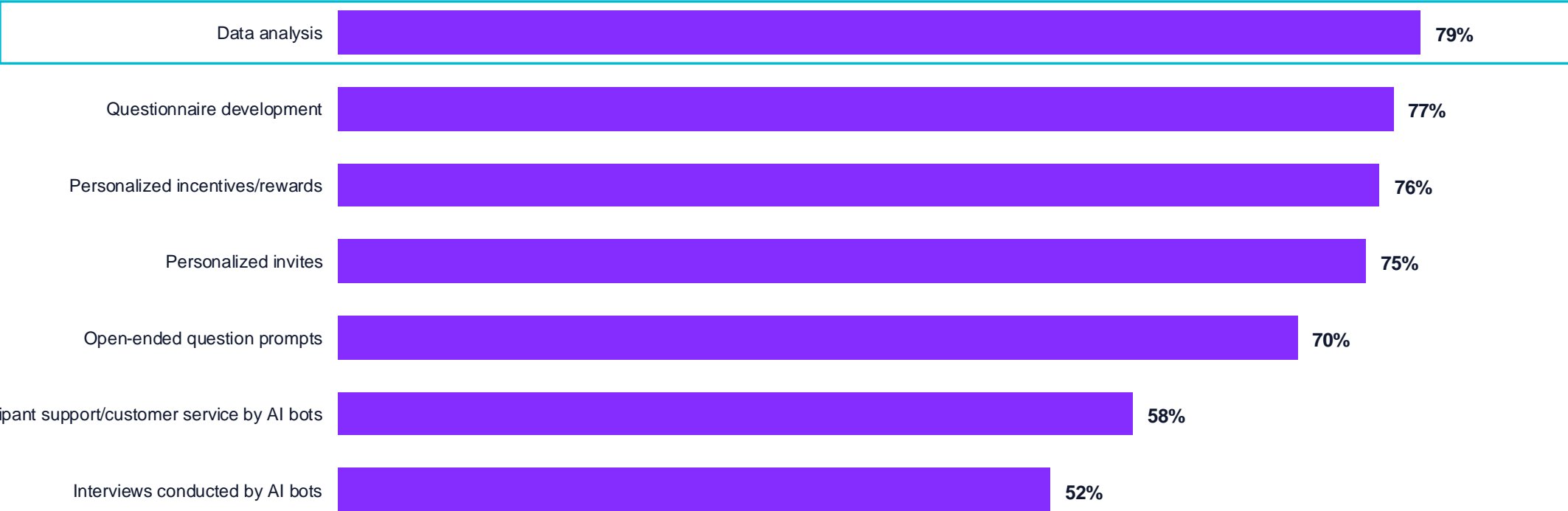|	REGION			SPECIALTY						
	US & CA	EU	APAC	Cardiology	Dermatology	Endocrinology	Neurology	Oncology	PCP	Pediatrics
	n=201	n=199	n=100	N=61	N=39	N=31	N=30	N=75	N=243	N=21
Loss of human touch	59%	53%	43%	53%	46%	46%	39%	70%	56%	55%
Data privacy issues	56%	48%	53%	52%	61%	36%	61%	50%	45%	53%
AI hallucinations	48%	43%	55%	47%	46%	36%	58%	53%	52%	47%
Potential biases in questionnaire development	40%	46%	32%	41%	41%	46%	32%	33%	44%	41%
Overly complex questionnaires	36%	30%	43%	35%	34%	23%	48%	43%	31%	34%
None	5%	4%	1%	4%	5%		3%		7%	3%

Significantly higher than Global at 95% confidence level
Significantly lower than Global at 95% confidence level

Part 3:
The Power of AI to Uncover Authentic Insights

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The good news: physicians are most comfortable with AI being used for data analysis in Market Research at 79%

On a scale of 1-5, how comfortable are you with the following use cases of AI in market research?

Category	Percentage
Data analysis	79%
Questionnaire development	77%
Personalized incentives/rewards	76%
Personalized invites	75%
Open-ended question prompts	70%
Participant support/customer service by AI bots	58%
Interviews conducted by AI bots	52%

Use cases of AI in market research by region & specialty

On a scale of 1-5, how comfortable are you with the following use cases of AI in market research?

	REGION			SPECIALTY						
	US & CA	EU	APAC	Cardiology	Dermatology	Endocrinology	Neurology	Oncology	PCP	Pediatrics
	n=201	n=199	n=100	N=61	N=39	N=31	N=30	N=75	N=243	N=21
Data Analysis	78%	76%	85%	80%	74%	90%	70%	81%	78%	76%
Questionnaire development	82%	75%	72%	79%	69%	77%	83%	80%	77%	71%
Personalized incentives/rewards	77%	78%	75%	67%	74%	74%	70%	81%	80%	71%
Personalized Invites	78%	74%	71%	67%	74%	81%	60%	76%	77%	86%
Open-ended question prompts	74%	71%	61%	79%	59%	58%	57%	75%	72%	71%
Participant support/customer service by AI bots	57%	60%	57%	66%	59%	65%	43%	56%	60%	43%
Interviews conducted by AI bots	48%	53%	58%	57%	49%	58%	43%	56%	51%	48%

Significantly higher than Global at 95% confidence level
Significantly lower than Global at 95% confidence level

Key areas where AI is being used in data analysis

Data cleaning

Statistical analysis

Tonality, sentiment, who is saying what

Analyzing open-ended responses

*Coding, identifying key themes*

Making recommendations

Even with the power of AI, we are still only gaining an understanding within the confines of our questionnaire

TODAY

THE HEALTHCARE INDUSTRY AT LARGE

Your Market Research Survey

We can use AI to integrate additional data sets and take analysis a step further, providing context around the market research "box"…

TOMORROW
THE HEALTHCARE INDUSTRY AT LARGE

Data set #1

Your Market Research Survey

Data set #2
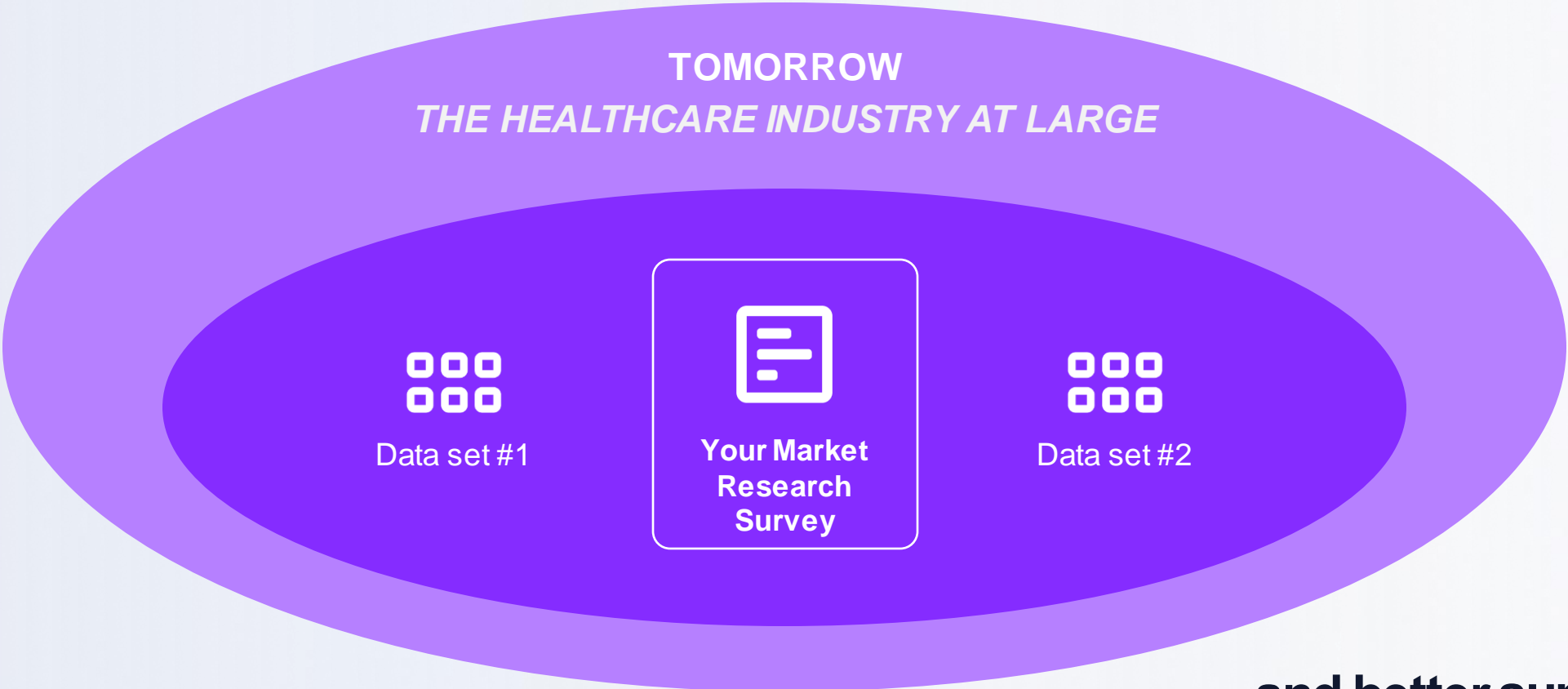
…and better support for your marketing efforts!

We promised actionable insights – so here they are!

Now is the time to test AI – it's already a regular part of physicians' day-to-day!

74% use AI-powered tech in their **professional lives daily/multiple times a day**

77% use AI-powered technologies in their **personal lives daily/multiple times a day**

Transparency & choice is key when integrating AI into your practices

Disclose when & where you are using AI – and make it fun!

Provide choice to physicians where possible (e.g. text or spoken answers)

To maintain authenticity, we cannot let AI take the lead!

We should think of AI in the same way as physicians - **a support tool, NOT a replacement**

Source: HCP Sentiment Part 14, February 2024. n=500 physicians worldwide

Thank you!

To learn how you can leverage Sermo's global community of 1.5M+ HCPs to support your healthcare insights and engagement strategy, email us at business@sermo.com

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