



Digital Doctor LinkedIn Special

How Dutch HCPs use LinkedIn
and how this channel fits into
your omnichannel strategy



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LinkedIn Deep Dive

Reasons



Daily use of LinkedIn in the Netherlands increased by 8% in 2022 compared to 2021
(Source: Nima – marketing facts)

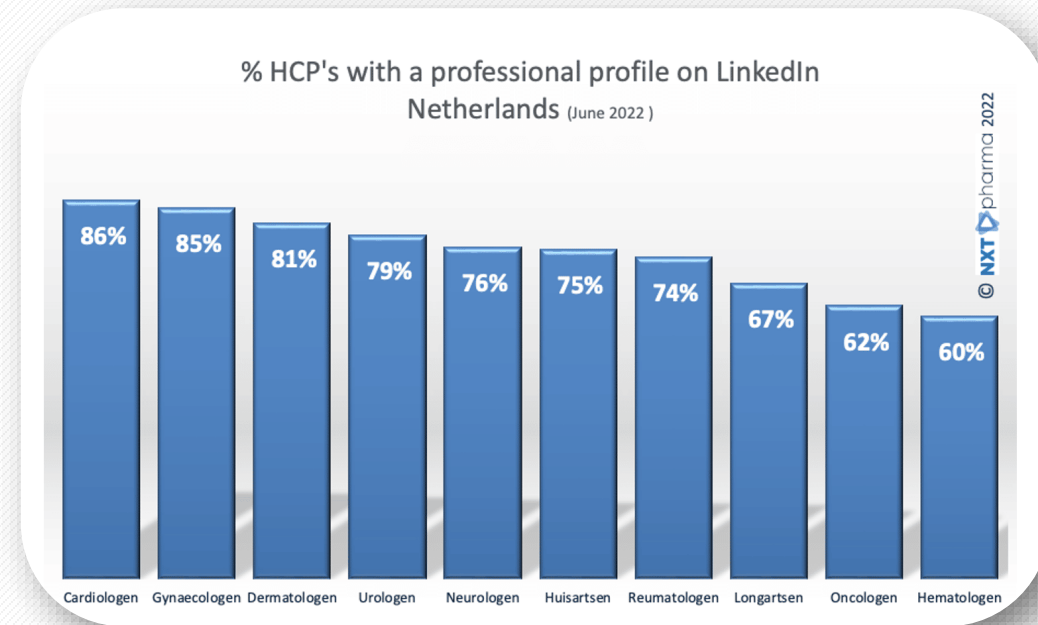


More and more HCPs have a profile on LinkedIn creating an opportunity for pharma and medtech companies to have more communication impact at a lower cost.
(Source: NXT Pharma Academy)



LinkedIn offers an opportunity to engage with your HCP as part of your omnichannel marketing approach.

Why is LinkedIn indispensable in your omnichannel strategy



LinkedIn has become an indispensable platform for your omnichannel engagement with healthcare professionals. But how do HCPs use LinkedIn and what are the drivers, barriers and unmet needs when it comes to using this platform when interacting with pharmaceutical and medtech companies?

February 2023, Ipsos and NXT Pharma will conduct an extensive survey into the motivations, expectations and wishes of HCPs when it comes to using LinkedIn.

LinkedIn Deep Dive

Insights



Insight in usage and preferences of HCPs



t=5 minutes quantitative online questionnaire



Graphic PowerPoint report for each HCP group



Add your own question(s)

Design and execution of the study

HCPs included



- Dermatologists
- Gastroenterologists
- General practitioners
- Gynaecologist
- Internists
- Neurologists
- Oncologists/Haematologists
- Ophthalmologists
- Pharmacists (hospital/public)
- Pulmonologist
- Rheumatologists
- Urologists

Insights provided



- Number of connections
- LinkedIn usage and interests
- Posting behavior
- Openness to pharma and medtech communication via LinkedIn
- Probability of reading different pharma and medtech messages
- Evaluation of pharma and medtech content
- Needs related to LinkedIn

Free webinar



- Exclusively for buyers of the Digital Doctor LinkedIn Special
- Ipsos: presentation and interpretation of the results
- NXT Pharma: useability in daily practise and the implementation in your omnichannel communication strategy

Timing



December 2022
Registration period



February 2023
Field work



March 2023
Delivery report(s)



April 2023
Webinar

Contact us for a quote and to sign up for this study.

You can register until December 31



Patrick Hondsmerk

Consultant IPSOS Healthcare
+31 (0)6 15 63 93 57
patrick.hondsmerk@ipsos.com



Rutger van der Lee

Partner NXT Pharma
+31 (0)6 50 68 11 86
rutger@nxtpharma.com

