



Half of patients ask about a specific brand in the doctor's office, new survey finds

Patients share their attitudes toward pharma advertising, ad exposures, and how they speak with HCPs about medicine in exclusive research

Last year, we found that pharma ads influence patient perceptions and actions and that patients see clear benefits of pharma advertising. This year we asked how quickly pharma ads impact decision making, what conversations they are having in the doctor's office, and advice for pharma advertisers to improve marketing messages.

If you play any part in the pharma advertising industry, this research will help you better understand patient perspectives, optimize pharma ads, and ultimately improve patient outcomes.

From inspiring hope to empowering better HCP discussions, patients share benefits of pharma ads

"It makes me hopeful for better treatment options now and in the future. To know people are working towards helping us lead better lives."

- MyLupusTeam member

"Being informed that they are developing new medications and I can research and ask my doctor if I would benefit."

- MyPsoriasisTeam member

"I think the advertising is very educational since this disease is not very well known to the public. The advertising attracts the awareness of people!"

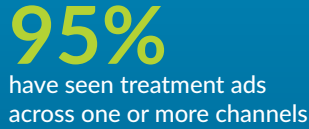
- MyAmyloidosisTeam member

"[Ads] made me aware of treatment options so when my doctor suggested Skyrizi®, I was familiar with the name."

- MyCrohnsAndColitisTeam



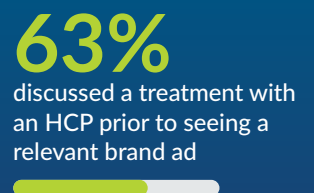
Are patients seeing pharma ads?



Are treatment ads driving action?



Do pharma ads make a difference in the doctor's office?



Who we surveyed

Swoop surveyed 1,439 Community members across 12 patient communities.

my **HIV** team

my **diabetes** team

my **HeartDisease** team

my **LungCancer** team

my **CROHNS AND COLITIS** team

my **Amyloidosis** team

my **BC** Team

my **lupus** team

my **eczema** team

my **ra** team

my **psoriasis** team

my **MS** team