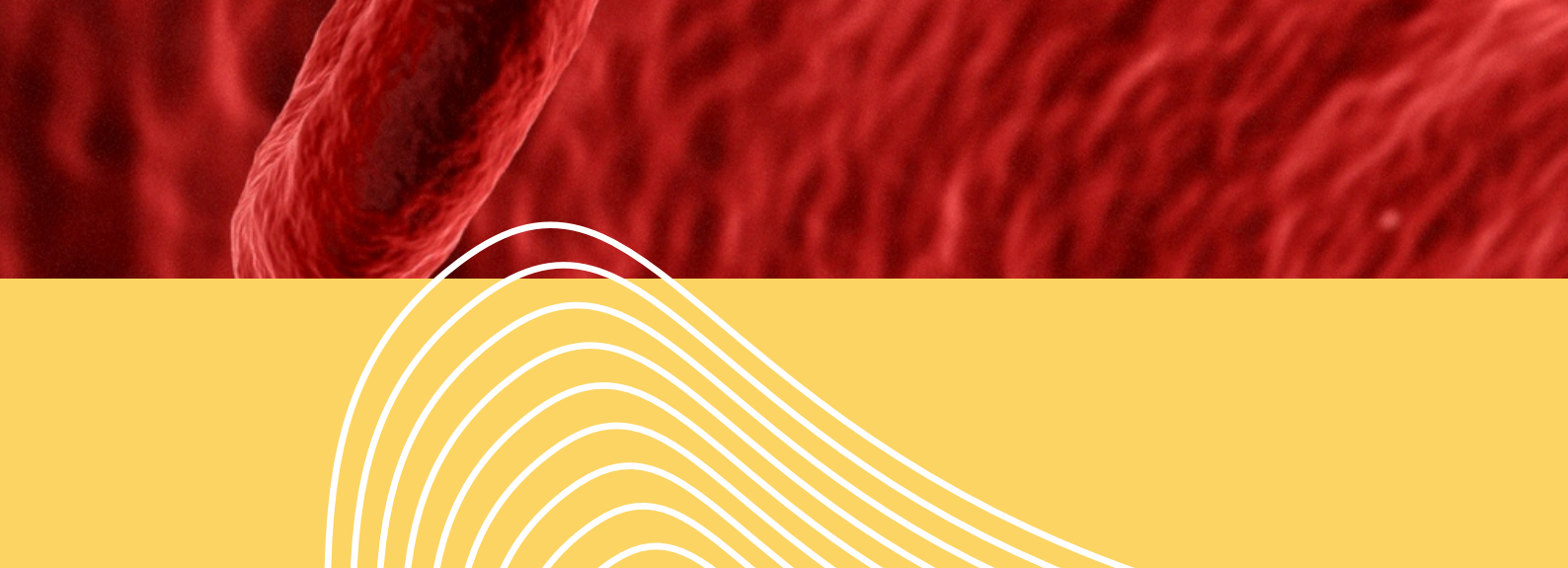


G-Med's Exclusive Physician Insight White Paper
compiled with global peer-to-peer physician data

ASH 2024: HOW HEMATOLOGISTS ARE STAYING UP TO DATE



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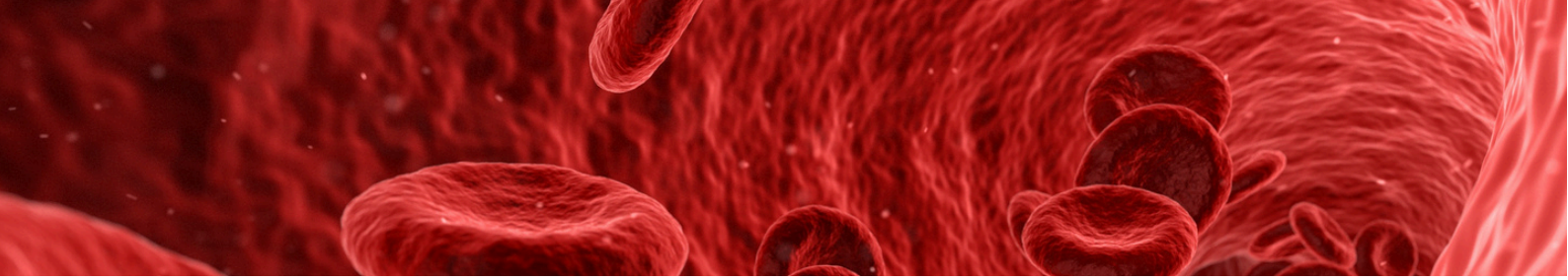
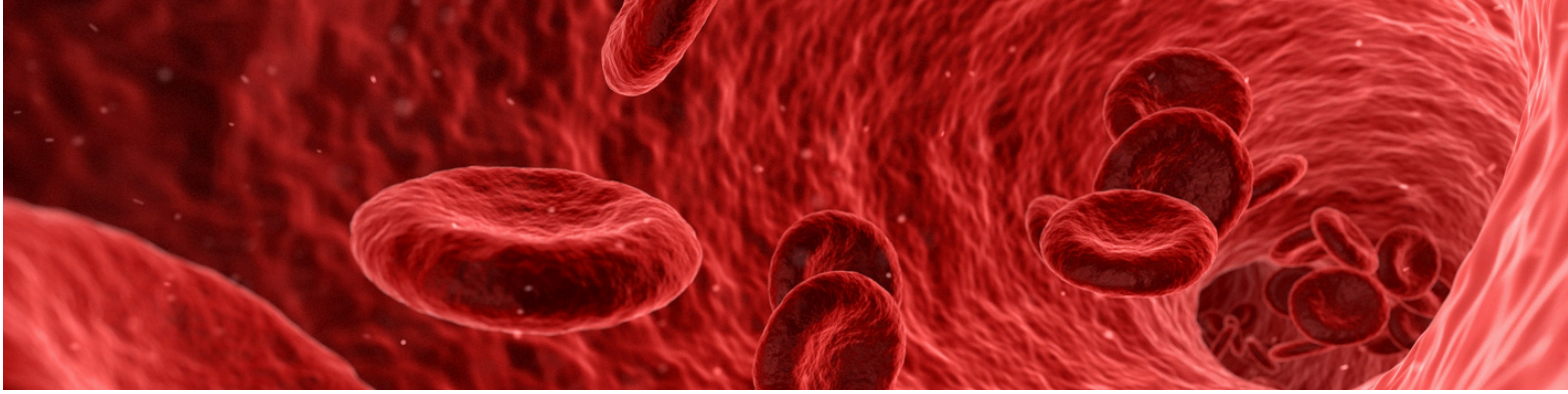


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Introduction

Medical education is a cornerstone of effective healthcare, with physicians continuously seeking reliable and practical methods to stay informed about innovations, protocols, and treatments.

Discussions of Hematologists on G-Med, the largest global physician-only community, reveal invaluable insights into how these specialists ahead of the American Society of Hematology Congress this year prefer to engage with educational content, particularly when approached by pharmaceutical companies.

This report synthesizes key peer-to-peer commentary, poll results, and other empirical data extracted from the engaged community on G-Med to provide an overview of physicians' preferences and expectations. This report also offers major takeaways healthcare marketers should keep in mind when trying to reach hematologists.

Peer-to-Peer Commentary on Medical Education

In a series of recent discussion posts on G-Med that have been analyzed, a few Hematologists raised critical questions about how pharmaceutical companies can align their outreach efforts with the needs of medical practitioners. This prompted two distinct schools of thought among participants:

- **Collaboration and Education-Oriented Advocates (58%)**

The majority of hematologists engaged in the conversation emphasized the value of pharmaceutical companies offering practical, data-driven educational opportunities. These participants preferred genuine, case-study-focused approaches, stating, "Traditional marketing won't work for medical doctors—we need facts!" A recurring theme in this group was the importance of peer-to-peer learning. As one Hematologist from Germany noted, "Peer-to-peer environments are key to learning this information in a trusted way."

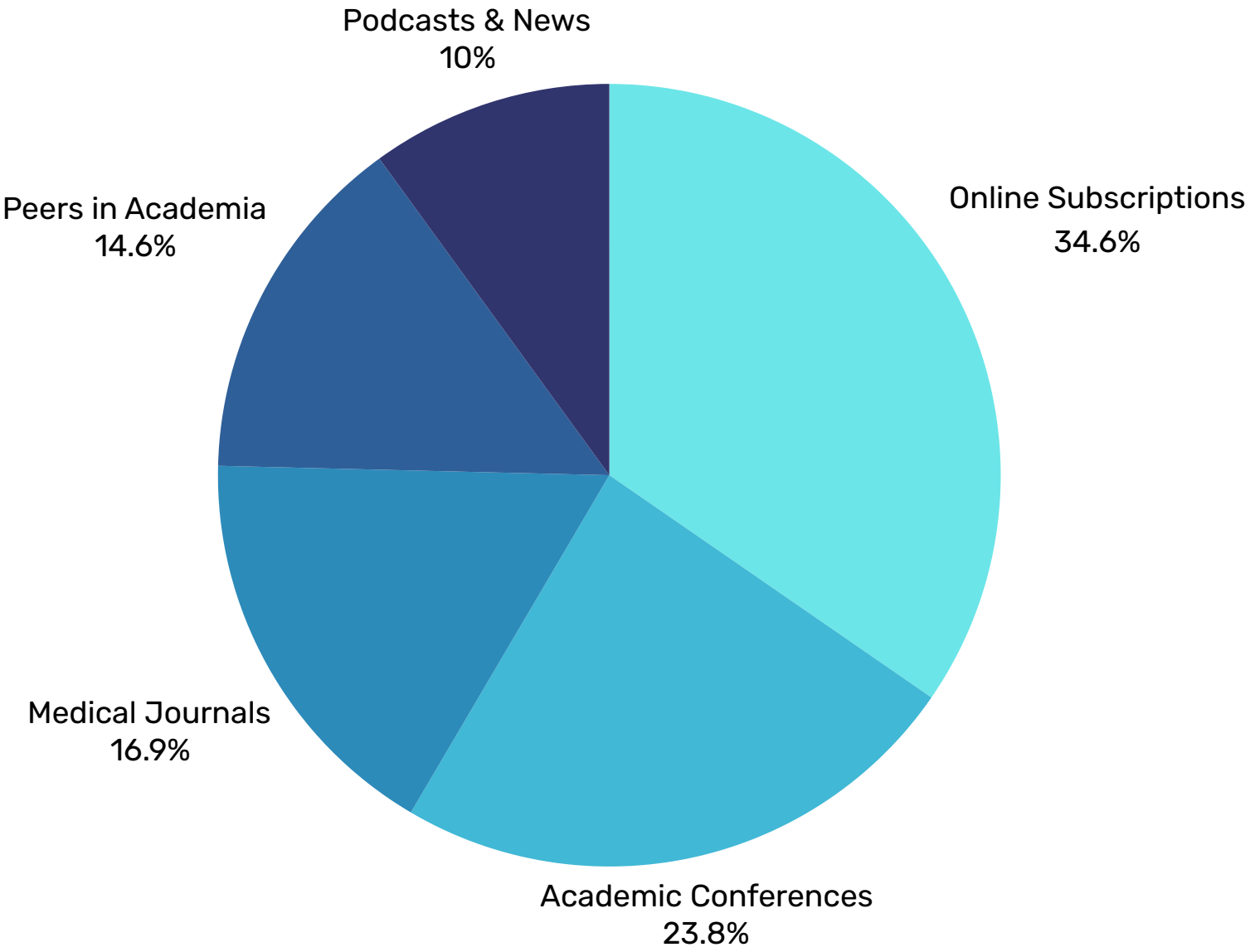
- **Skepticism and Regulation Advocates (34%)**

A significant portion of physicians emphasized limiting interactions between doctors and pharma companies. One of the many Hematologists from Canada stated, "Doctors use these products, but there should be no interaction other than some academics assisting with research, producing papers, and being remunerated fairly. No free meetings, no free products, no advertising." Many within this group stressed the importance of focusing on unbiased education, with some advocating for legal frameworks that restrict promotional activities. The overarching sentiment here was that excessive pharma influence could erode trust.

> *"Traditional marketing won't work for medical doctors—we need facts!"*
>
> *G-Med Physician,General Medicine*

Poll: How Doctors Stay Updated

A poll conducted among Hematologists on G-Med revealed their preferences for staying informed about developments in their field. The poll which was seen by thousands and answered by over 200 engaged members of G-Med highlights the significance of varied learning resources:



** A total of 234 particpating Hematologists

Empirical Observations from G-Med Discussions

Several key trends and opinions emerged from the peer-to-peer discussions and poll:

- **Data Over Traditional Marketing:** Many physicians expressed a preference for case studies and clinical data over traditional promotional tactics. "Always focus on medical education that is genuine and persuasive, and you will see results," one participant suggested.
- **Legal and Ethical Standards:** 34% of respondents aligned with the opinion that strict regulations should govern doctor-pharma interactions to ensure unbiased education.
- **Collaborative Learning:** The majority (58%) advocated for peer-to-peer environments as a trusted platform for discussing new developments, particularly when backed by robust data from pharmaceutical studies.
- **Pharma as an Educational Partner:** While some remain skeptical, a majority of physicians acknowledged that when done ethically, pharmaceutical companies can be effective collaborators in advancing medical knowledge.
- **Geographical Differences:** While Hematologists from all over the globe were involved in the conversation, US and Canadian physicians leaned more towards the collaborative approach with Pharma in comparison to physicians from European countries such as Germany, Italy and Belgium.

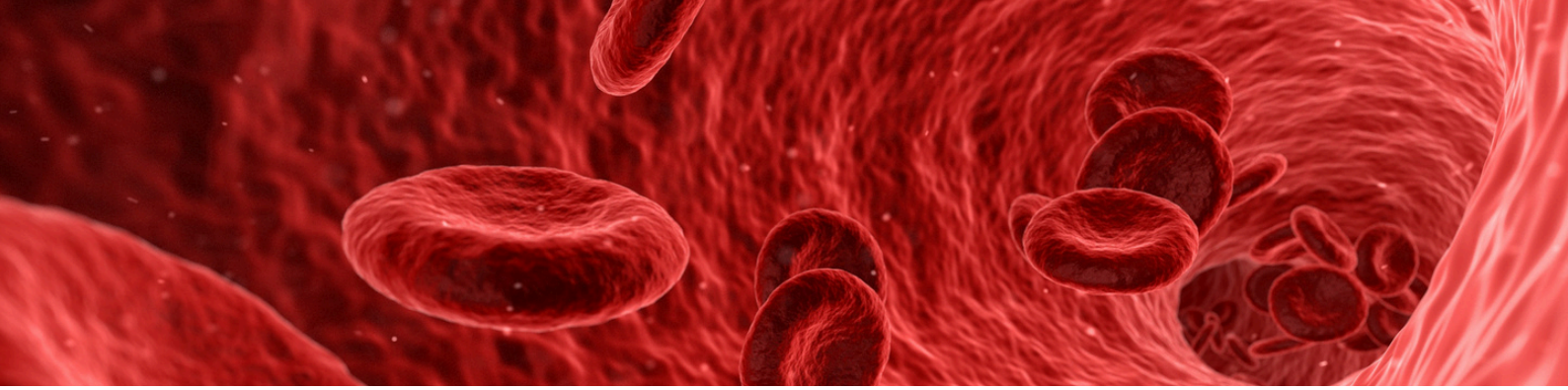
> *"Focus on medical education that is genuine and persuasive, and you will see results."*
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> *G-Med Physician,General Medicine*

Key Takeaways for Healthcare Marketers

Based on this data, here are actionable recommendations for pharmaceutical companies aiming to engage effectively with medical professionals:

- **Focus on Evidence-Based Education:** Physicians are less receptive to promotional campaigns and more inclined toward case study data and clinical insights. Tailor educational content to meet these needs.
- **Utilize Peer-to-Peer Platforms:** Engage with platforms like G-Med to foster discussions among physicians in a trusted, unbiased environment. Facilitate forums where peers can evaluate and debate the efficacy of products.
- **Prioritize Transparency:** Maintain a clear distinction between education and promotion. Provide detailed, fact-based information without veering into excessive marketing.
- **Leverage Digital Resources:** As most physicians use online subscriptions and resources to stay updated, investing in high-quality digital content can significantly enhance outreach efforts.

> *"Peer-to-peer environments are key to learning this information..."*
>
> *G-Med Physician, Internal Medicine*



Conclusion: Organic Conversations Drive Sustainable Healthcare

This report puts a huge emphasis on the evolving preferences of medical professionals in consuming educational content. By analyzing peer insights, poll data, and turning other data into empirical observations, it becomes evident that physicians value genuine, data-driven, and collaborative approaches to learning.

For pharmaceutical companies, adapting to these preferences is critical to building trust and fostering effective engagement.

With platforms like G-Med, there is immense potential to align educational initiatives with the expectations of the medical community, creating a win-win scenario for both healthcare professionals and the industry.



G-Med
Where Physicians Are

G-Med is the largest global physician-only community, reaching over 1.5 million verified physicians from more than 160 countries and over 100 specialties.

G-Med's business solutions offers a unique digital bridge to connect life science companies and healthcare partners, in order to drive physician awareness and gain deep insights around brand perception.

G-Med is the only true global physician community that provides the life science industry with practical and efficient community-based physician engagement solutions for their daily challenges previously unavailable to them.

1.5 Million Verified Physicians	160 Countries	Over 100 Specialties