

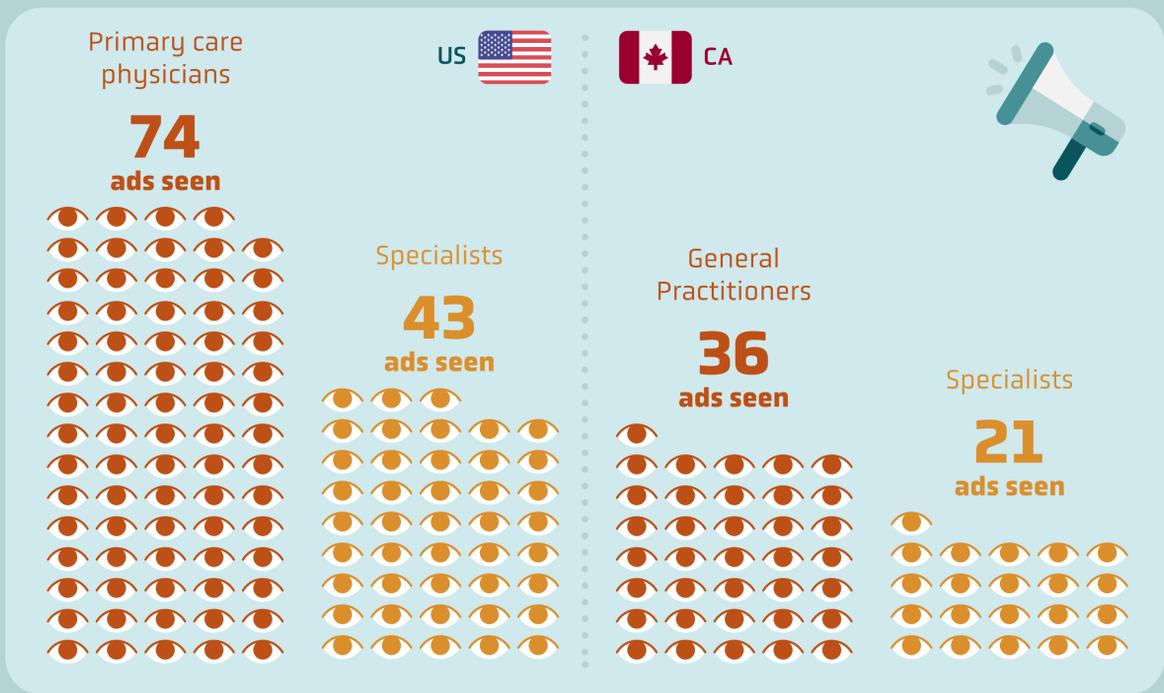
PHYSICIANS FEEL THERE ARE CLEAR LEADERS IN DIGITAL/ONLINE PRESENCE



Overall, physicians appreciate the pharmaceutical industry for:



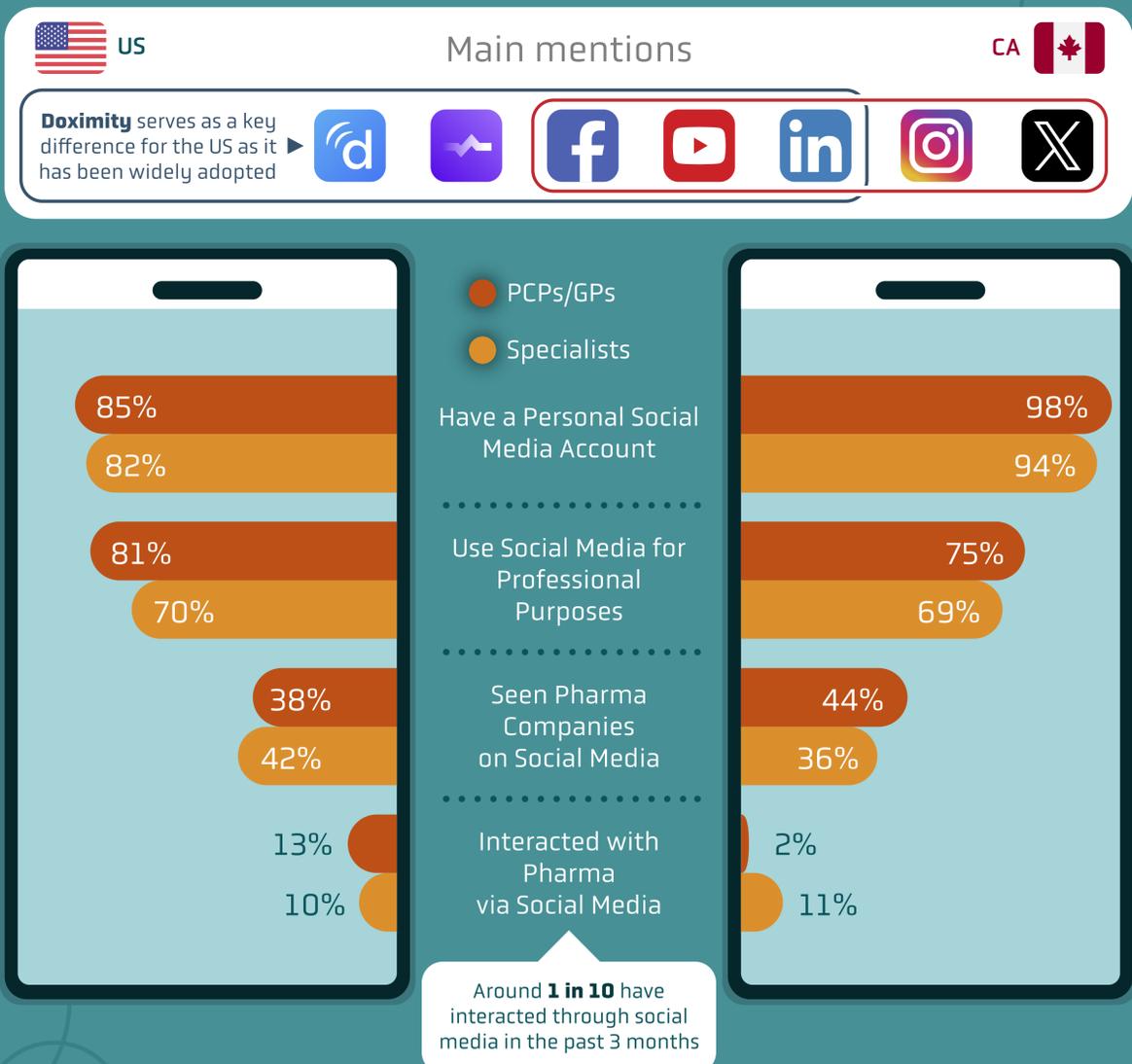
HCPs have seen a variety of online/digital ads in the past 3 months [average number of ads seen by each HCP]



Many physicians **tend to not take action** after seeing an ad for drug brands. However, when they do take action they tend to:



Most physicians have social media, and are using it for professional purposes.



Data based on survey of physicians in the US (n=163) and Canada (n=140) recruited in August 2025. In US, the sample includes n=48 Primary Care Physicians and n=115 Specialists. In Canada, the sample includes n=51 General Practitioners and n=89 Specialists.