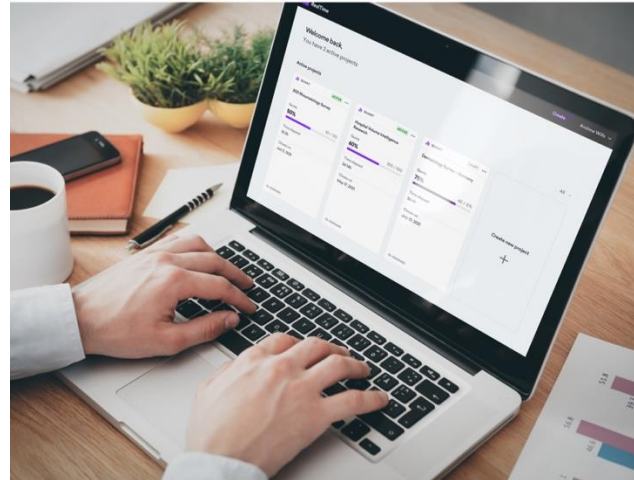
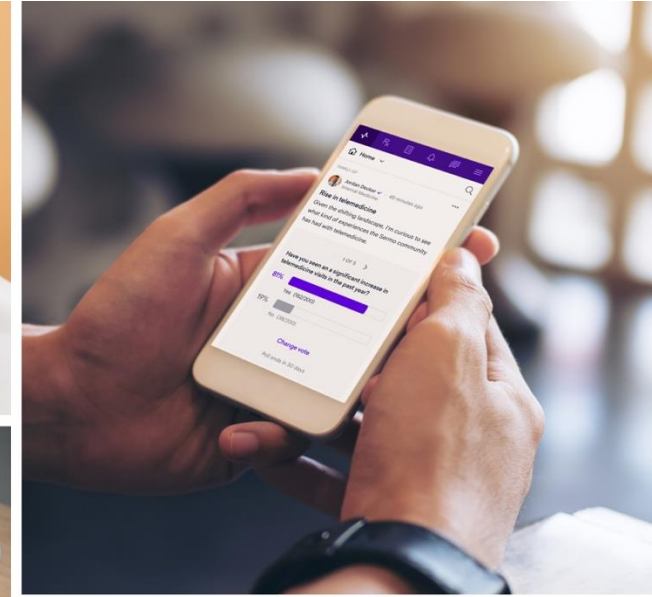
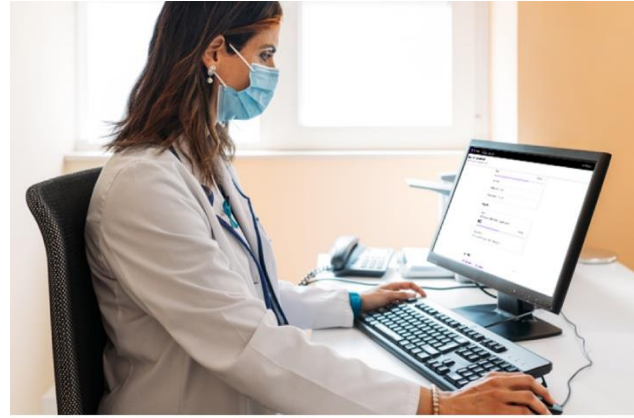


HCP SENTIMENT PART 16

“Do THIS, not THAT”: Insights for Medical Affairs to Enhance Medical Education

Published April 2025

sermo



Research sample overview

Report insights are fueled by Sermo's proprietary RealTime technology, used to survey n=499 Physicians in Europe and North America to participate in a 10-minute quantitative online survey.

COUNTRY	SAMPLE
Canada	73
Germany	73
Spain	76
France	63
United Kingdom	64
Italy	75
United States	75
TOTAL	499

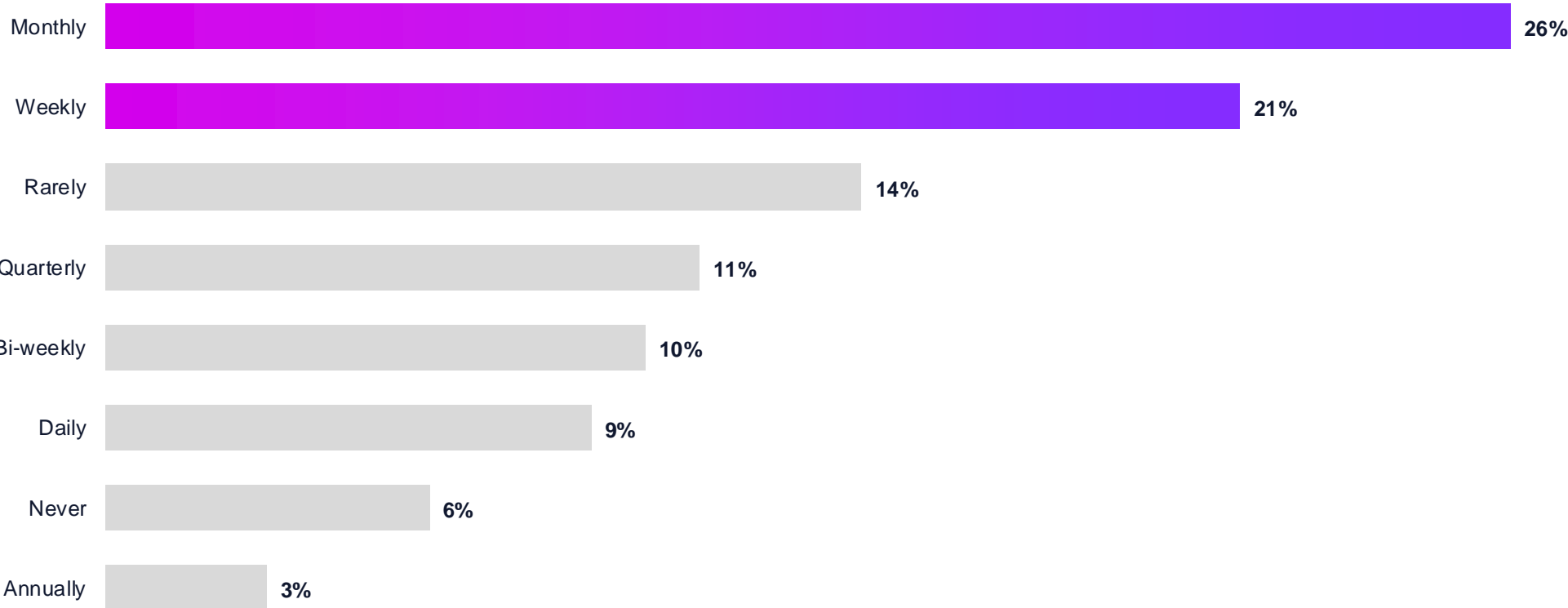
SPECIALTY GROUP	SAMPLE
Neurology	57
Cardiology	55
Psychiatry	54
Oncology	55
Internal Medicine	54
Pulmonology/Respiratory Medicine	48
Obstetrics & Gynecology	45
Endocrinology	42
APPs	48
Diabetology	10
Gastroenterology	5
Obstetrics & Gynecology - Obstetrics	5
Intensive Care / Critical Care Medicine	3
Geriatric Medicine	2
Hospital Medicine	2
Rheumatology	2
Radiology	3
Others	9
TOTAL	499

Sermo's “do THIS, not THAT” tips for enhancing medical education strategies

Do THIS	Not THAT
✓ Keep it short	✗ Stick to text-heavy scientific explanations
✓ Foster community & dialogue	✗ Treat medical education as a one-way conversation
✓ Connect with HCPs throughout the year – from unmet to met needs	✗ Gain feedback 1x/year
✓ Prioritize sharing your medical congress & publication updates on-demand	✗ Assume physicians are all at the Congress!
✓ Meet physicians where they are (<i>on their phone, like us!</i>)	✗ Prioritize in-person connections
✓ Personalize outreach based on physician preferences and practice needs	✗ Send generic, one-size-fits-all content
✓ Be real! Show HCPs true clinical applications	✗ Focus on simple cases that don't reflect our experience in practice
✓ Use the buzzwords that capture physicians' attention	✗ Rely on generic phrases or overly technical jargon that fails to resonate
✓ Always be forward-looking to show innovation	✗ Focus on the here-and-now

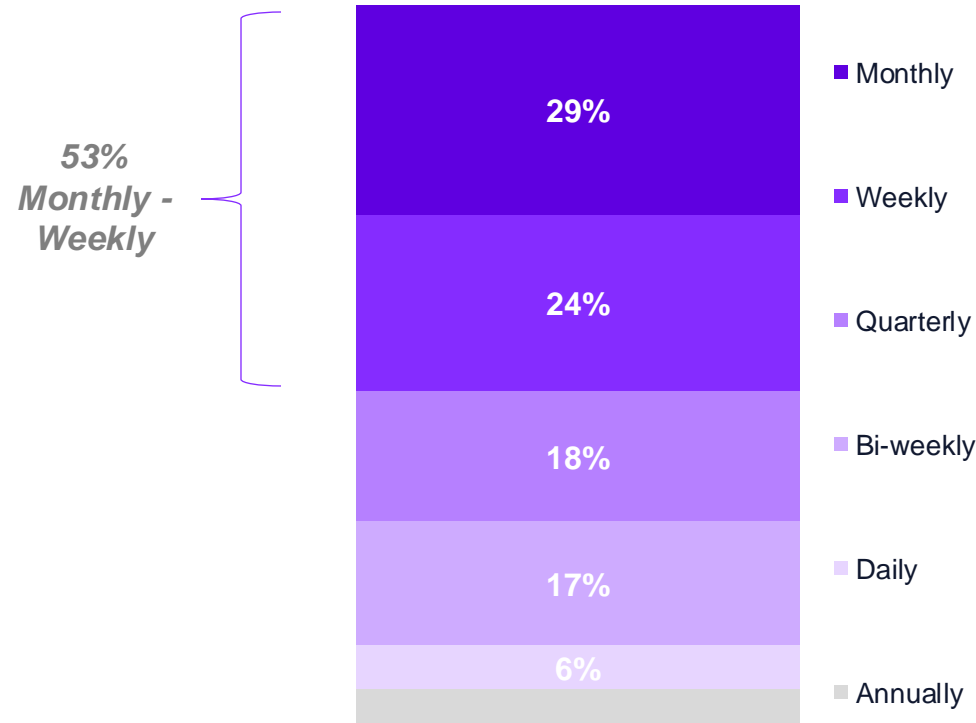
57% of physicians seek educational content from Medical Affairs teams on a monthly or weekly basis

Q: How often do you seek educational content from Medical Affairs teams?



Physicians prefer to receive educational updates monthly or weekly as well (53%)

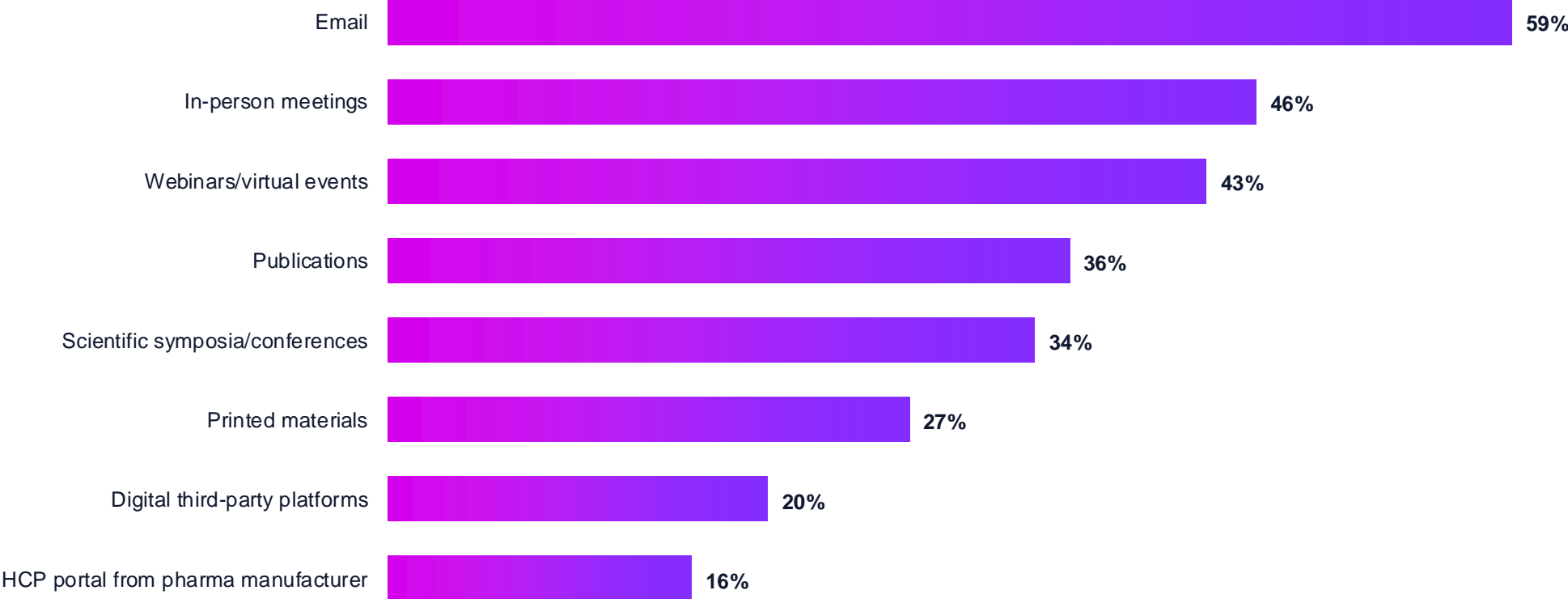
Q: How frequently would you prefer to receive educational updates from Medical Affairs?



Do THIS: Allow HCPs to personalize how often they hear from you to best meet their educational needs and preferences

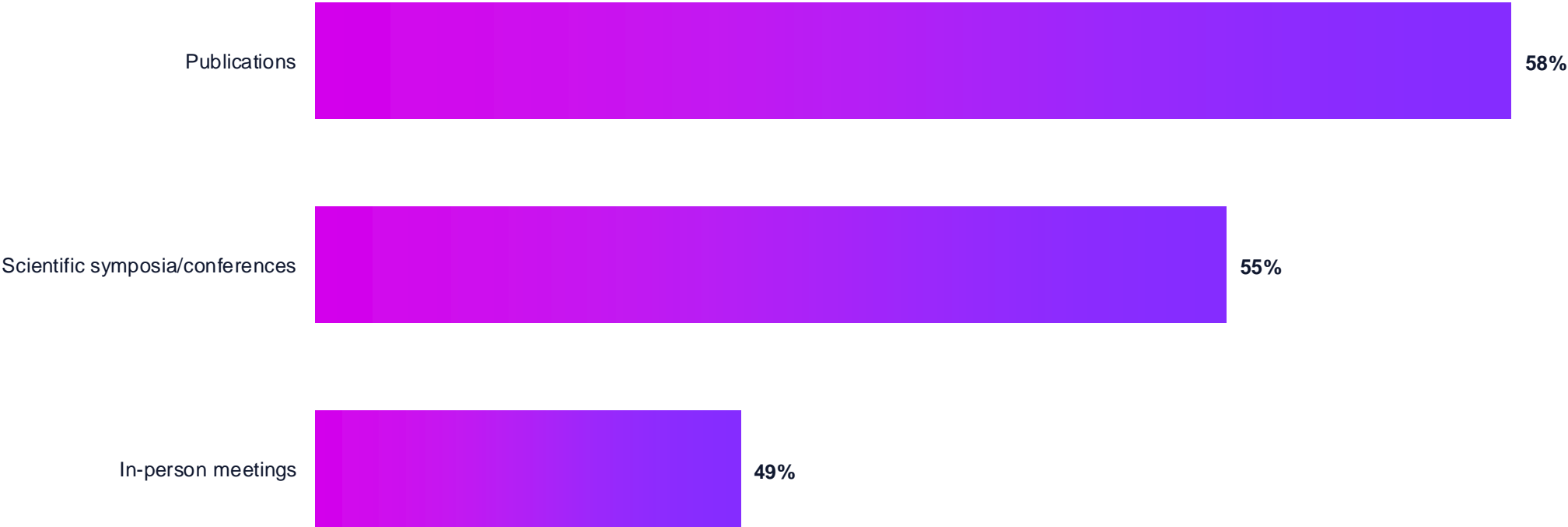
Email & in-person meetings are physicians' preferred methods for receiving educational content from Medical Affairs

Q: What are your preferred methods for receiving educational content from Medical Affairs?



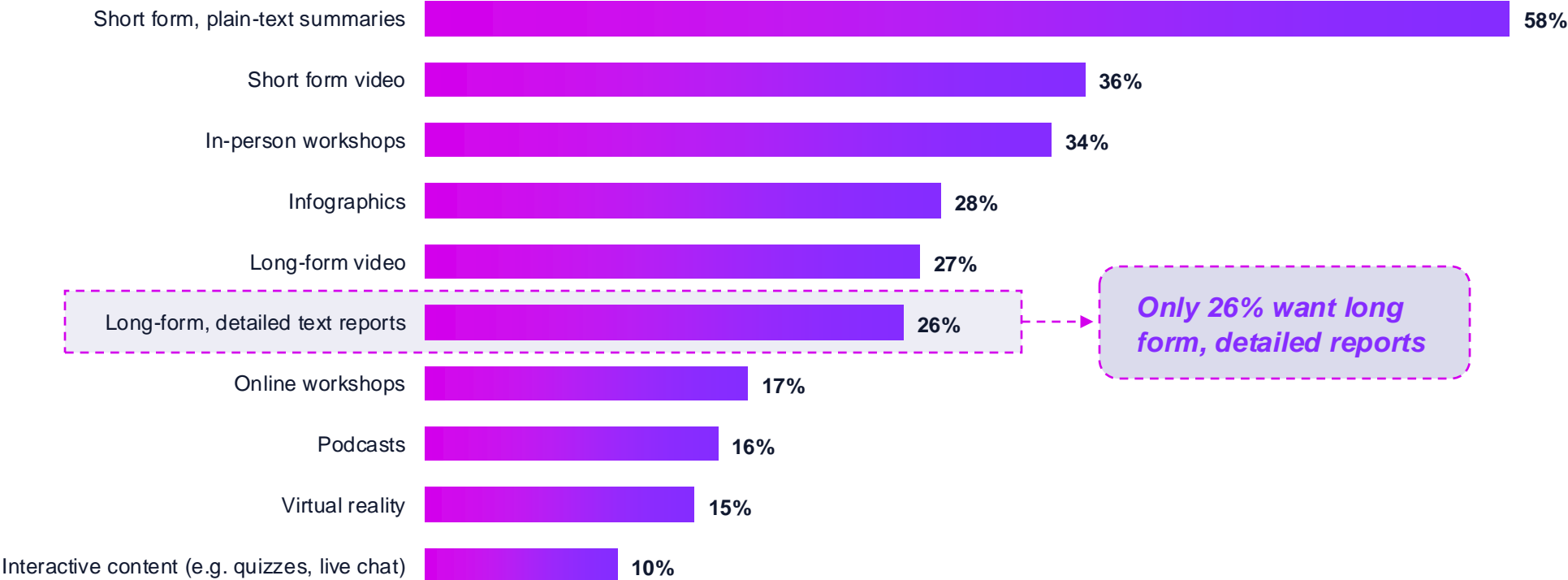
The top three most authoritative sources of educational content are publications, scientific conferences and in-person meetings

Q: Which of the following sources of educational content do you feel are the most authoritative?



Short form text & video are physicians preferred formats when receiving educational information

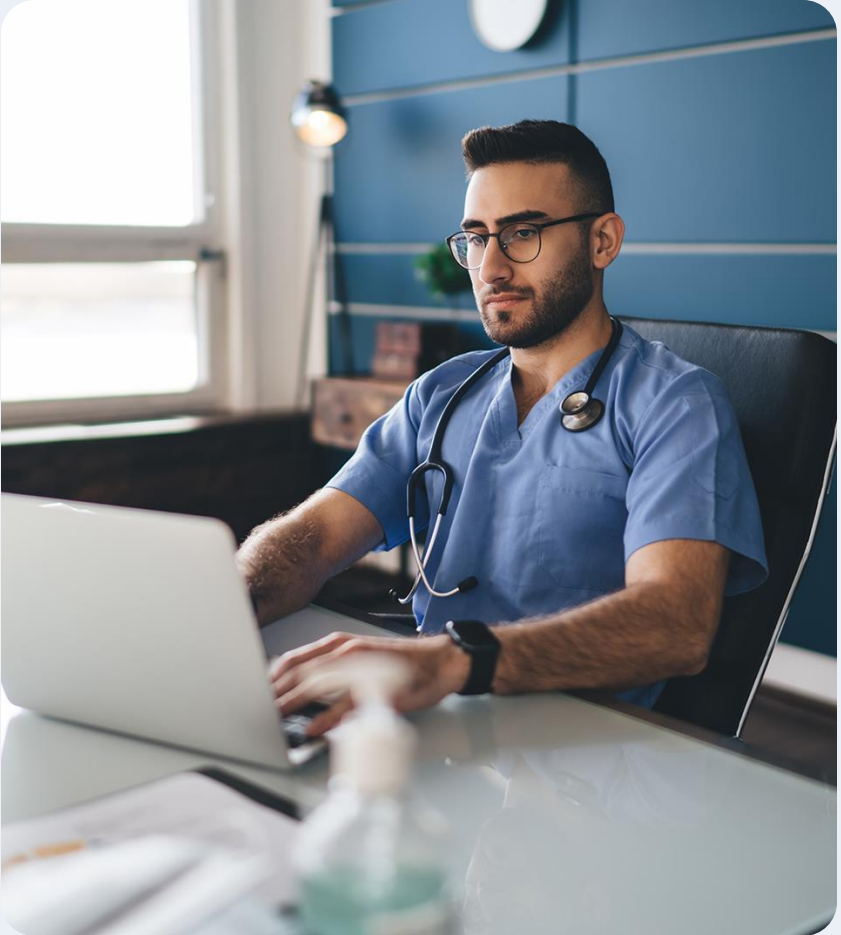
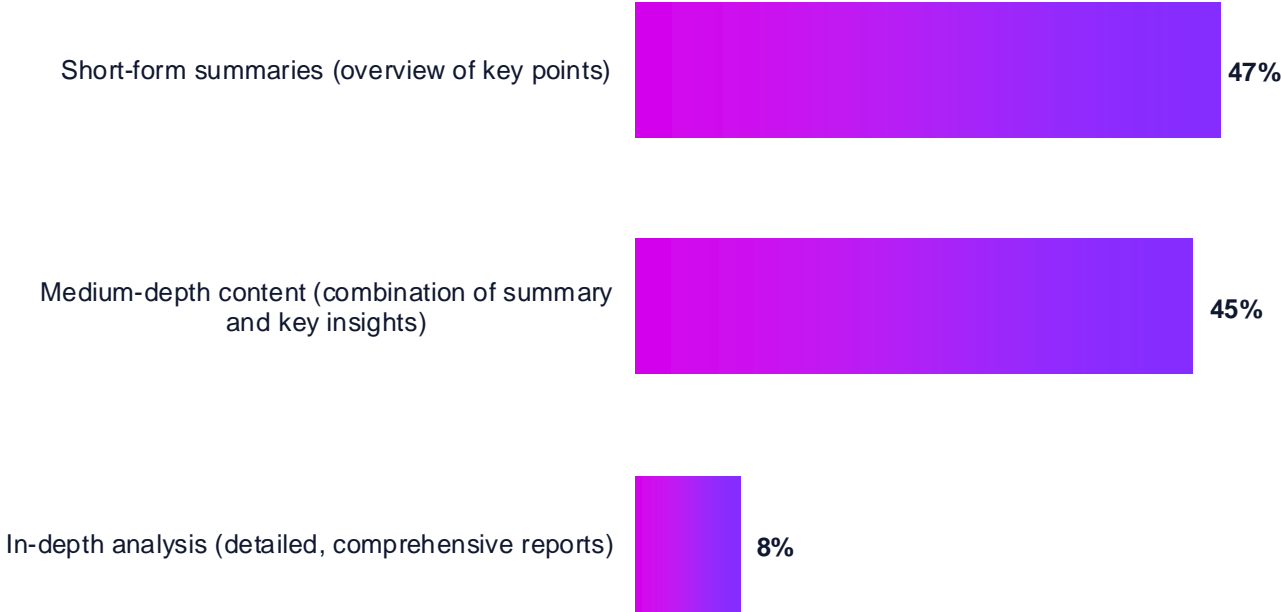
Q: Rank the top three formats you prefer when receiving educational information from Medical Affairs.



Do THIS: Keep it short and link out to longer-form content that physicians can dive into when they have time

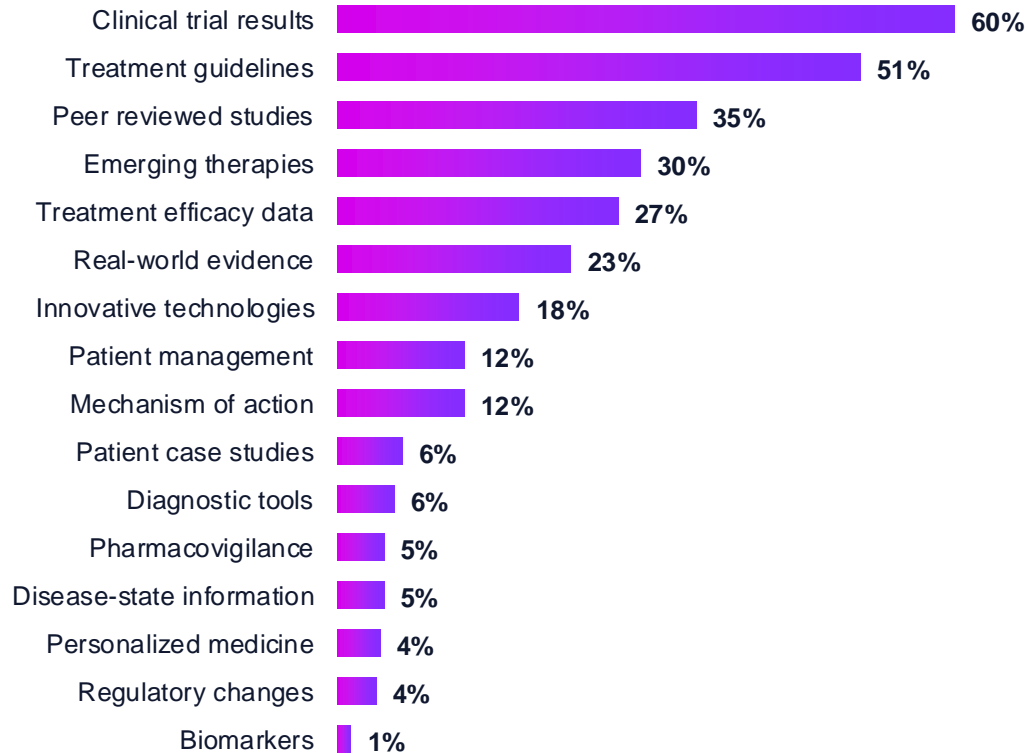
When engaging with a new piece of clinical information, physicians prefer short form summaries

Q: When initially engaging with a new piece of clinical information, what is your preferred depth of content?



Clinical trial results & treatment guidelines are the most valued educational topics from Medical Affairs among physicians – and they want more!

Q: Which of the following types of educational topics from Medical Affairs do you find most valuable to your day-to-day practice?

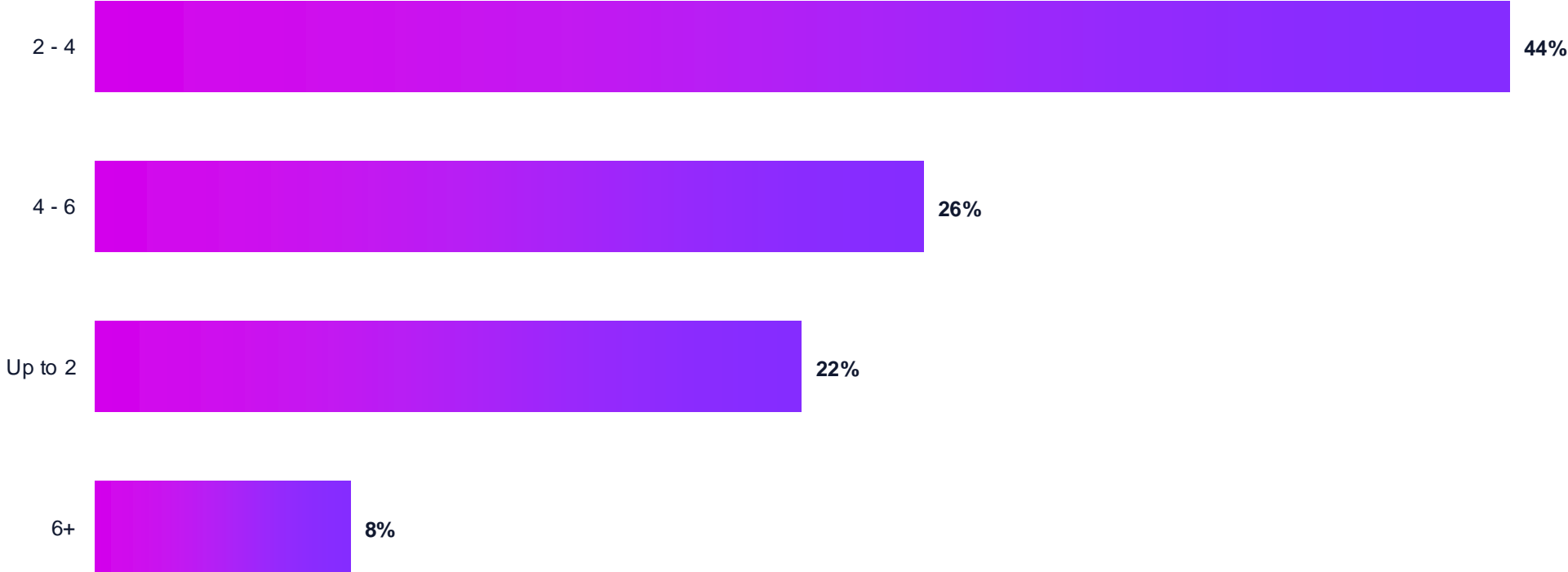


Q: Which of the following types of educational topics would you want to receive more education about from Medical Affairs to support your day-to-day practice?



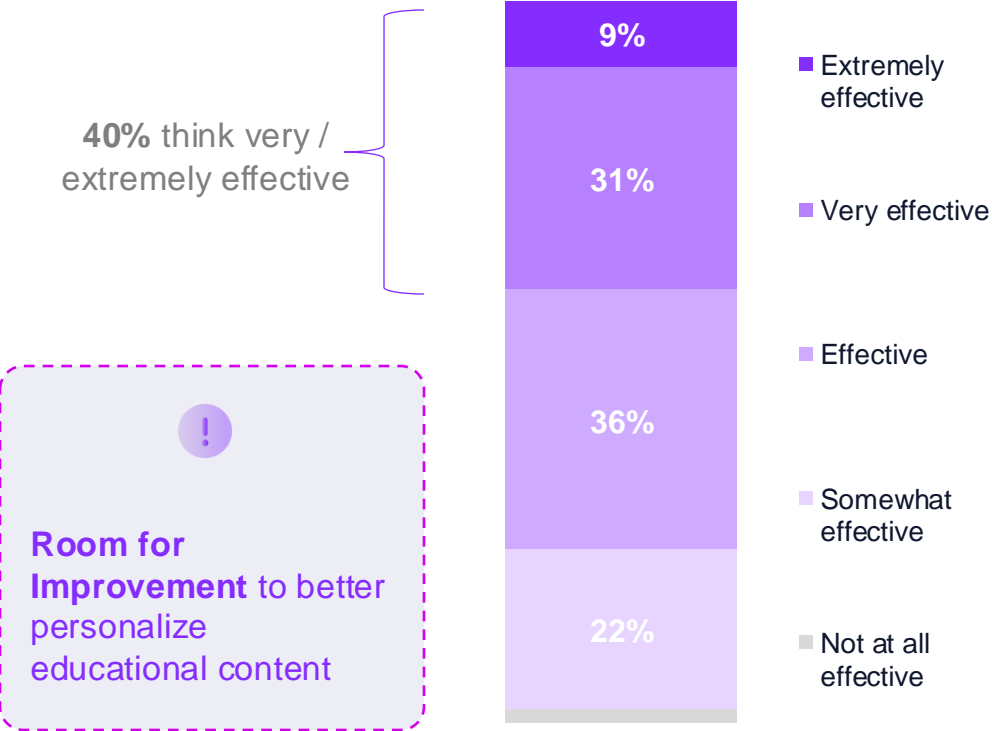
44% of physicians would like to see 2-4 educational pieces of content on a particular clinical topic before implementing it into their practice

Q: How many pieces of educational content would you like to see on a particular clinical topic before you feel well-versed enough to implement it into your practice?

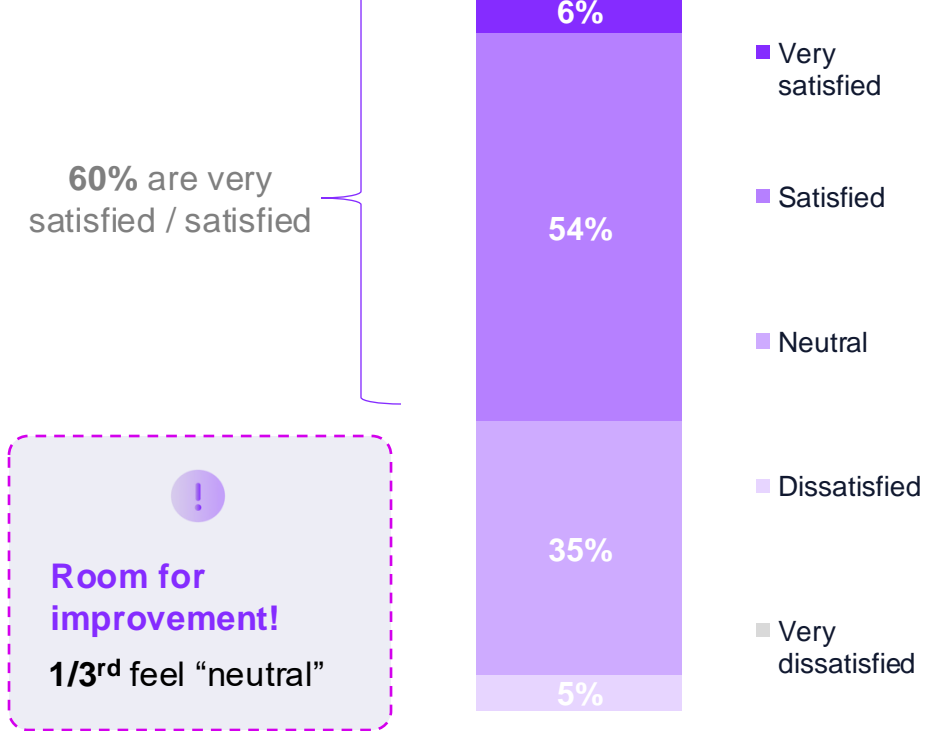


Only 40% feel that Medical Affairs is very/extremely effective in personalizing educational content

Q: How effective do you think medical affairs is in personalizing educational content to your specific clinical area or patient populations?

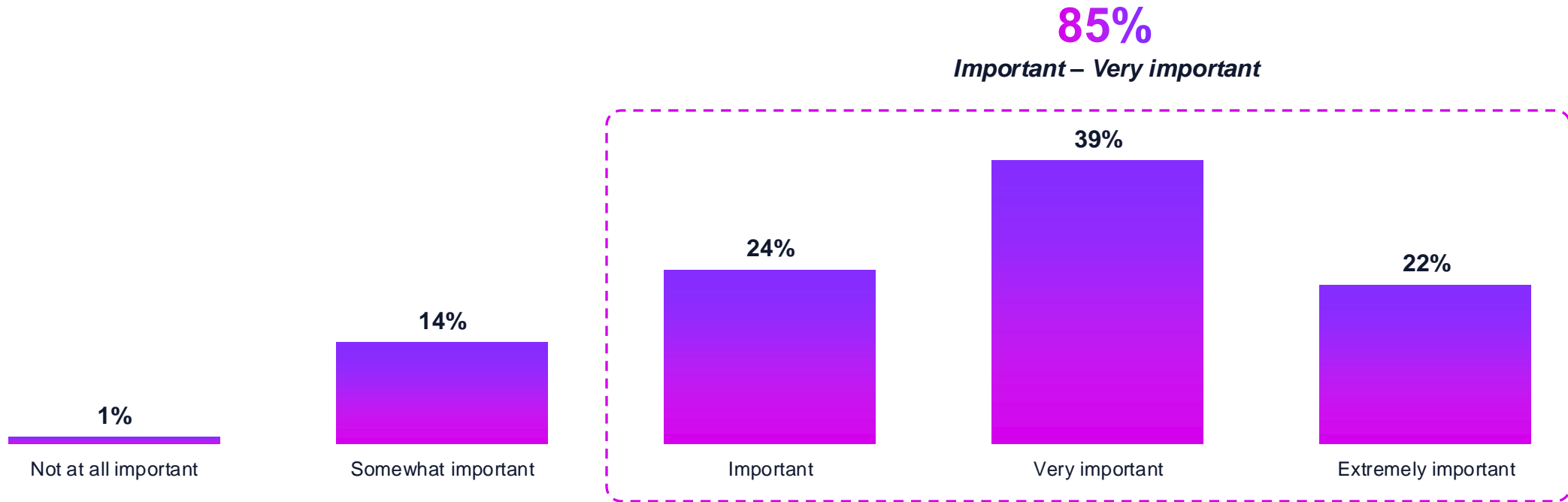


Q: How satisfied are you with the quality of the educational materials you currently receive?



Personalization of education is important to busy physicians

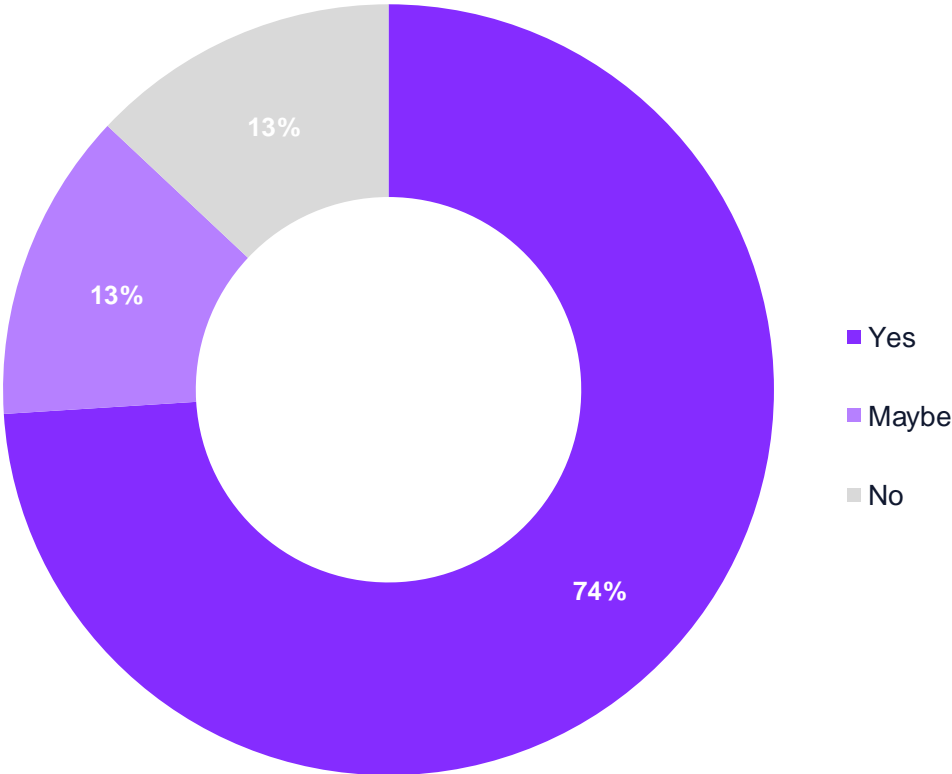
Q: On a scale of 1 to 5, how important is it for educational content to be personalized to your specific clinical area or patient population?



Do THIS: Personalize content based on each physicians' specific clinical area or patient population to ensure you don't add to the "white noise" of information they receive

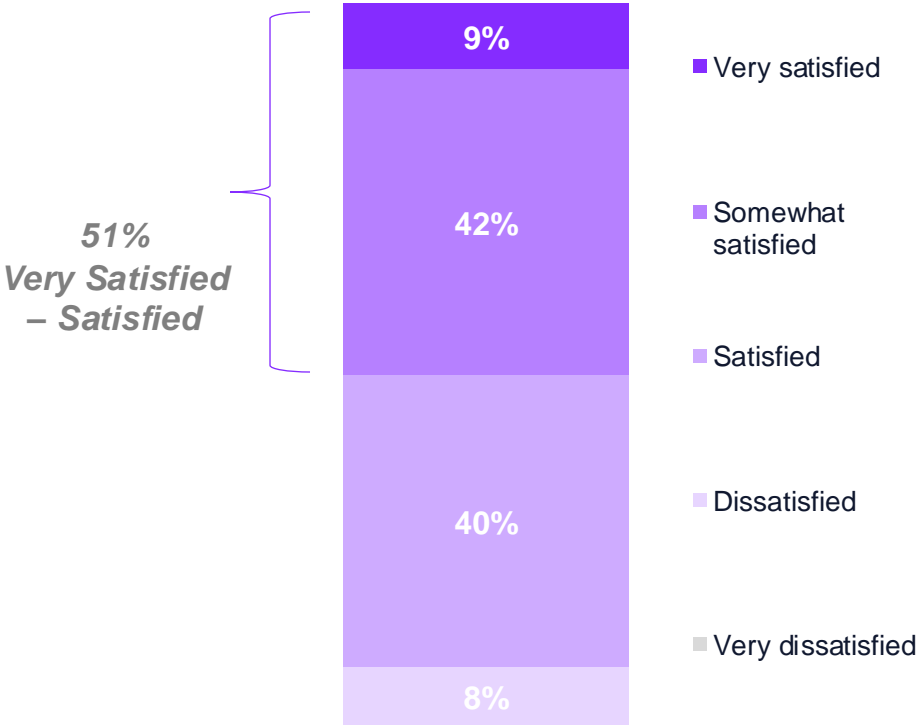
74% of physicians think that educational content should be specialized to different levels of training

Q: Do you feel that educational content should be specialized to different levels of training (e.g., physician vs. advanced practice providers, or primary care vs. specialists)?



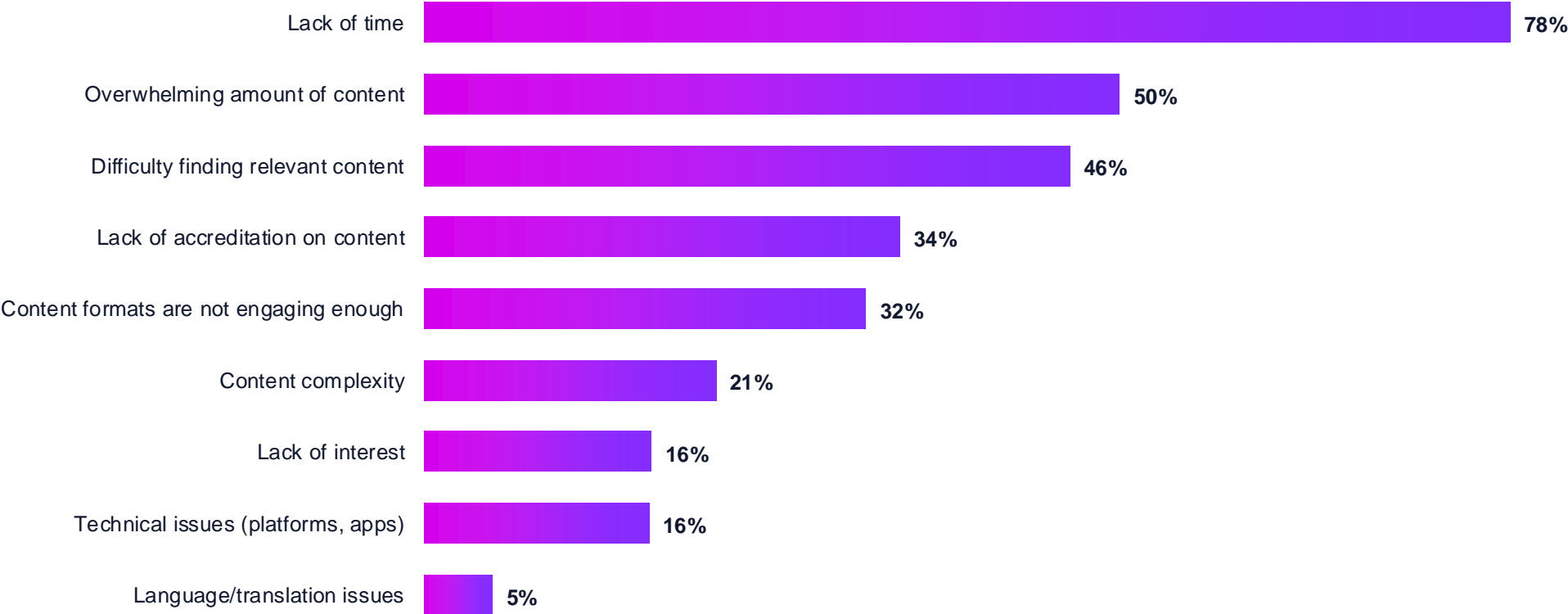
Half of physicians are very/satisfied with the availability of educational materials they're currently receiving from Medical Affairs

Q: How satisfied are you with the availability of on-demand educational content from Medical Affairs?



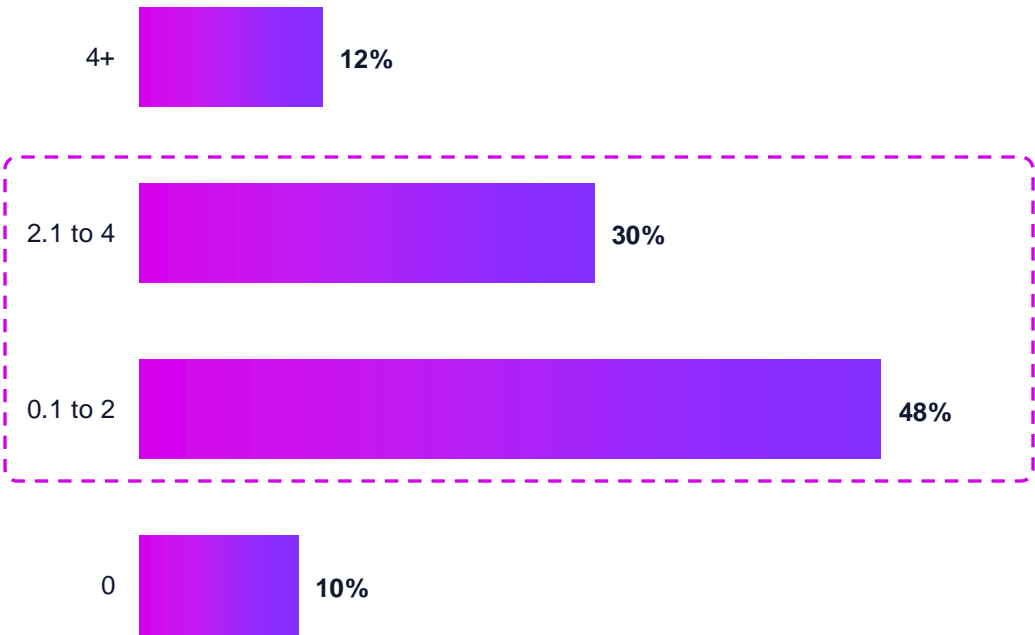
Lack of time is physicians' major barrier to accessing educational medical content, followed by the overwhelming amount of information available

Q: What are top three barriers you face to accessing educational medical content from Medical Affairs?

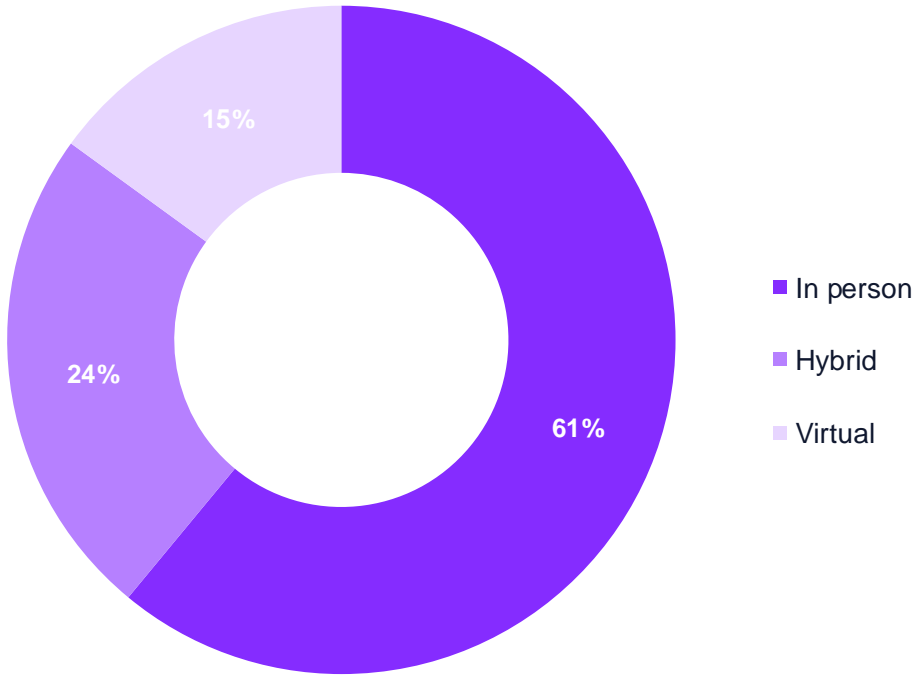


Physicians attend an average of 2.5 congresses a year, and they prefer to attend in person when possible

Q: How many medical congresses have you attended in the last year?



Q: How do you prefer to attend medical congresses/events?



Do THIS: Provide your congress materials on-demand for those who can't join in person

Publications, sales representatives and MSLS are physicians' top 3 sources to learn about new product launches

Q: How do you primarily learn about new product launches?



Thank you!

To learn how you can leverage Sermo's global community of 1M+ HCPs to support your healthcare insights and engagement strategy, email us at business@sermo.com

For more HCP insights visit:

sermo.com/business/hcp-sentiment-study-series

