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The 2020 Worldcom Digital Health Monitor

Pharmaceuticals



Introduction

Following the positive response to its [2018 Health Monitor](#), The Worldcom PR Group, has repeated the exercise. The 2020 report examines the online communications of the 24 biggest names within the pharmaceutical sector. This report contains the results for 2020 both globally and across 27 countries.



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Section 1





Introduction

Pharmaceutical companies have been pushing back the boundaries of research, development and medical science for decades and are amongst the most innovative companies in the world. But, in this digital age, does their digital presence demonstrate the same innovative thinking?

Our 2018 report showed that there was room for improvement. Worldcom's Healthcare experts decided to find out if things have changed since then, and if so, how. The overall results are summarized below, the detailed descriptions can be found further down in this document.

Results summary

Website

All the companies have a global website, as can be expected from a multinational company. However, not every country has its own website – thus are not satisfying the demand for local content. The average number of local sites is 20, out of 27 countries. Gilead Sciences is an outlier and has only six local websites.

On average, the website use and reach is quite good, with companies using 78.31% of the website potential.

Blogs

Our analysis shows that the pharma companies make very little use of the power of blogs. While almost all pharmaceuticals report having a 'global blog', local blogs are hard to find; the average score is 5.8 out of a possible 27 for blogs. Where blogs exist, the number of blog posts is moderate. Bayer makes most use of the opportunities blogs offer, scoring 41%. Gilead uses only 3.7% of the potential of this medium.

Apps

All companies but one (Teva) have apps with international reach. The average number of apps, including international, is 4.5. Most companies have efficient, target group centered apps.

Social media channels

All pharmaceuticals but one (Takeda) have international Facebook accounts. Facebook is used to 30% of its potential.

International Twitter accounts have been set up by all companies but Takeda. However, only MSD (60%) reaches a score over 50%.

LinkedIn accounts are present, but only one pharmaceutical company (MSD) achieves 50% of the maximum score. This relatively low average score is mainly due to the fact that country-specific pages and local language content on LinkedIn are not common in the pharmaceutical sector.

Given the importance of YouTube and the increasing impact of visual content, it is surprising that this platform still does not seem to belong to the standard communications tool kit of pharmaceutical companies. Local YouTube accounts are available in only a handful of countries.

The use of the remaining channels, i.e. TikTok, Pinterest, Flickr, Instagram, and Tumblr, has proved to be so low among our pharmaceutical companies that listing the separate scores would have no relevance for this report. The average use of, or the engagement on, these channels is under 13%.

Channel	Average use percentage
Website	78,31%
Facebook	30,27%
Twitter	28,66%
Blog	21,45%
YouTube	20,30%
LinkedIn	17,97%
Instagram	16,40%
Apps	13,61%
Pinterest	10,16%
Flickr	0,94%
TikTok	0,00%
Tumblr	0,00%
Average for social channels	12,91%

Section 2





Recommendations

Communication wise, the COVID-19 impact on healthcare, including pharma, has been higher than on other sectors. On the one hand healthcare companies and organizations were supposed to convey and justify their COVID measures to their employees and other stakeholders – just like all other industries - but on the other hand they were under intense pressure to properly respond to the crisis by communicating about the societal impact and the status of their solutions, such as vaccines, respiratory devices, availability of hospital beds and staff, et cetera.

This peak in communications and attention has drastically increased public interest in healthcare and especially pharma, in all its facets, making it much easier for companies to be heard in the future.

This interest is very likely to remain high. Pharma and other healthcare influencers will continue to gain importance, b2c pharma communication campaigns can practically skip the awareness phase, and media will be more interested than ever in innovations in the pharmaceutical sector.

All these developments will make it much easier for pharma companies to be heard in 2021.

That being said, as healthcare communications professionals we appreciate that in such a highly regulated sector, the communications options open to pharmaceutical companies are severely limited compared to their peers in other markets.

However, based on the analysis we have carried out, we offer the following recommendations for your consideration.

- 1 Seize the momentum to build confidence in your company.** More than ever, people are interested in healthcare related content and more receptive to the positive benefits that come from pharma's investment in science and innovation.
- 2 Use the heightened interest in pharma caused by the pandemic to build belief in your company.** Communicate your WHY – the value you deliver that you want people to believe in – and your HOW – the different and special way that you deliver your WHY.
- 3 Communicate about the benefits of your products for the public.** To be effective in pharma and to create engagement, localized content equals personalized in-depth content.
- 4 Review your use of digital channels.** Ask yourself if you want to be relatively invisible on many channels or make a real impact on a limited number of channels.
- 5 Don't be afraid to try something new.** New channels and ways of communicating are evolving all the time, and will serve new target groups in new ways. Make use of the new opportunity (and if you do, be sure to make an impact).
- 6 Make sure to be present at both a global and local level,** with content that has been tailored to the countries you work in.
- 7 The importance of non-text content continues to increase.** Consider focusing more on videos, infographics and podcasts to create higher levels of engagement and belief in your WHY and HOW.
- 8 Invest in content marketing and in in-house staff** or agencies to handle it for you.
- 9 Global confidence in the healthcare sector is high, according to the [Worldcom Confidence Index](#).** Check the WCI to identify the specific topics and subjects that the global C-suite is confident or concerned about and use this insight to guide your communications strategy.
- 10 Take advantage of Worldcom's offer** of a free workshop to identify options for enhancing your social presence.

Section 3





Research methodology

For its 2020 report Worldcom Healthcare selected 24 pharmaceutical companies based on their global reputation, their size and geographic presence. We analyzed their online presence globally and in 27 countries, across 12 digital channels.

Comparison with 2018 results

In the 2018 report we applied the same research methodology, but the playing field was a bit different.

For one, the 2018 report listed the results for 20 countries, whereas the 2020 report lists the results for 7 additional regions. In 2018 we analyzed 25 pharmaceutical companies, of which 2 went 'off the grid' in the 2020 edition: Shire was acquired by Takeda in 2019, and in early 2020 the European Commission agreed to AbbVie's multi-billion dollar acquisition of Allergan. So both Shire and Allergan were taken out of the equation, and MSD was added, at its own request.

2020 landscape

The countries, pharmaceutical companies, and channels that the Worldcom Healthcare experts analyzed for the 2020 report are the following:

Countries	Pharmaceutical companies	Digital channels
Australia	Abbott	Website
Belgium	AbbVie	Blog
Bulgaria	Amgen	Apps
Canada	Astellas Pharma	Facebook
Colombia	AstraZeneca	Twitter
Czech Republic	Baxter International	LinkedIn
Dominican Republic	Bayer	YouTube
Ecuador	Biogen Idec	TikTok
France	Boehringer Ingelheim	Pinterest
Germany	Bristol-Myers Squibb	Flickr
Hungary	Eli Lilly	Instagram
Ireland	Gilead Sciences	Tumblr
Italy	GlaxoSmithKline	
Kenya	Johnson and Johnson	
Malaysia	Merck	
Netherlands	MSD	
Peru	Mylan	
Poland	Novartis	
Portugal	Novo Nordisk	
Russia	Pfizer	
South Africa	Roche	
Spain	Sanofi	
Sweden	Takeda	
Thailand	Teva Pharmaceutical	
Turkey		
United Kingdom		
United States / international		

In this research 'United States/ international' refers to the .com or corporate website. Even for the pharmaceutical companies that do not have their headquarters in the US, the .com site is the main communication channel.

Digital monitor scores

Our analysis produced a Worldcom Healthcare monitor score for each company. This score is based on each company's presence on, or use of, the 12 channels, both internationally and on a country-specific level.

A total of 789.5 points was available to each company - split between three web and nine social channels.

	Digital channel	Maximum score
Web	Website	207.5
	Blog	27
	Apps	270
Total		504.5
Social media	Facebook	34
	Twitter	33
	LinkedIn	32
	YouTube	31
	TikTok	31
	Pinterest	32
	Flickr	31
	Instagram	31
	Tumblr	30
Total		285
Grand total		789.5

We identified a range of criteria for each channel, which can be seen in the following charts. The scores produced by these criteria created the rankings that are listed throughout this document.

Channel criteria

The detailed criteria for each channel are as follows:

Channel	Criteria	Score
YouTube	Presence	1
	Country specific page	1
	Career channel	1
	>2k subscribers	1
	>10k subscribers	1
	≥1 update/2 weeks	1
Pinterest	Presence	0,5
	Country specific page	1
	Verified	0,5
	>3 boards	1
	>10 boards	1
	>200 followers	1
	>500 followers	1
Facebook	Presence	1
	Country specific page	1
	Use of intergrated apps	1
	>10k likes	1
	>50k likes	1
	>7 updates/week	1
	Blog updates	1
Apps	Presence	3
	Availability	3
	HCP Utility	1
	Patient Utility	1
	Research/infomative	1
	If rated > 3 stars	1
TikTok	Presence	1
	Country specific page	1
	>10k followers	1
	>10k views	1
	>10 likes	1
	>2 updates/week	1
Twitter	Presence	2
	Country specific page	1
	>10k followers	1
	>75k followers	1
	>50% visual content	1
	>3 tweets/day	1
	>7 tweets/day	1
Linkedin	Presence	0,5
	Country specific page	1
	Presence on Slideshare	0,5
	>10k followers	1
	>50k followers	1
	≥5 updates/week	1
	>50 Followers on Slideshare	1
≥5 slides shared	1	
Instagram	Presence	1
	Country specific page	1
	>100 followers	1
	>200 followers	1
	≥1 update/4 weeks	1
	>1 update/4 weeks	1
Flickr	Presence	1
	Country specific page	1
	>50 followers	1
	>100 followers	1
	≥1 update/4 weeks	1
	>1 update/4 weeks	1
Blog	Presence	1
	Country specific page	1
Website	International page	7,5
	Country specific page	7,5
	Cross device compatibility	5
Tumblr	Presence	1
	Country specific page	1
	≥1 updates/4 weeks	1
	>1 updates/4 weeks	1
	≥30 notes/posts	1

Section 4





Digital health monitor overall results and rankings

As can be seen below, the overall top five digital performers are Abbott, Pfizer, Abbvie, AstraZeneca and NovoNordisk. The five lowest ranked are Mylan, Eli Lilly, Baxter International, Bristol-Myers Squibb and Gilead Sciences.

		Overall score	Alexa traffic rank	Website score (207.5)	No. of country website	Blog (27)	Apps (270)	Face-book (34)	Twitter (33)	LinkedIn (32)	Youtube (31)	Tiktok (31)	Pinterest (32)	Flickr (32)	Instagram (32)	Tumblr (30)	Social channels combined (285)
1	Abbott	450.5	25361	155	19	7	125	9	7	3.5	7	0	0	1	4	0	156.5
2	Pfizer	392.5	28302	192.5	24	9	57	21	15	11	15	0	0	0	6	0	125
3	Abbvie	379.5	51512	170	21	5	79	11	13	2.5	8	0	0	0	7	0	120.5
4	AstraZeneca	379.5	43688	185	23	5	72	10	13	5.5	4	0	0	0	5	0	109.5
5	Novo Nordisk	373	152683	162.5	20	5	90	6	6	2.5	3	0	0	0	3	0	110.5
6	MSD	372.5	165888	185	23	9	53	12	20	16.5	11	0	0	0	4	0	116.5
7	Sanofi	367.5	93871	200	25	10	47	8	14	5.5	10	0	2	0	8	0	94.5
8	Roche	347.5	25482	185	23	7	45	15	13	12.5	12	0	0	0	6	0	103.5
9	Bayer	325	48938	197.5	24	11	17	24	14	4.5	11	0	2	0	14	0	86.5
10	GlaxoSmithKline	290	23961	187.5	24	6	26	10	10	3.5	7	0	1	3	4	0	64.5
11	Novartis	290	63266	177.5	22	7	25	11	12	8.5	7	0	0	2	8	0	73.5
12	Merck	280	40067	172.5	22	6	25	11	10	7.5	5	0	1	0	8	0	67.5
13	Teva Pharmaceutical	250.5	221955	155	19	7	25	13	6	5.5	6	0	0	0	1	0	56.5
14	Boehringer Ingelheim	243.5	77980	155	19	5	13	15	14	3.5	7	0	7	0	6	0	65.5
15	Takeda	237.5	114157	140	17	6	35	0	6	6.5	2	0	0	0	1	0	50.5
16	Johnson and Johnson	236	12584	162.5	20	2	17	15	6	3.5	5	0	1	1	4	0	52.5
17	Biogen Idec	234	143444	132.5	16	2	40	6	6	2.5	2	0	0	0	1	0	57.5
18	Amgen	224.5	116181	150	19	7	15	8	9	4.5	6	0	0	0	3	0	45.5
19	Astellas Pharma	217.5	277170	155	19	4	19	0	4	6.5	0	0	0	0	0	0	29.5
20	Mylan	217.5	223248	170	21	6	9	2	4	5.5	3	0	0	0	0	0	23.5
21	Eli Lilly	212	75999	147.5	18	3	16	8	8	5.5	5	0	0	0	0	0	42.5
22	Baxter Internationaal	211.5	120421	162.5	20	4	9	8	5	5	3	0	1	0	1	0	32
23	Bristol-Myers Squibb	206	48719	147.5	18	5	13	6	7	3.5	2	0	1	0	3	0	35.5
24	Giland Sciences	87	65101	52.5	6	1	9	5	5	2.5	2	0	0	0	0	0	23.5

2018 vs. 2020

In the 2018 report Bayer, Pfizer, Boehringer Ingelheim, Novartis and Astra Zeneca ranked highest, whereas the five lowest ranked were Gilead Sciences, Shire, Teva Pharmaceutical, Mylan and Baxter International.

Use of channels

When you look at the use of the separate channels, changes aren't that prominent. Nevertheless, we see some interesting dynamics if we compare the 2018 and the 2020 report.

Channel	2018	2020	Difference
Website	78,89%	78,31%	-0,58%
Blog	12,00%	21,45%	9,45%
Apps	81,20%	13,61%	-67,59%
Facebook	26,52%	30,27%	3,75%
Twitter	32,30%	28,66%	-3,63%
LinkedIn	21,62%	17,97%	-3,65%
YouTube	21,85%	20,30%	-1,55%
Google+/TikTok	8,31%	0,00%	-8,31%
Pinterest	8,15%	10,16%	2,00%
Flickr	2,88%	0,94%	-1,94%
Instagram	16,96%	16,40%	-0,56%
Tumblr	1,00%	0,00%	-1,00%
Social channels combined	15,80%	12,91%	-2,89%

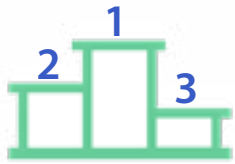
We have to stress that the research playing field has changed quite significantly: we added seven more regions, added one new company, and removed two companies. Therefore the above results should be considered as trends, rather than as numbers and percentages that are set in stone. The most prominent being the almost 10% increase of the impact of blogs. Although the 7 new countries we added such as Ecuador, Kenya, Malaysia, or Portugal probably would not be prioritized by a pharmaceutical company when developing local blogs, the overall growth of blog importance (that we did highlight in our 2018 report, by the way) is evident.

The Google+ developer API having been discontinued in March 2019, and Google+ having been shut down for business and personal use in April of that year, this platform only appeared in the 2018 edition of the research. In the 2020 version, it was replaced with TikTok, which could become an important new channel for the pharmaceutical sector, if used correctly.

The use of apps has not been compared, since the 2020 report uses a different calculation method.

Section 5





General and channel specific rankings

Overall online presence

Global website

We assessed the overall impact of each global website, i.e. their position with regards to other global websites, using the [Alexa Traffic Rank](#).

Alexa calculates the worldwide ranking of sites by relating the daily time spent on the site to the daily page views per visitor, the percentage of all referrals that came from search engines and the total number of sites that Alexa found that link to the site. The current global top 5 websites (i.e. February 2021) are Google, YouTube, Tmall.com, Baidu and Tencent QQ.

Given Alexa's calculation method, pharmaceuticals are not expected to score extremely high marks, but the ranking chart shows some significant differences. As in last year's report, Johnson and Johnson ranks highest of all the companies in our research (rank 12,584), whereas Astellas Pharma has now taken over the last place from last year's lowest scoring company, Teva Pharmaceuticals. Astellas occupies rank 277,170.

Company	Alexa traffic rank	Overall position in research
Johnson and Johnson	12,584	16
GlaxoSmithKline	23,961	10
Abbott	25,361	1
Roche	25,482	8
Pfizer	28,302	2
Merck	40,067	12
AstraZeneca	43,688	4
Bristol-Myers Squibb	48,719	23
Bayer	48,938	9
AbbVie	51,512	3
Novartis	63,266	11
Gilead Sciences	65,101	24
Eli Lilly	75,999	21
Boehringer Ingelheim	77,980	14
Sanofi	93,871	7
Takeda	114,157	15
Amgen	116,181	18
Baxter International	120,421	22
Biogen Idec	143,444	17
Novo Nordisk	152,683	5
MSD	165,888	6
Teva Pharmaceutical	221,955	13
Mylan	223,248	20
Astellas Pharma	277,170	19



Country-specific websites

The average number of local sites that the companies in our research manage is 20, out of a possible 27 countries.

Gilead Sciences has the smallest number of local sites – just six of 27 countries researched. The second lowest is Biogen Idec, with 16 local websites.



Blogs

Although the 'blog efficiency' has increased by 10% since the previous report, local blogs are still hard to find. The average score for 'blog presence' is 5.8 out of a possible 27.

Bayer makes most use of the opportunities blogs offer, scoring 41% with 11 blogs in 27 regions. Gilead uses only 3,7% of the potential of this medium, by maintaining a blog section only on its international site.



Apps

The availability of apps in absolute numbers turns out to have increased in comparison with the previous report. All companies but one (Teva Pharmaceutical) have what the researchers defined as 'international apps'. On average, the companies make 4.5 apps available in the 27 countries. Abbott, Novo Nordisk and AstraZeneca have 14, 11 and 10, respectively, but the vast majority have five apps or lower.



Social media channels

In our 2018 report we identified the following: *'the pharma industry has not yet woken up to the opportunity provided by social channels to educate and inform its audiences and to build a brand following. While we recognize that the pharmaceutical sector is heavily regulated and therefore the way companies communicate with its various target audiences is very different to consumer organizations, the Digital Monitor shows that many companies may be squandering opportunities to get their messages across.'*

...And that is still the case.

All pharmaceuticals but two (MSD and Takeda) have international Facebook accounts. However, overall, Facebook is only being used to 34% of its potential, due mainly to the lack of country-specific accounts.

International Twitter accounts have been set up by all companies but Takeda. Only one company - MSD - (60%) scores over 50%. The rest of the companies do not have many local Twitter accounts set up.

LinkedIn accounts are present, but only one pharmaceutical company (MSD) achieves 50% of the available score. This relatively low overall score is mainly due to the fact that country-specific pages and local language content on LinkedIn are apparently not common in the pharmaceutical sector.

Local YouTube accounts are available in only a handful of countries, and the same is true for other channels with visual focus, such as Instagram. TikTok hasn't even been used at all.

Online worldwide

In September 2020 there were close to 5 billion internet users globally.

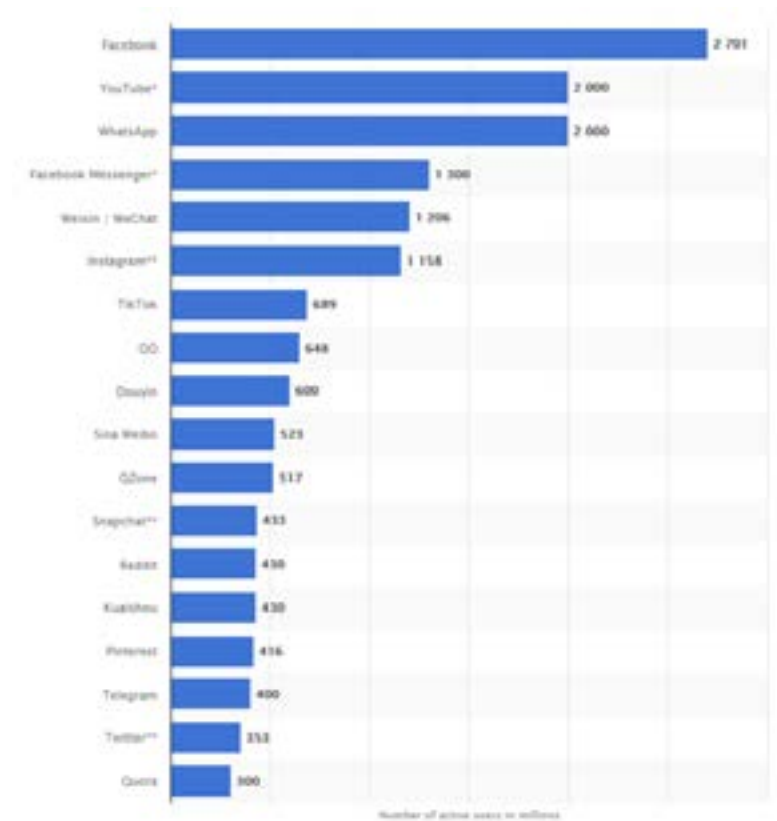
2020 WORLD INTERNET USAGE AND POPULATION STATISTICS						
World Regions	Population (2020 Est.)	Population % of World	Internet Users 30 Sept 2020	Penetration Rate (% Pop.)	Growth 2000-2020	Internet World %
Africa	1,340,598,447	17.2 %	631,940,772	47.1 %	13,898 %	12.8 %
Asia	4,294,516,659	55.1 %	2,555,636,255	59.5 %	2,136 %	51.8 %
Europe	834,995,197	10.7 %	727,848,547	87.2 %	593 %	14.8 %
Latin America / Caribbean	654,287,232	8.4 %	467,817,332	71.5 %	2,489 %	9.5 %
Middle East	260,991,690	3.3 %	184,856,813	70.8 %	5,527 %	3.7 %
North America	368,869,647	4.7 %	332,908,868	90.3 %	208 %	6.8 %
Oceania / Australia	42,690,838	0.5 %	28,917,600	67.7 %	279 %	0.6 %
World total	7,796,949,710	100.0 %	4,929,926,187	63.2 %	1,266 %	100.0 %

The average internet world penetration rate is 63.2%; this corresponds with almost 5 billion people that spend more time online than ever before. Forbes calculated that the average user now spends seven hours a day searching, surfing, chatting, watching, listening and interacting on the Internet, which is an hour more than in 2019.

This means that the world population spent 35,000,000,000 hours online in 2020, or close to 5 billion years.

Social media worldwide

The use of social media also continues to grow. Over 3.6 billion people around the world now use social media every month. Almost all of them have access to these platforms through their mobile devices.



Facebook is still the leader of the pack. Actually, this platform was the first social network to surpass 1 billion registered accounts and currently sits at more than 2.6 billion monthly active users. The company currently owns four of the biggest social media platforms, all with over 1 billion monthly active users each: Facebook (core platform), WhatsApp, Facebook Messenger, and Instagram. In the second quarter of 2020, Facebook reported over 3.1 billion monthly users of its product family.

Most top ranked social networks with more than 100 million users originated in the United States, but European services like VK (highly popular among Russian speaking users around the world), the

Japanese platform LINE, or Chinese social networks WeChat, QQ or video sharing app Douyin have also garnered mainstream appeal in their respective regions due to local context and content. Douyin's popularity has led to the platform releasing an international version of its network: TikTok.

The leading social networks are usually available in multiple languages and enable users to connect with people across geographical, political, or economic borders. Social networking sites are now estimated to have 3.6 billion users and these figures are still expected to grow as mobile device usage and mobile social networks increasingly gain traction in previously underserved markets.


Use of social media channels according to the Worldcom Health Monitor

We have ranked the 24 companies for their use of seven social channels: Facebook, Twitter, LinkedIn, YouTube, TikTok, Pinterest, Flickr, Instagram, and Tumblr.

Channel	Total points all countries	Maximum points all countries	Average Use
Facebook	234	683	34.26%
Twitter	227	683	33.24%
YouTube	143	681	21.00%
LinkedIn	138	682	20.23%
Instagram	97	681	14.24%
Pinterest	15	682	2.20%
TikTok	0	681	0.00%

Use of Facebook

We have rated the companies in accordance with the following Facebook criteria:

 Facebook	
Presence	2
Country specific page	1
Use of integrated apps	1
> 10k likes	1
> 50k likes	1
> 7 updates/week	1
Blog updates	1

As can be seen from the chart below, the companies seem to have very different attitudes towards Facebook. Bayer scores as high as 24 points, whereas Takeda scored no points at all.

The use of Facebook shows the following ranking:

Top 24 Facebook		
1	Bayer	24
2	Pfizer	21
3	Boehringer Ingelheim	15
4	Johnson and Johnson	15
5	Roche	15
6	Sanofi	14
7	Teva Pharmaceutical	13
8	MSD	12
9	AbbVie	11
10	Merck	11
11	Novartis	11
12	AstraZeneca	10
13	GlaxoSmithKline	10
14	Abbott	9
15	Amgen	8
16	Baxter International	8
17	Eli Lilly	8
18	Biogen Idec	6
19	Bristol-Myers Squibb	6
20	Novo Nordisk	6
21	Gilead Sciences	5
22	Mylan	5
23	Astellas Pharma	4
24	Takeda	0

Use of Twitter

We have scored the Twitter activities as follows:



Twitter

Presence	2
Country specific page	1
> 10k followers	1
> 75k followers	1
> 50% visual content	1
> 3 tweets/day	1
> 7 tweets/day	1

Twitter has 353 million users worldwide. Despite the fact that Facebook has over 8 times as many users worldwide, all pharmaceuticals on our list do have an international Twitter account.

The average number of country level Twitter accounts is 9.5 compared to 9.75 for Facebook.


MSD is the leader of the pack, while Astellas, Pharma, and Mylan share the lowest score.

This has led to the following ranking:

Top 24 Twitter		
1	MDS	20
2	Pfizer	15
3	Bayer	14
4	Boehringer Ingelheim	14
5	Sanofi	14
6	AbbVie	13
7	AstraZeneca	13
8	Roche	13
9	Novartis	12
10	GlaxoSmithKline	10
11	Merck	10
12	Amgen	9
13	Eli Lilly	8
14	Abbott	7
15	Bristol-Myers Squibb	7
16	Biogen Idec	6
17	Johnson and Johnson	6
18	Novo Nordisk	6
19	Takeda	6
20	Teva Pharmaceutical	6
21	Baxter International	5
22	Gilead Sciences	5
23	Astellas Pharma	4
24	Mylan	4

Use of LinkedIn

The criteria for the assessment of LinkedIn are as follows:

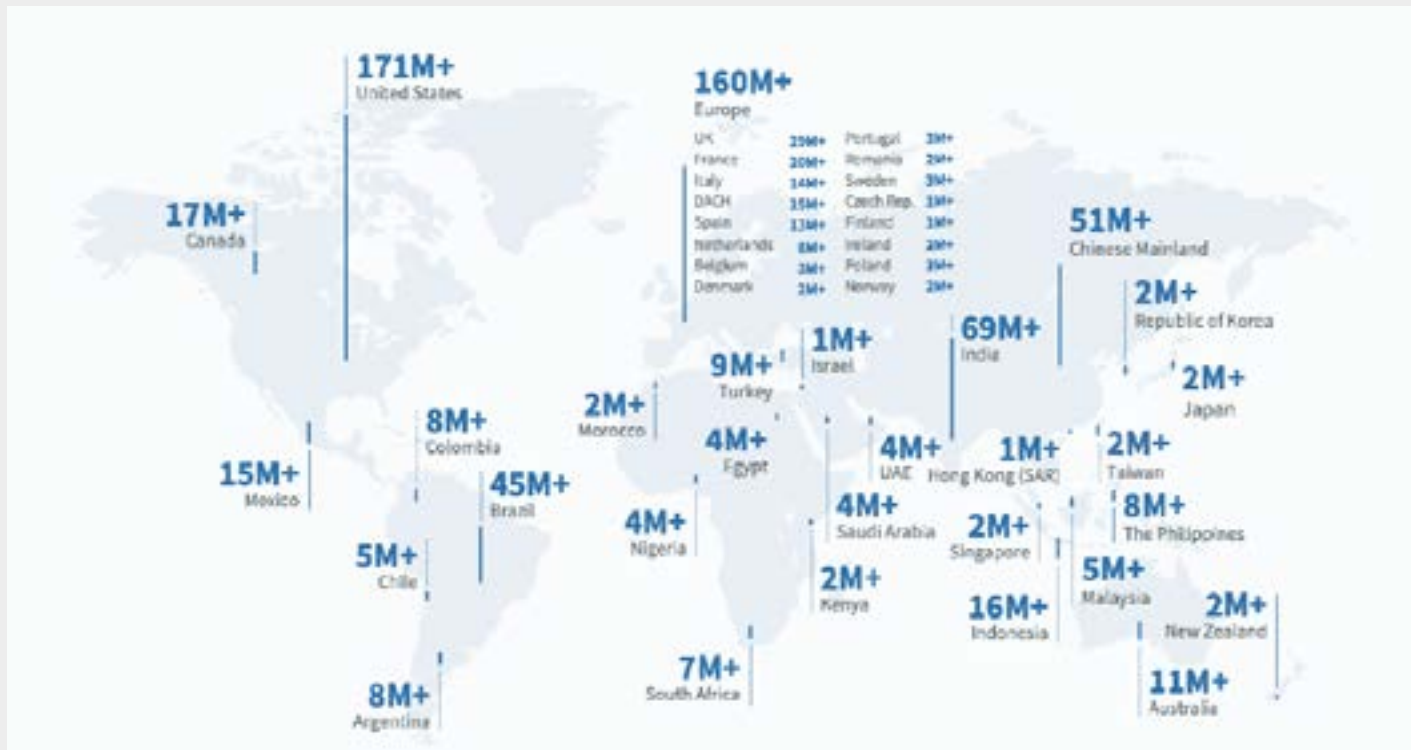
 LinkedIn	
Presence	0,5
Country specific page	1
Presence on Slideshare	0,5
>10k followers	1
> 50k followers	1
≥ 5 updates/week	1
50 Followers on Slideshare	1
≥ 5 slides shared	1

LinkedIn has over 706 million users, with more than 260 million monthly active users.

Ranking:

Top 24 LinkedIn		
1	MSD	16.5
2	Roche	12.5
3	Pfizer	11
4	Novartis	8.5
5	Merck	7.5
6	Astellas Pharma	6.5
7	Takeda	6.5
8	AstraZeneca	5.5
9	Eli Lilly	5.5
10	Mylan	5.5
11	Sanofi	5.5
12	Teva Pharmaceutical	5.5
13	Baxter International	5
14	Amgen	4.5
15	Bayer	4.5
16	Abbott	3.5
17	Boehringer Ingelheim	3.5
18	Bristol-Myers Squibb	3.5
19	GlaxoSmithKline	3.5
20	Johnson and Johnson	3.5
21	AbbVie	2.5
22	Biogen Idec	2.5
23	Gilead Sciences	2.5
24	Novo Nordisk	2.5

706 million members in 200 countries and regions worldwide



Of those LinkedIn users who are engaging with the platform monthly, 40% access it on a daily basis. However, LinkedIn is used sparingly, so companies only have a few minutes to make an impact. On average, users only spend about 17 minutes on LinkedIn per month.

According to research LinkedIn remains popular with people who have had tertiary education, while the site engages with only 9% of people whose education doesn't surpass high school.


Additionally, 44% of LinkedIn users take home more than \$75,000 per year, which is above the national median in the US.

Although the US has the most LinkedIn users at 171 million, over 75% of LinkedIn users are from outside of the US. LinkedIn is more popular with men, who comprise 57% of its user base. Interestingly, millennials make up 38% of LinkedIn's users, with 11 million of the 87 million millennials in decision-making positions.

All things considered, LinkedIn should be an effective platform for the pharma sector, given its reach and its user profile. Although all the companies we researched have an international LinkedIn page, they only maintain LinkedIn accounts in only 5.75 countries, on average. This clearly suggests that they leave many local opportunities for networking, reputation building, and direct communication unused.

Use of YouTube

The pharmaceutical companies were ranked using the following criteria:

 YouTube	
Presence	1
Country specific page	1
Career channel	1
> 2k subscribers	1
> 10k subscribers	1
≥ 1 updates/2 weeks	1

Just like in 2018, YouTube is the largest social platform worldwide after Facebook in 2020, and the world's second largest search engine, after Google. In our previous report we predicted that the importance of YouTube would increase, as visual content, particularly video, is preferred to text – even by business users. We did notice an increase in the use of YouTube among pharmaceutical companies, albeit modest. The average number of YouTube accounts increased from 5 to 6. This means that the power of video is currently denied by over three quarters of the countries in our sample.

Digital Health Monitor YouTube Ranking:

Top 24 YouTube		
1	Pfizer	15
2	Roche	12
3	Bayer	11
4	MSD	11
5	Sanofi	10
6	AbbVie	8
7	Abbott	7
8	Boehringer Ingelheim	7
9	GlaxoSmithKline	7
10	Novartis	7
11	Merck	7
12	AstraZeneca	7
13	Amgen	6
14	Teva Pharmaceutical	6
15	Eli Lilly	5
16	Johnson and Johnson	5
17	Baxter International	3
18	Mylan	3
19	Novo Nordisk	3
20	Biogen Idec	2
21	Bristol-Myers Squibb	2
22	Gilead Sciences	2
23	Takeda	2
24	Astellas Pharma	2

Combined social channel ranking



The remaining channels are: TikTok, Pinterest, Flickr, Instagram, and Tumblr. Our analysis showed that the use of these channels by pharmaceutical companies is so low that listing the separate scores would have no relevance for this report.

If we combine all the social channels, the overall ranking is as follows:

Top 24 YouTube		
1	Bayer	69.5
2	Pfizer	68
3	MSD	63.5
4	Roche	58.5
5	Sanofi	53.5
6	Boehringer Ingelheim	52.5
7	Novartis	48.5
8	Merck	45.5
9	AbbVie	41.5
10	AstraZeneca	40.5
11	GlaxoSmithKline	38.5
12	Johnson and Johnson	35.5
13	Abbott	31.5
14	Teva Pharmaceutical	31.5
15	Amgen	30.5
16	Eli Lilly	26.5
17	Baxter International	23
18	Bristol-Myers Squibb	22.5
19	Novo Nordisk	20.5
20	Biogen Idec	17.5
21	Mylan	17.5
22	Astellas Pharma	16.5
23	Takeda	15.5
24	Gilead Sciences	14.5

Use of channels per company - 2018 vs. 2020

A complete overview of the use of channels by the separate companies, comparing 2018 and 2020, can be found below.

	Abbott			AbbVie			Amgen		
	2018	2020	Difference	2018	2020	Difference	2018	2020	Difference
Website	72,31%	74,70%	2,39%	86,15%	81,93%	-4,23%	67,69%	72,29%	4,60%
Blog	9,52%	25,93%	16,40%	4,76%	18,52%	13,76%	9,52%	25,93%	16,40%
Facebook	22,22%	26,47%	4,25%	29,63%	32,35%	2,72%	11,11%	23,53%	12,42%
Twitter	18,52%	21,21%	2,69%	29,63%	39,39%	9,76%	29,63%	27,27%	-2,36%
Linkedin	19,23%	10,94%	-8,29%	15,38%	7,81%	-7,57%	19,23%	14,06%	-5,17%
YouTube	23,08%	22,58%	-0,50%	26,92%	25,81%	-1,12%	19,23%	19,35%	0,12%
Googl+/TikTok	3,85%	0,00%	-3,85%	7,69%	0,00%	-7,69%	11,54%	0,00%	-11,54%
Pinterest	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Flickr	0,00%	3,23%	3,23%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Instagram	48,00%	12,90%	-35,10%	28,00%	22,58%	-5,42%	20,00%	9,68%	-10,32%
Tumblr	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Social channels combined	15,09%	11,05%	-4,03%	15,52%	14,56%	-0,96%	12,50%	10,70%	-1,80%

	Astellas Pharma			AstraZeneca			Baxter International		
	2018	2020	Difference	2018	2020	Difference	2018	2020	Difference
Website	76,92%	74,70%	-2,22%	81,54%	89,16%	7,62%	72,31%	78,31%	6,01%
Blog	9,52%	14,81%	5,29%	14,29%	18,52%	4,23%	9,52%	14,81%	5,29%
Facebook	14,81%	11,76%	-3,05%	25,93%	29,41%	3,49%	18,52%	23,53%	5,01%
Twitter	22,22%	12,12%	-10,10%	66,67%	39,39%	-27,27%	18,52%	15,15%	-3,37%
Linkedin	17,31%	20,31%	3,00%	25,00%	17,19%	-7,81%	17,31%	15,63%	-1,68%
YouTube	7,69%	6,45%	-1,24%	19,23%	22,58%	3,35%	7,69%	9,68%	1,99%
Googl+/TikTok	3,85%	0,00%	-3,85%	11,54%	0,00%	-11,54%	3,85%	0,00%	-3,85%
Pinterest	11,54%	0,00%	-11,54%	26,92%	0,00%	-26,92%	0,00%	3,13%	3,13%
Flickr	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Instagram	0,00%	0,00%	0,00%	24,00%	16,13%	-7,87%	0,00%	3,23%	3,23%
Tumblr	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Social channels combined	8,84%	5,79%	-3,05%	22,63%	14,21%	-8,42%	7,54%	8,07%	0,53%

	Bayer			Biogen Idec			Boehringer Ingelheim		
	2018	2020	Difference	2018	2020	Difference	2018	2020	Difference
Website	90,77%	79,18%	4,41%	81,54%	63,86%	-17,68%	90,77%	74,70%	-16,07%
Blog	52,38%	40,74%	-11,64%	9,52%	7,41%	-2,12%	14,29%	18,52%	4,23%
Facebook	74,07%	70,59%	-3,49%	14,81%	17,65%	2,83%	40,74%	44,12%	3,38%
Twitter	74,07%	42,42%	-31,65%	22,22%	18,18%	-4,04%	51,85%	42,42%	-9,43%
Linkedin	30,77%	14,06%	-16,71%	13,46%	7,81%	-5,65%	34,62%	10,94%	-23,68%
YouTube	23,08%	35,48%	12,41%	7,69%	6,45%	-1,24%	46,15%	22,58%	-23,57%
Googl+/TikTok	7,69%	0,00%	-7,69%	7,69%	0,00%	-7,69%	7,69%	0,00%	-7,69%
Pinterest	26,92%	6,25%	-20,67%	0,00%	0,00%	0,00%	26,92%	21,88%	-5,05%
Flickr	12,00%	0,00%	-12,00%	0,00%	0,00%	0,00%	8,00%	0,00%	-8,00%
Instagram	24,00%	45,16%	21,16%	4,00%	3,23%	-0,77%	28,00%	19,35%	-8,65%
Tumblr	20,83%	0,00%	-20,83%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Social channels combined	33,19%	24,39%	-8,80%	7,97%	6,14%	-1,83%	27,59%	18,42%	-9,17%

	Bristol-Myers			Eli Lilly			Gilead Sciences		
	2018	2020	Difference	2018	2020	Difference	2018	2020	Difference
Website	76,92%	71,08%	-5,84%	76,92%	71,08%	-5,84%	86,15%	25,30%	-60,85%
Blog	4,76%	18,52%	13,76%	47,62%	11,11%	-36,51%	4,76%	3,70%	-1,06%
Facebook	22,22%	27,65%	-4,58%	25,93%	23,53%	-2,40%	29,63%	14,71%	-14,92%
Twitter	25,93%	21,21%	-4,71%	29,63%	24,24%	-5,39%	29,63%	15,15%	-14,48%
Linkedin	13,46%	10,94%	-2,52%	21,15%	17,19%	-3,97%	15,38%	7,81%	-7,57%
YouTube	15,38%	6,45%	-8,93%	15,38%	16,13%	0,74%	26,92%	6,45%	-20,47%
Googl+/TikTok	7,69%	0,00%	-7,69%	7,69%	0,00%	-7,69%	7,69%	0,00%	-7,69%
Pinterest	0,00%	3,13%	3,13%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Flickr	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Instagram	0,00%	9,68%	9,68%	24,00%	0,00%	-24,00%	28,00%	0,00%	-28,00%
Tumblr	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Social channels combined	9,70%	7,89%	-1,80%	14,01%	9,30%	-4,71%	15,52%	5,09%	-10,43%

	GlaxoSmithKline			Johnson and Johnson			Merck		
	2018	2020	Difference	2018	2020	Difference	2018	2020	Difference
Website	81,54%	90,36%	8,82%	86,15%	78,31%	-7,84%	72,31%	83,13%	410,82%
Blog	19,05%	22,22%	3,17%	9,52%	7,41%	-2,12%	9,52%	22,22%	12,70%
Facebook	33,33%	29,41%	-3,92%	37,04%	44,12%	7,08%	33,33%	32,35%	-0,98%
Twitter	33,33%	30,30%	-3,03%	25,93%	18,18%	-7,74%	29,63%	30,30%	0,67%
Linkedin	25,00%	10,94%	-14,06%	13,46%	10,94%	-2,52%	32,69%	23,44%	-9,25%
YouTube	30,77%	22,58%	-8,19%	30,77%	16,13%	-14,64%	19,23%	25,81%	6,58%
Googl+/TikTok	7,69%	0,00%	-7,69%	3,85%	0,00%	-3,85%	0,00%	0,00%	0,00%
Pinterest	0,00%	3,13%	3,13%	0,00%	3,13%	3,13%	11,54%	3,13%	-8,41%
Flickr	16,00%	9,68%	-6,32%	0,00%	3,23%	3,23%	0,00%	0,00%	0,00%
Instagram	24,00%	12,90%	-11,10%	4,00%	12,90%	8,90%	24,00%	25,81%	1,81%
Tumblr	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Social channels combined	19,18%	13,51%	-45,67%	13,15%	12,46%	-0,69%	17,03%	15,96%	-1,06%

	MSD			Mylan			Novartis		
	2018	2020	Difference	2018	2020	Difference	2018	2020	Difference
Website	N/A	89,16%	N/A	76,92%	81,93%	5,00%	83,08%	85,54%	2,47%
Blog	N/A	33,33%	N/A	9,52%	22,22%	12,70%	9,52%	25,93%	16,40%
Facebook	N/A	35,29%	N/A	3,70%	14,71%	11,00%	25,93%	32,35%	6,43%
Twitter	N/A	60,61%	N/A	22,22%	12,12%	-10,10%	44,44%	36,36%	-8,08%
Linkedin	N/A	51,56%	N/A	23,08%	17,19%	-5,89%	40,38%	26,56%	-13,82%
YouTube	N/A	35,48%	N/A	11,54%	9,68%	-1,86%	26,92%	22,58%	-4,34%
Googl+/TikTok	N/A	0,00%	N/A	7,69%	0,00%	-7,69%	7,69%	0,00%	-7,69%
Pinterest	N/A	0,00%	N/A	0,00%	0,00%	0,00%	26,92%	0,00%	-26,92%
Flickr	N/A	0,00%	N/A	0,00%	0,00%	0,00%	16,00%	6,45%	-9,55%
Instagram	N/A	12,90%	N/A	0,00%	0,00%	-0,00%	24,00%	25,81%	1,81%
Tumblr	N/A	0,00%	N/A	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Social channels combined	N/A	22,28%	N/A	7,76%	6,14%	-1,62%	23,92%	17,02%	-6,90%

	Novo Nordisk			Pfizer			Roche		
	2018	2020	Difference	2018	2020	Difference	2018	2020	Difference
Website	76,92%	78,31%	1,39%	92,31%	92,77%	0,46%	76,92%	89,16%	12,23%
Blog	9,52%	18,52%	8,99%	9,52%	33,33%	23,81%	9,52%	25,93%	16,40%
Facebook	18,52%	17,65%	-0,87%	59,26%	61,76%	2,51%	37,04%	44,12%	7,08%
Twitter	33,33%	18,18%	-15,15%	51,85%	45,45%	-6,40%	37,04%	39,39%	2,36%
Linkedin	7,69%	7,81%	0,12%	30,77%	34,38%	3,61%	21,15%	39,06%	17,91%
YouTube	19,23%	9,68%	-9,55%	53,85%	48,39%	-5,46%	30,77%	38,71%	7,94%
Googl+/TikTok	11,54%	0,00%	-11,54%	15,38%	0,00%	-15,38%	15,38%	0,00%	-15,28%
Pinterest	23,08%	0,00%	-23,08%	7,69%	0,00%	-7,69%	23,08%	0,00%	-23,08%
Flickr	8,00%	0,00%	-8,00%	0,00%	0,00%	0,00%	4,00%	0,00%	-4,00%
Instagram	24,00%	9,68%	-14,32%	32,00%	19,35%	-12,65%	0,00%	100,00%	100,00%
Tumblr	0,00%	0,00%	0,00%	4,17%	0,00%	-4,17%	0,00%	0,00%	0,00%
Social channels combined	16,38%	7,19%	-9,19%	28,88%	23,86%	-5,02%	19,18%	23,86%	1,35%

	Sanofi			Takeda			Teva Pharmaceutical		
	2018	2020	Difference	2018	2020	Difference	2018	2020	Difference
Website	86,15%	96,39%	10,23%	81,54%	67,47%	-14,07%	81,54%	74,70%	-6,84%
Blog	4,76%	37,04%	32,28%	9,52%	22,22%	12,70%	9,52%	25,93%	16,40%
Facebook	33,33%	41,18%	7,84%	18,52%	0,00%	-18,52%	18,52%	38,24%	19,72%
Twitter	40,74%	42,42%	1,68%	14,81%	18,18%	3,37%	14,81%	18,18%	3,37%
Linkedin	26,92%	17,19%	-9,74%	32,69%	20,31%	-12,38%	32,69%	17,19%	-15,50%
YouTube	30,77%	32,26%	1,49%	23,08%	6,45%	-16,63%	23,08%	19,35%	-3,72%
Googl+/TikTok	15,38%	0,00%	-15,38%	11,54%	0,00%	-11,54%	11,54%	0,00%	-11,54%
Pinterest	7,69%	200,00%	192,31%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Flickr	8,00%	0,00%	-8,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Instagram	24,00%	25,81%	1,81%	8,00%	3,23%	-4,77%	8,00%	3,23%	-4,77%
Tumblr	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%
Social channels combined	21,12%	18,77%	-2,35%	12,28%	5,44%	-6,85%	12,28%	11,05%	-1,23%

TikTok tips

TikTok is not being used at all by the pharmaceutical companies we researched, despite the fact that many seem to be convinced of the future opportunities of TikTok for the healthcare and pharma sector.



TikTok: general overview

- 41 percent of TikTok users are aged between 16 and 24
- 56% of TikTok users are male and 44% are female
- Roughly 50% of TikTok's global audience is under the age of 34 with 26% between 18 and 24
- Chinese users account for 80% of the total time spent using TikTok in 2019
- 43% of new TikTok users are from India
- TikTok users spend an average of 52 minutes per day on the app
- 26.5 million monthly active users are from the USA
- In less than 18 months, the number of US adult TikTok users grew 5.5 times
- 90% of TikTok users visit the app more than once per day
- ByteDance's collection of apps, including TikTok, has a total of 1 billion monthly active users.

What can TikTok do for healthcare?

Although the researched pharma companies do not have TikTok accounts set up (yet), healthcare professionals are already using TikTok to reach a younger audience. Whether it's to dispel vaccine misinformation, to give tips on braces or breakouts, or to give an inside look at what it's like to be a healthcare professional, we're seeing nurses, doctors and medical directors use the platform to share important information with the audience aged between 16 and 24.

While Instagram and Snapchat also specialize in the under 35 audience, TikTok differentiates itself in several ways:

- Its core audience is routed firmly in the Gen Z demographic.
- The content that achieves the highest reach on TikTok is typically highly relatable and only a few seconds long.

These features present interesting opportunities, that are completely in line with the latest social media trends. And that is why pharmaceutical companies should at least consider setting up an account and – for example – develop challenges on the platform. These can either be *sponsored hashtag challenges*, which are quite unique to TikTok, and in which brands can sponsor a challenge to encourage the creation of user-generated content and promote awareness. Or they can consider setting up an *unbranded influencer campaign*. This is the type of campaign the specialists currently see the greatest potential for in pharma marketing.

Unbranded influencer campaigns identify and work with a range of health care professionals to share educational messages across a variety of therapeutic areas in an authentic, accessible and potentially high-reach way.

Additionally, we see opportunities to partner with TikTok to establish a healthcare education platform. TikTok India, for example, has partnered successfully with educational tech companies to provide educational content across a range of disciplines – something that could easily be expanded upon.

It's also worth noting that popular TikTok content is increasingly shared widely on other social platforms, notably Twitter and Instagram. Looking forward, as the platform evolves, there is high potential for branded campaigns utilizing TikTok's different ad types. And as the demographic evolves to add older segments, as social platform demographics tend to do, the scope of healthcare topics and potential audiences will increase.

Although not all channels will be relevant to all pharma companies, it makes sense to create an integrated global social communications strategy to ensure that opportunities are not being missed. For example, Worldcom's Confidence Index demonstrated that attracting, retaining and energizing employees will be a key battleground for all organizations. Social channels will play a very important role in winning that battle for talent.

Section 6





Analysis of content

In addition to identifying what channels are being used, we wanted to understand what type of messages were being conveyed about and by pharma companies, just like we did last time around.

The big difference with our last research report, however, is the fact that the COVID-19 pandemic has held the world in its iron grip basically since the beginning of 2020. This had an obvious impact on the volume of online coverage and the key messages conveyed by and about the pharma companies and their sector.

COVID-19 entirely stole the spotlight and completely changed our way of communicating with our target groups. Therefore we felt it would be relevant to apply an alternative content analysis and use external expert sources such as online reports, the [Worldcom Confidence Index](#), and the insights from trade journalists.

COVID-19 changed communication

Traditionally, pharmaceutical companies relied upon face-to-face conferences and trade shows to connect their sales people with their customers and to promote thought leadership. In 2020, however, the face-to-face approach disappeared almost completely as the global COVID-19 pandemic forced event organizers to cancel their meetings and exhibitions. At the same time, the industry was under intense pressure to respond to the crisis, with the latest vaccine developments being headline news.

For both reasons, 2020 has been a year of drastic changes in the way the pharmaceutical industry communicated. Like all other industries, pharma has accelerated the move to digital channels to communicate, network and do business.

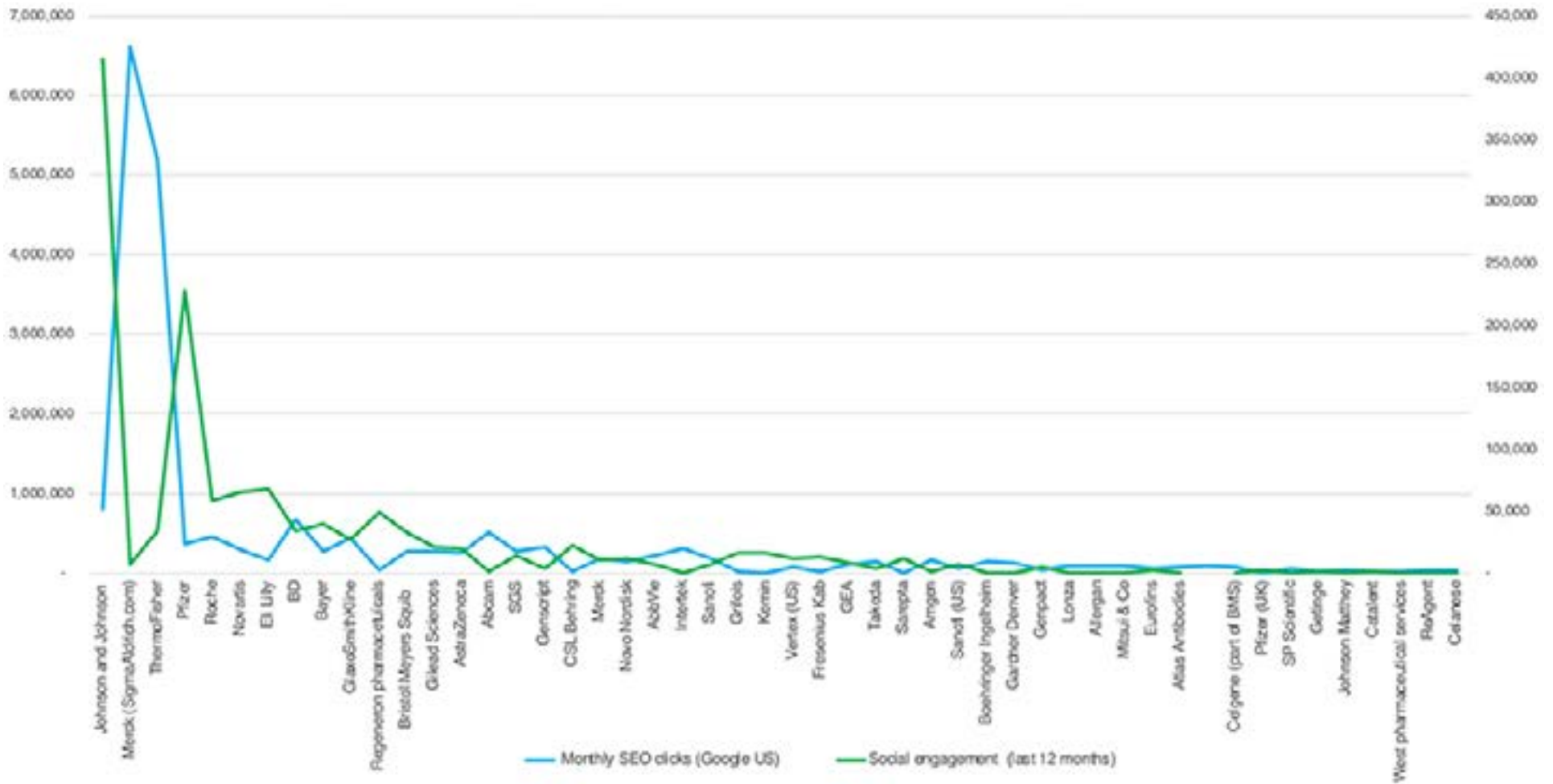
The pharma digital landscape in 2020

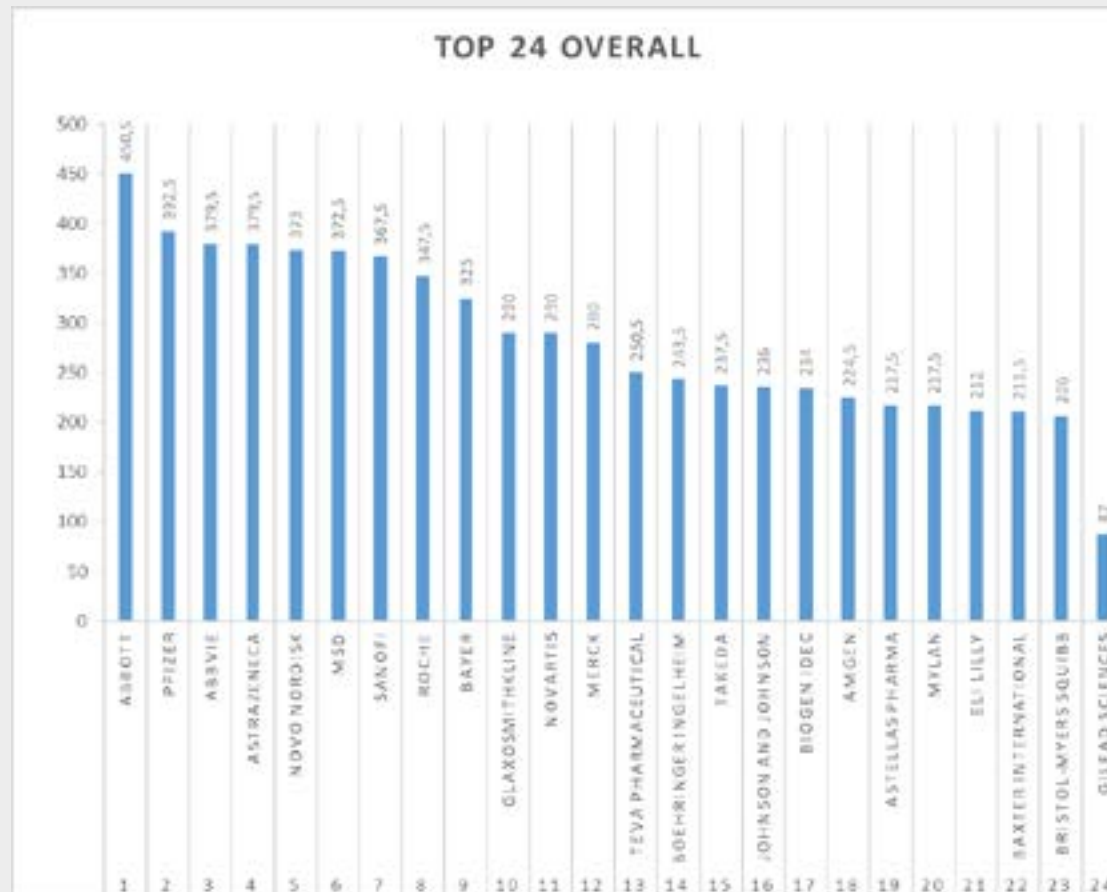
In his excellent [report](#), Luke Bilton, Vice President Digital at Informa, shows an analysis based on the top 220 websites of pharmaceutical companies, ranging from the largest companies in Big Pharma to smaller Contract Manufacturing Organizations.

Search traffic and engagement

The analysis shows these websites have had a combined number of **1.3 million** social interactions in 2020 and received an estimated **20.5 million search referrals** from Google (US) in the last month.

The top 10 is composed of Johnson & Johnson, Merck's Sigma Aldrich site, Thermo Fisher Scientific, Pfizer, Roche, Novartis, Eli Lilly, BD, Bayer and GlaxoSmith Kline. Outside this top 10, there is an extended long tail of companies who have minimal traffic from search engines or social interaction. The social engagement graph shows the same picture: there is only a handful of high-performers and the majority get little to no traffic.





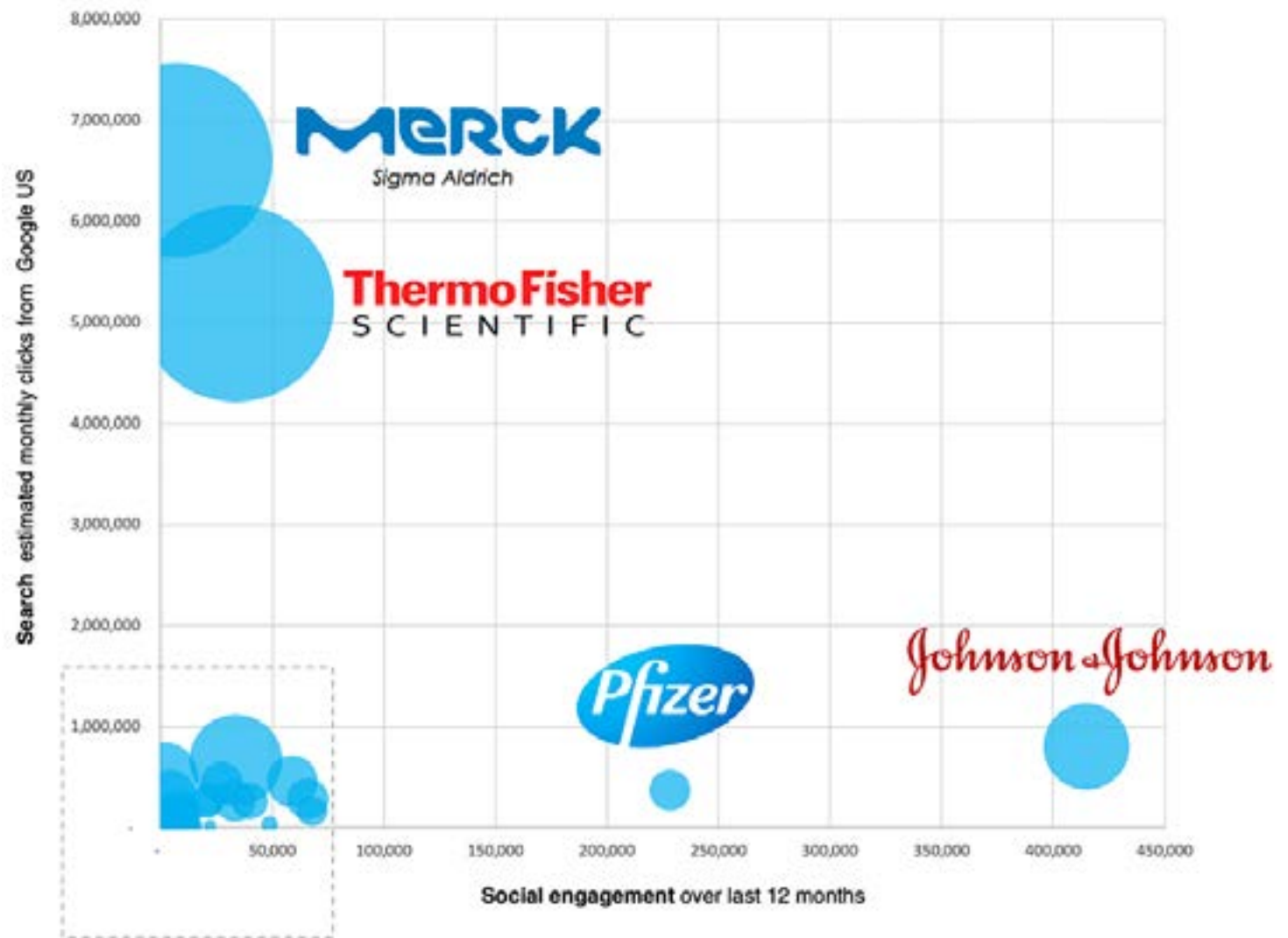
Overall score all companies

When we look at the findings from our own research, though, the picture is quite different. Our analysis, which basically assesses the extent to which the companies use their channels, shows that the scores on the companies' ways to communicate do vary, but not to the extent to which they vary in clicks and engagement. Quality content seems to be the main distinguishing factor.

Top 4 in search traffic and engagement

The majority of search traffic and social engagement is in the top 4 companies: *Johnson and Johnson*, *Merck*, specifically the [Sigma Aldrich website](#), pharma equipment supplier *Thermo Fisher Scientific* and *Pfizer*. These four sites are very advanced at using content to build large-scale online audiences. Together they account for 53% of social engagement and 63% of all search traffic from the entire pharma related market. To put a value on that, if you were to buy the organic search traffic that these four sites yield, with pay-per-click ads on Google US, your monthly invoice would state \$14.7 million.

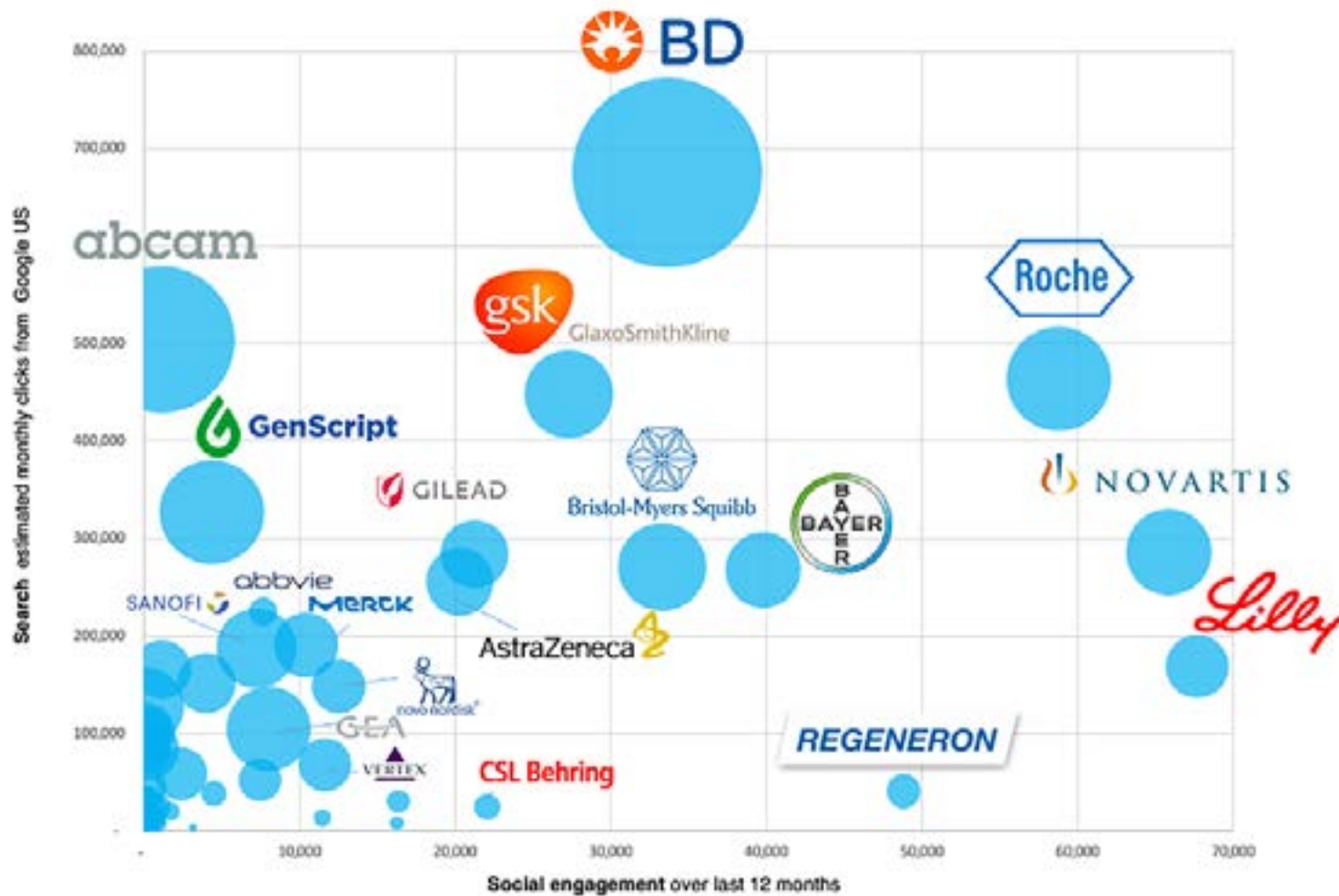
The chart shows the websites with their social engagements levels on the x-axis and their monthly search traffic on the y-axis. The size of the bubble indicates the value of the search traffic if it were bought as PPC.



The winner in the race for social media engagement, by a landslide, is Johnson & Johnson, listing over 415,000 social media interactions in the last 12 months. Of the top 10 most shared stories of the year, eight were issued by J&J; they have embraced content with an approach to story-telling, using a content hub and a series of big announcements about their COVID-19 commitments.

The leaders in SEO is Merck's Sigma Aldrich website, with a high level of regular traffic from search engines. Merck gets an estimated 6.6 million search referrals, valued at \$6.45 million every month.

Zooming in closer to the cluster of websites in the bottom left, the next level of pharma websites by engagement are as follows:



If we filter out the companies that are not listed in our research, the global social engagement ranking for our report is as follows:

Global engagement rank	Company
1	Johnson and Johnson
2	Merck (SigmaAldrich.com)
4	Pfizer
5	Roche
6	Novartis
7	Eli Lilly
9	Bayer
10	GlaxoSmithKline
12	Bristol-Meyers Squibb
13	Gilead Sciences
14	AstraZeneca
19	Merck
20	NovoNordisk
21	AbbVie
23	Sanofi
29	Takeda
31	Amgen
33	Boehringer Ingelheim
115	MSD
Not listed	Abbott
	Astellas Pharma
	Baxter International
	Biogen Idec
	Mylan
	Teva Pharmaceutical

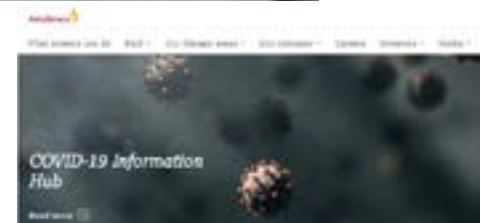
Content trends in 2020

A closer analysis of the above allows us to discern five content trends in the 2020 pharma sector.

1. COVID-19 steals the spotlight

As mentioned above, there was just one hot topic in 2020: COVID-19. All of the most shared articles in the last 12 months are COVID-related, with announcements about how companies are responding to the crisis generating high engagement levels.

In order to highlight their efforts, many of the pharmaceuticals in our research constructed a separate landing page or permanently raised awareness for their COVID-19 measures or involvement.



2. In-depth technical content increases search volume

Thermo Fisher, Abcam and Merck's SigmaAldrich website, respectively, all have large, in-depth libraries of technical content.

Merck's website SigmaAldrich.com features a large library of resources around chemistry theory with tools, calculators and downloads. One of their biggest pages ranks at no.1 on Google for terms such as 'Periodic Table', which alone generates an estimated 189,000 clicks every month.

3. Educational webinars and live videos

Everyone will be aware that 2020 was dominated by virtual events and webinars to position people and companies.

While there is an understandable concern of 'webinar fatigue' as remote working seems to grow incessantly, research shows that focused virtual events will remain amongst the best ways of generating pharma business leads for the foreseeable future. Especially if the virtual events are broadcast and shared over various channels, if they are embedded in interesting stories and opinions, and if they offer relevant, solidly substantiated content.

4. Infographics

The human brain processes visual content 60,000 times faster than text, making infographics an extremely powerful way to communicate. Images and video can prove highly effective on social media, getting 'visually enhanced posts' much more engagement than text only contributions.

Analysis has shown that Bristol Myers Squibb are the king of infographics, with all of the top 10 infographics of the year coming from BMS, including Crohns Disease Factsheet, Ulcerative Colitis Factsheet, and the Multiple Sclerosis infographic. Currently under-

used in B2B pharma marketing, infographics can be an effective way of communicating complex concepts in life science.

5. Podcasts

Podcasts have been an important part of the digital marketing plans of many companies this year, with a series of launches from the pharma sector. An example of this trend is The Antigen Podcast, produced by Pfizer. The series discusses COVID-19 issues, joining the company's existing podcasts Get Science, Diverse Perspectives and Menopause: unmuted.



How to make content work

With the exception of some of the front-runners highlighted above, generally, the pharma industry is behind the curve when it comes to content marketing. In part this is due to the regulatory environment as well as to its reliance on traditional face-to-face methods of doing business.

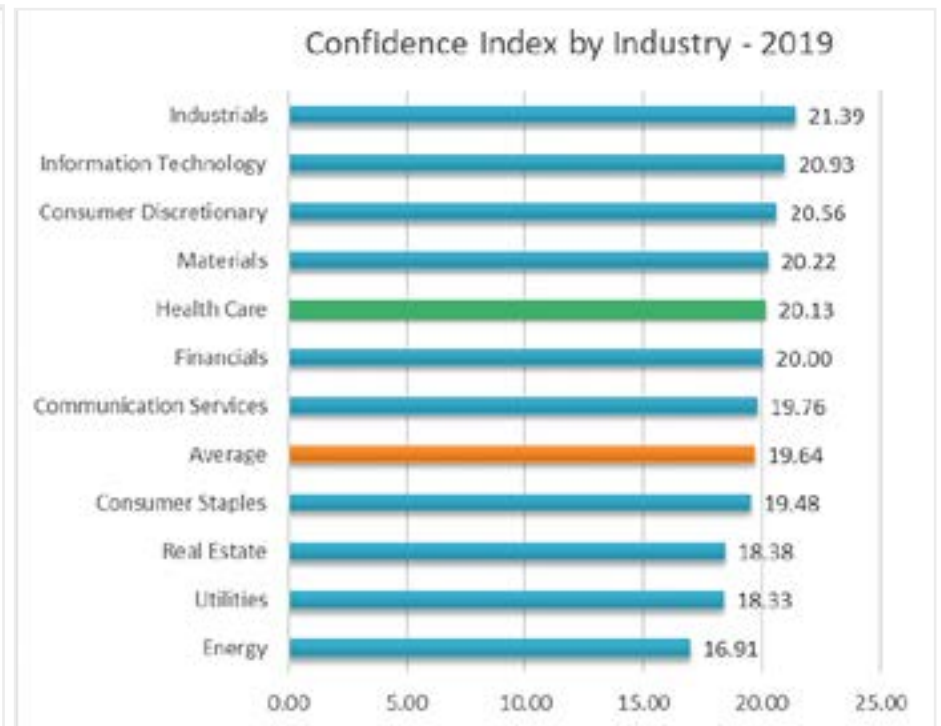
Using LinkedIn data we can see how the pharmaceutical and biotechnology industries compare to other sectors in the ratio of marketing roles to in-house 'Content' or 'Editor' roles.

Industry	Marketing function	Content or Editor roles	% Content to Marketing
Internet	290,00	49,000	17%
Computer Software	150,00	23,000	15%
Government Administration	46,000	7,000	15%
Information Technology	340,000	51,000	15%
Hospital and Healthcare	110,000	13,000	13%
Marketing and Advertising	1,000,000	110,000	11%
Health, Fitness and Wellness	120,000	10,000	8%
Aviation	44,000	3,500	8%
Telecommunication	140,000	11,000	8%
Financial Services	200,000	15,000	8%
Management Consulting	100,000	7,000	7%
Maritime and shipbuilding	12,000	786	7%
Security and Investigation	13,000	833	6%
Energy & Utilities	94,000	4,500	5%
Pharma and BioTech	160,000	7,000	4%
Banking and Investment Banking	120,000	4,500	4%
Automotive	150,000	5,500	4%
Food and Beverages	180,000	4,500	3%
Construction	100,000	2,500	3%
Real Estate	180,000	4,500	3%
Consumer Goods	190,000	3,500	2%

This shows that the technology industries are leading the way in using content to power their marketing, with an average ratio of 15 content roles for every 100 marketers. In pharma, though, the ratio is far behind, with an average of just 4 content roles for every 100 marketers.

It's no surprise that there is a direct correlation between those who are effective at digital demand generation and those who are investing in content. If pharma is to make the most of digital channels in the same way that other industries have, then a serious investment shift is needed in content production.

There is a very solid basis for content production in pharma, and the sector has both momentum, news value, and confidence. The annual Worldcom Confidence Index report indicates that in 2020 the healthcare sector – which includes several sub-industries, such as pharma – ranks #2 in confidence. (The healthcare sector only reached three places higher than in 2019).



Section 7





Country-specific results

In order to calculate the country-specific results, we have added the local results to the points obtained in the 'international categories'. In this case 'international' typically means the .com version of the site, or the main social channel. Traditionally these are in English.

This was decided for the obvious reason that English is the primary language for the pharma and science sectors. Many pharmaceutical companies seem to communicate to a large extent, or even exclusively, in English even while targeting stakeholders in countries with other languages. Therefore, without the results of the global channels, we would give a distorted picture.

The total number of points that can be obtained per country per pharmaceutical company, including the 'international scores', is 90.

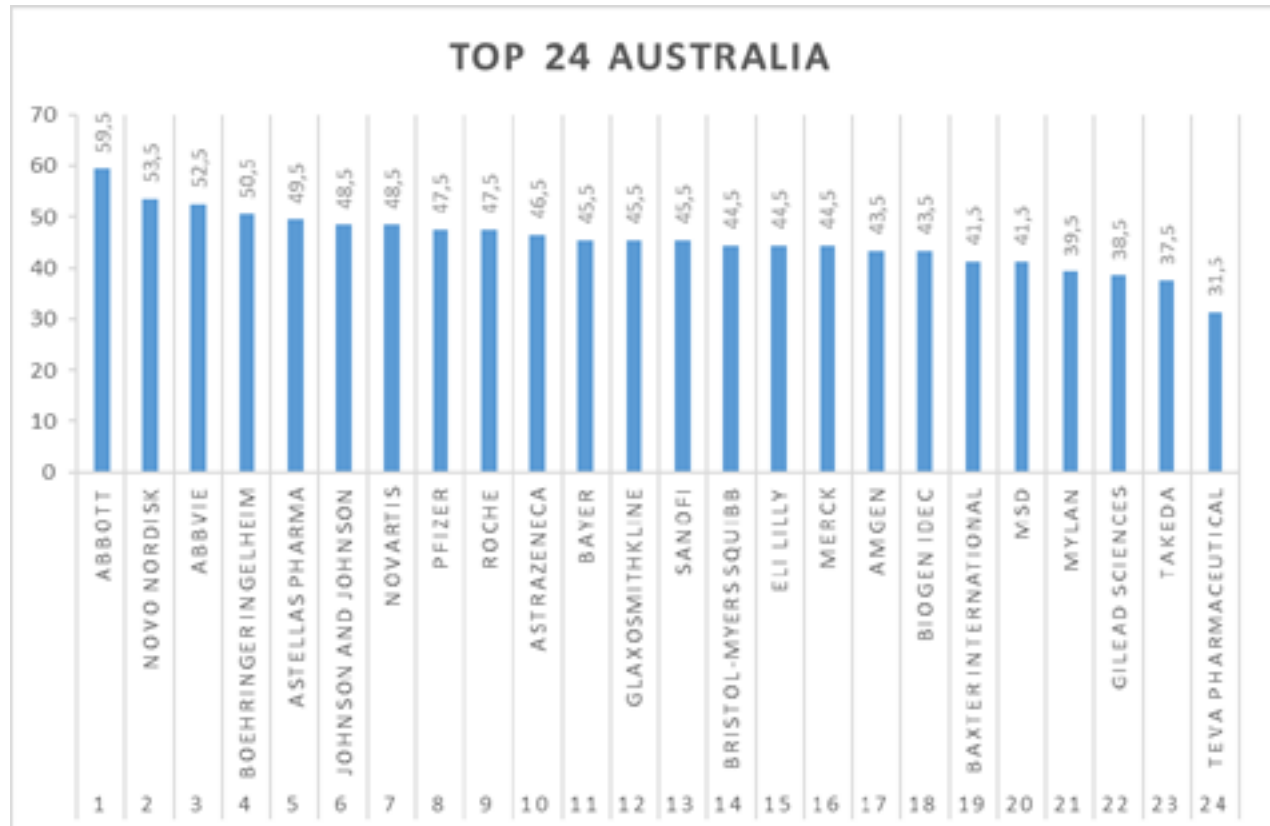
The separate results for each of the 27 countries in the monitor are shown below.

Abbott ranks highest in 14 out of 27 countries. In the 13 countries in which Abbott does not obtain the first place, it appears in the top 5 in 9 countries. Abbott reaches its lowest rating in Hungary, where it can found on place 18.

Teva Pharmaceuticals is the company that comes in last most, carrying the red lantern in 13 countries.

Digital ranking for Australia

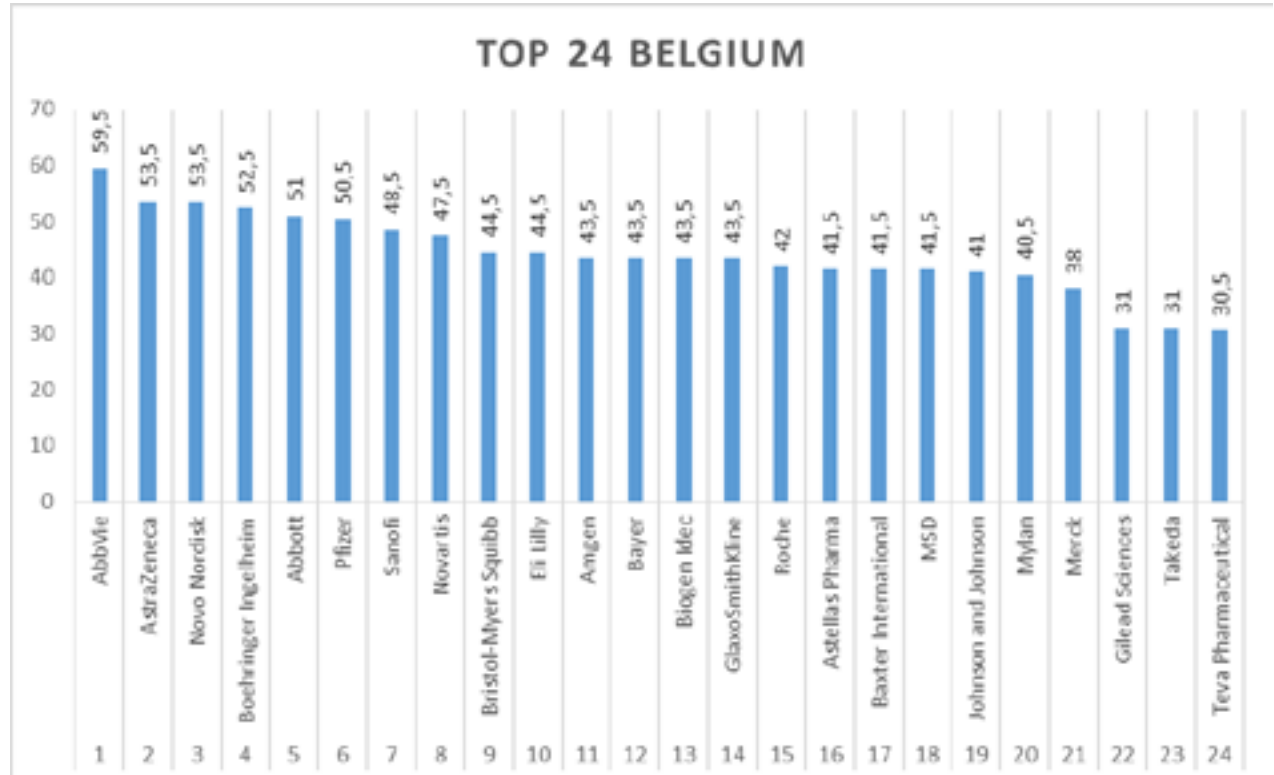
TOP 24 AUSTRALIA		
1	Abbott	59,5
2	Novo Nordisk	53,5
3	AbbVie	52,5
4	Boehringer Ingelheim	50,5
5	Astellas Pharma	49,5
6	Johnson and Johnson	48,5
7	Novartis	48,5
8	Pfizer	47,5
9	Roche	47,5
10	AstraZeneca	46,5
11	Bayer	45,5
12	GlaxoSmithKline	45,5
13	Sanofi	45,5
14	Bristol-Myers Squibb	44,5
15	Eli Lilly	44,5
16	Merck	44,5
17	Amgen	43,5
18	Biogen Idec	43,5
19	Baxter International	41,5
20	MSD	41,5
21	Mylan	39,5
22	Gilead Sciences	38,5
23	Takeda	37,5
24	Teva Pharmaceutical	31,5



Abbott tops the Australian ranking with 59,5 points out of a possible 90. NovoNordisk, AbbVie and Boehringer Ingelheim are the only other companies to score over 50 points. Teva pharmaceutical is last in place, scoring around half the points of winner Abbott.

Digital ranking for Belgium

TOP 24 Belgium		
1	AbbVie	59,5
2	AstraZeneca	53,5
3	Novo Nordisk	53,5
4	Boehringer Ingelheim	52,5
5	Abbott	51
6	Pfizer	50,5
7	Sanofi	48,5
8	Novartis	47,5
9	Bristol-Myers Squibb	44,5
10	Eli Lilly	44,5
11	Amgen	43,5
12	Bayer	43,5
13	Biogen Idec	43,5
14	GlaxoSmithKline	43,5
15	Roche	42
16	Astellas Pharma	41,5
17	Baxter International	41,5
18	MSD	41,5
19	Johnson and Johnson	41
20	Mylan	40,5
21	Merck	38
22	Gilead Sciences	31
23	Takeda	31
24	Teva Pharmaceutical	30,5



In Belgium, AbbVie tops the ranking with 59.5 points out of a possible 90. The Nordic companies NovoNordisk and AstraZeneca complete the top 3.

Teva pharmaceutical is last in place.

Digital ranking for Bulgaria

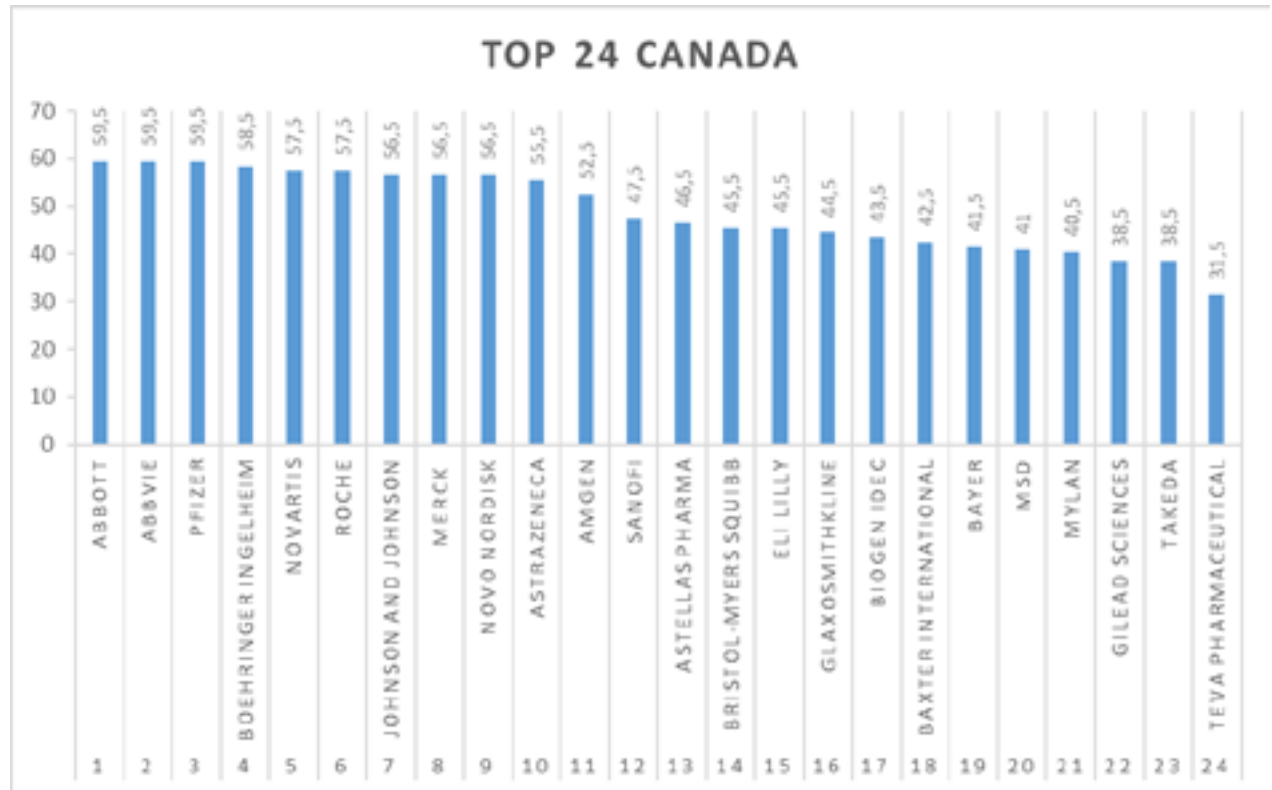
TOP 24 Bulgaria		
1	Johnson and Johnson	49,5
2	Pfizer	48,5
3	AstraZeneca	47,5
4	Novartis	47,5
5	Roche	47,5
6	Novo Nordisk	46,5
7	Sanofi	45,5
8	Amgen	44,5
9	GlaxoSmithKline	43,5
10	Boehringer Ingelheim	43
11	Bayer	42,5
12	Abbott	42
13	AbbVie	41
14	MSD	40,5
15	Mylan	40,5
16	Eli Lilly	37
17	Merck	37
18	Biogen Idec	36
19	Bristol-Myers Squibb	36
20	Astellas Pharma	34
21	Baxter International	34
22	Gilead Sciences	31
23	Takeda	30
24	Teva Pharmaceutical	23



In Bulgaria, Johnson and Johnson reaches its only number 1 position in our research. Overall number 1 Abbott doesn't even make it to the top 10, being stuck at place #12 with 42 points. All companies score under 50 out of 90 points in Bulgaria.

Digital ranking for Canada

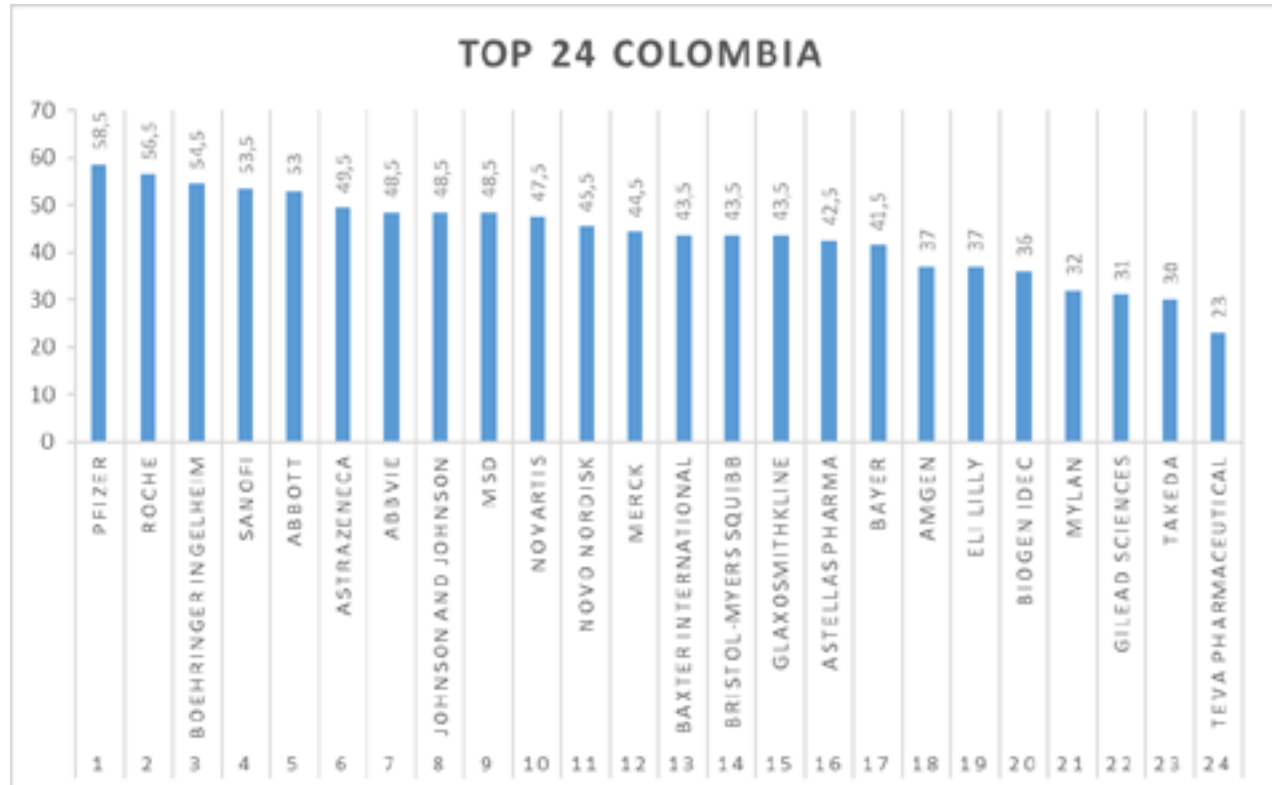
TOP 24 Canada		
1	Abbott	59,5
2	AbbVie	59,5
3	Pfizer	59,5
4	Boehringer Ingelheim	58,5
5	Novartis	57,5
6	Roche	57,5
7	Johnson and Johnson	56,5
8	Merck	56,5
9	Novo Nordisk	56,5
10	AstraZeneca	55,5
11	Amgen	52,5
12	Sanofi	47,5
13	Astellas Pharma	46,5
14	Bristol-Myers Squibb	45,5
15	Eli Lilly	45,5
16	GlaxoSmithKline	44,5
17	Biogen Idec	43,5
18	Baxter International	42,5
19	Bayer	41,5
20	MSD	41
21	Mylan	40,5
22	Gilead Sciences	38,5
23	Takeda	38,5
24	Teva Pharmaceutical	31,5



Abbott, AbbVie and Pfizer share the first place in Canada, with Boehringer Ingelheim, Novartis, Roche and a couple of others following in their wake. Canada has the second-highest average score, namely 49.02. Spain scores an ever so slightly higher average, with 49.19.

Digital ranking for Colombia

TOP 24 Colombia		
1	Pfizer	58,5
2	Roche	56,5
3	Boehringer Ingelheim	54,5
4	Sanofi	53,5
5	Abbott	53
6	AstraZeneca	49,5
7	AbbVie	48,5
8	Johnson and Johnson	48,5
9	MSD	48,5
10	Novartis	47,5
11	Novo Nordisk	45,5
12	Merck	44,5
13	Baxter International	43,5
14	Bristol-Myers Squibb	43,5
15	GlaxoSmithKline	43,5
16	Astellas Pharma	42,5
17	Bayer	41,5
18	Amgen	37
19	Eli Lilly	37
20	Biogen Idec	36
21	Mylan	32
22	Gilead Sciences	31
23	Takeda	30
24	Teva Pharmaceutical	23



In Colombia, Pfizer takes the lead, with overall #1 Abbott in fifth place. Takeda is the only company scoring less than 30 points in Colombia.

Digital ranking for Czech Republic

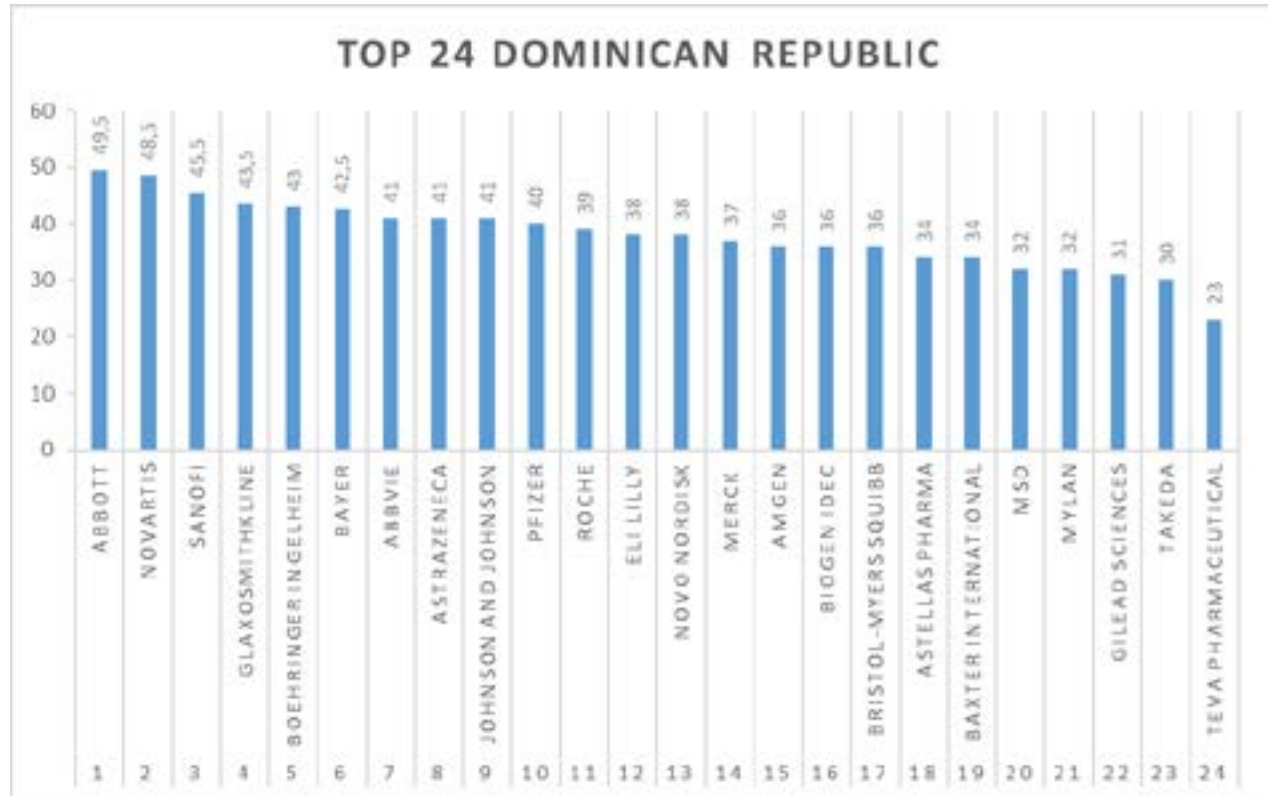
TOP 24 Czech Republic		
1	Boehringer Ingelheim	52,5
2	Abbott	49,5
3	Johnson and Johnson	49,5
4	AbbVie	48,5
5	Pfizer	48,5
6	Roche	48,5
7	Novartis	47,5
8	AstraZeneca	46,5
9	Merck	45,5
10	Novo Nordisk	45,5
11	Eli Lilly	44,5
12	Sanofi	44,5
13	Amgen	43,5
14	Biogen Idec	43,5
15	Bristol-Myers Squibb	43,5
16	GlaxoSmithKline	43,5
17	Astellas Pharma	41,5
18	Baxter International	41,5
19	Bayer	40,5
20	MSD	39,5
21	Mylan	39,5
22	Gilead Sciences	38,5
23	Takeda	37,5
24	Teva Pharmaceutical	34,5



Czech Republic has only one company that manages to score over 50 points: Boehringer Ingelheim. This country does not show much variety, the difference between #1 and #24 only being 18 points.

Digital ranking for Dominican Republic

TOP 24 Dominican Republic		
1	Abbott	49,5
2	Novartis	48,5
3	Sanofi	45,5
4	GlaxoSmithKline	43,5
5	Boehringer Ingelheim	43
6	Bayer	42,5
7	AbbVie	41
8	AstraZeneca	41
9	Johnson and Johnson	41
10	Pfizer	40
11	Roche	39
12	Eli Lilly	38
13	Novo Nordisk	38
14	Merck	37
15	Amgen	36
16	Biogen Idec	36
17	Bristol-Myers Squibb	36
18	Astellas Pharma	34
19	Baxter International	34
20	MSD	32
21	Mylan	32
22	Gilead Sciences	31
23	Takeda	30
24	Teva Pharmaceutical	23



In the Dominican Republic, Abbott occupies the first place and Teva carries the red lantern, as is the case in many countries. All companies score under 50 out of 90 points.

Digital ranking for Ecuador

TOP 24 Ecuador		
1	Abbott	50,5
2	Bayer	50,5
3	Johnson and Johnson	49,5
4	AbbVie	48,5
5	Pfizer	48,5
6	Roche	48,5
7	AstraZeneca	46,5
8	Merck	46,5
9	Sanofi	45,5
10	Bristol-Myers Squibb	44,5
11	Boehringer Ingelheim	44
12	MSD	40,5
13	Novartis	40
14	Novo Nordisk	38
15	Takeda	37,5
16	Eli Lilly	37
17	Amgen	36
18	Biogen Idec	36
19	GlaxoSmithKline	36
20	Baxter International	35
21	Astellas Pharma	34
22	Mylan	32
23	Gilead Sciences	31
24	Teva Pharmaceutical	23



Ecuador awards the first place to Abbott and has Bayer listed as number two. Ecuador is the only country to have Bayer in the top 3. Gilead and Teva close the list.

Digital ranking for France

TOP 24 France		
1	Abbott	58,5
2	AstraZeneca	57,5
3	Sanofi	56,5
4	Boehringer Ingelheim	53,5
5	Novo Nordisk	53,5
6	MSD	52,5
7	AbbVie	51,5
8	Biogen Idec	51,5
9	Novartis	49,5
10	Pfizer	49,5
11	Roche	49,5
12	Johnson and Johnson	48,5
13	Amgen	47,5
14	Eli Lilly	47,5
15	Bristol-Myers Squibb	46,5
16	Merck	46,5
17	Bayer	44,5
18	Astellas Pharma	43,5
19	GlaxoSmithKline	43,5
20	Baxter International	41,5
21	Mylan	41,5
22	Takeda	37,5
23	Gilead Sciences	31
24	Teva Pharmaceutical	30,5



The pharmaceutical industry and market in France being very vast, it does not come as a surprise that the average score is quite high (47.3). Only three companies score under 40 points.

Digital ranking for Germany

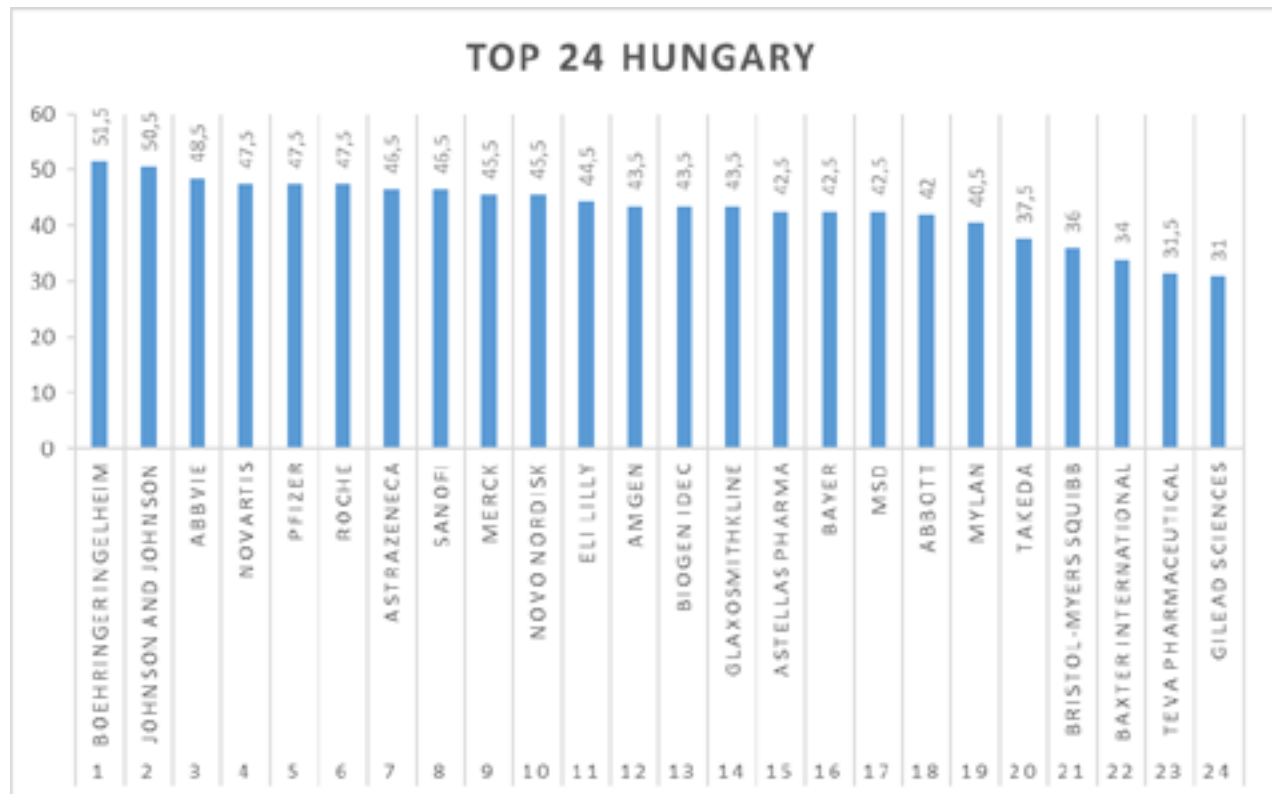
TOP 24 Germany		
1	AbbVie	60,5
2	Abbott	58,5
3	Pfizer	58,5
4	Merck	54,5
5	Sanofi	54,5
6	Bayer	53,5
7	Boehringer Ingelheim	53,5
8	Novo Nordisk	53,5
9	Biogen Idec	51,5
10	Eli Lilly	51,5
11	Johnson and Johnson	48,5
12	Novartis	48,5
13	Takeda	48,5
14	AstraZeneca	47,5
15	Roche	46,5
16	Amgen	45,5
17	GlaxoSmithKline	45,5
18	Bristol-Myers Squibb	43,5
19	Baxter International	42,5
20	MSD	42,5
21	Astellas Pharma	41,5
22	Mylan	40,5
23	Teva Pharmaceutical	32,5
24	Gilead Sciences	31



Abbotts score of 58,5 in Germany is not enough to occupy the first place; that spot is reserved for AbbVie, which scores 60.5 points. Overall, Germany's average is quite good, with 48.11.

Digital ranking for Hungary

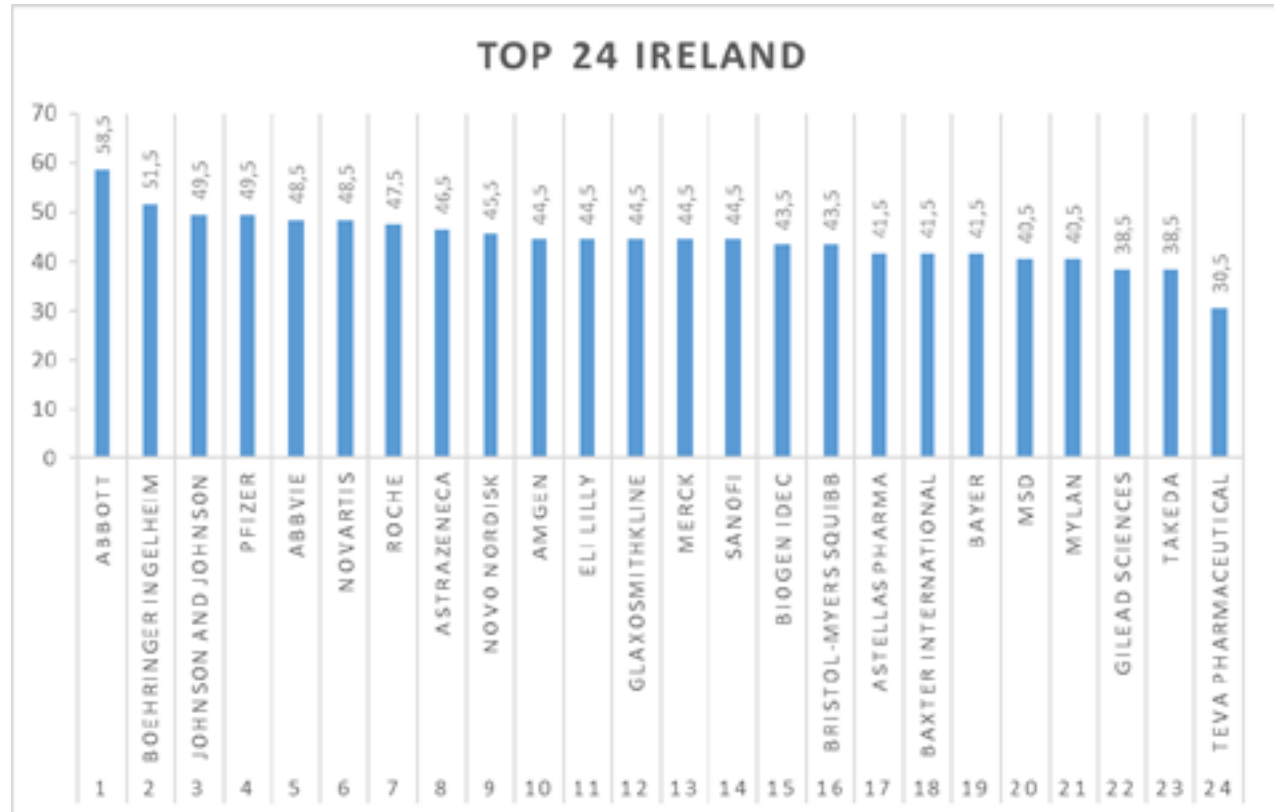
TOP 24 Hungary		
1	Boehringer Ingelheim	51,5
2	Johnson and Johnson	50,5
3	AbbVie	48,5
4	Novartis	47,5
5	Pfizer	47,5
6	Roche	47,5
7	AstraZeneca	46,5
8	Sanofi	46,5
9	Merck	45,5
10	Novo Nordisk	45,5
11	Eli Lilly	44,5
12	Amgen	43,5
13	Biogen Idec	43,5
14	GlaxoSmithKline	43,5
15	Astellas Pharma	42,5
16	Bayer	42,5
17	MSD	42,5
18	Abbott	42
19	Mylan	40,5
20	Takeda	37,5
21	Bristol-Myers Squibb	36
22	Baxter International	34
23	Teva Pharmaceutical	31,5
24	Gilead Sciences	31



Hungary paints a surprising picture: overall winner Abbotts scores only 42 out of 90 points, leaving the company ranked at number 18. Boehringer Ingelheim’s communicative presence is the highest, Teva and Gilead have their work cut out from them in this country, too.

Digital ranking for Ireland

TOP 24 Ireland		
1	Abbott	58,5
2	Boehringer Ingelheim	51,5
3	Johnson and Johnson	49,5
4	Pfizer	49,5
5	AbbVie	48,5
6	Novartis	48,5
7	Roche	47,5
8	AstraZeneca	46,5
9	Novo Nordisk	45,5
10	Amgen	44,5
11	Eli Lilly	44,5
12	GlaxoSmithKline	44,5
13	Merck	44,5
14	Sanofi	44,5
15	Biogen Idec	43,5
16	Bristol-Myers Squibb	43,5
17	Astellas Pharma	41,5
18	Baxter International	41,5
19	Bayer	41,5
20	MSD	40,5
21	Mylan	40,5
22	Gilead Sciences	38,5
23	Takeda	38,5
24	Teva Pharmaceutical	30,5



Home to many pharmaceutical companies and subsidiaries, Ireland maintains a decent ranking. Abbott holds the #1 position with 58.5 points, all other companies except Boehringer Ingelheim score under 50.

Digital ranking for Italy

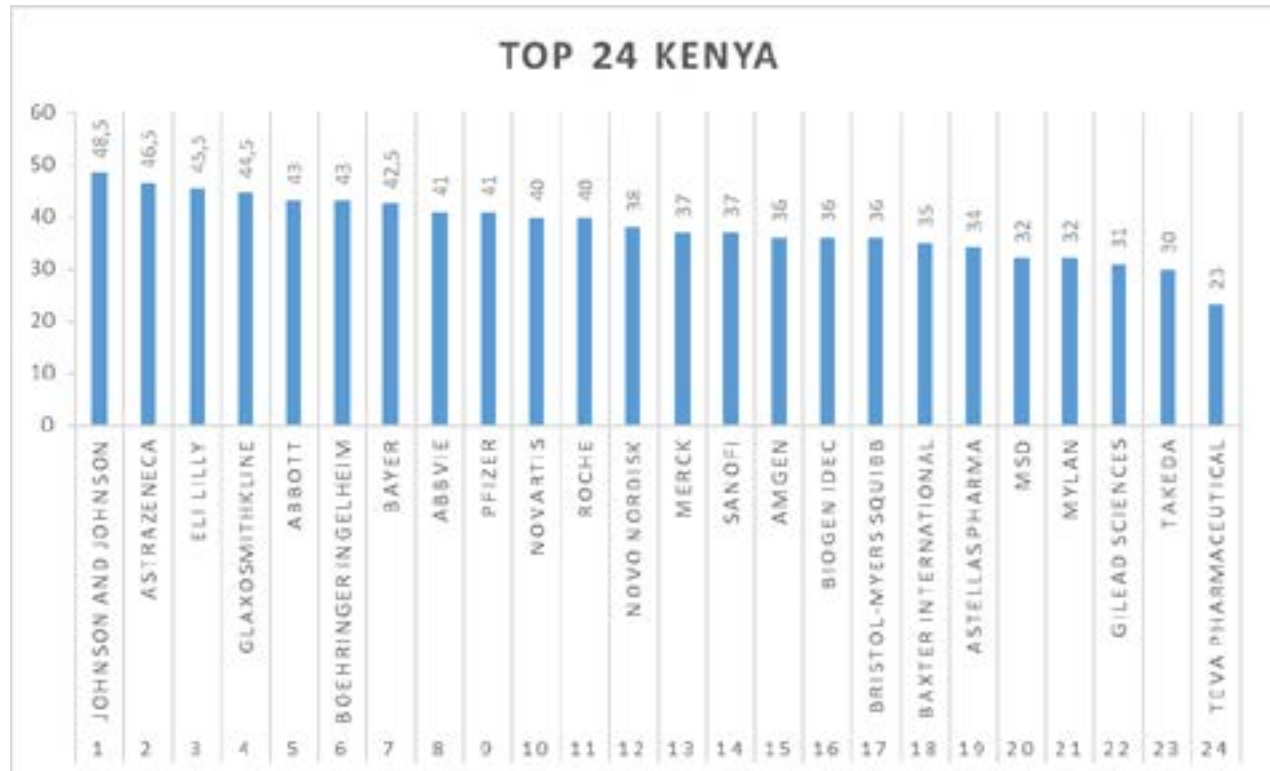
TOP 24 Italy		
1	Abbott	60,5
2	AbbVie	58,5
3	Pfizer	58,5
4	AstraZeneca	54,5
5	Novo Nordisk	53,5
6	Boehringer Ingelheim	52,5
7	Roche	50,5
8	Johnson and Johnson	48,5
9	Novartis	48,5
10	Sanofi	48,5
11	Eli Lilly	46,5
12	GlaxoSmithKline	46,5
13	Merck	46,5
14	Amgen	44,5
15	MSD	44,5
16	Biogen Idec	43,5
17	Bristol-Myers Squibb	43,5
18	Baxter International	42,5
19	Astellas Pharma	41,5
20	Bayer	40,5
21	Mylan	40,5
22	Takeda	38,5
23	Teva Pharmaceutical	33,5
24	Gilead Sciences	31



Abbott tops the ranking, AbbVie and Pfizer are number 2 and 3, respectively. Only three companies score under 40 points, i.e. Takeda, (38.5), Teva Pharmaceutical (33.5) and Gilead Sciences (31).

Digital ranking for Kenya

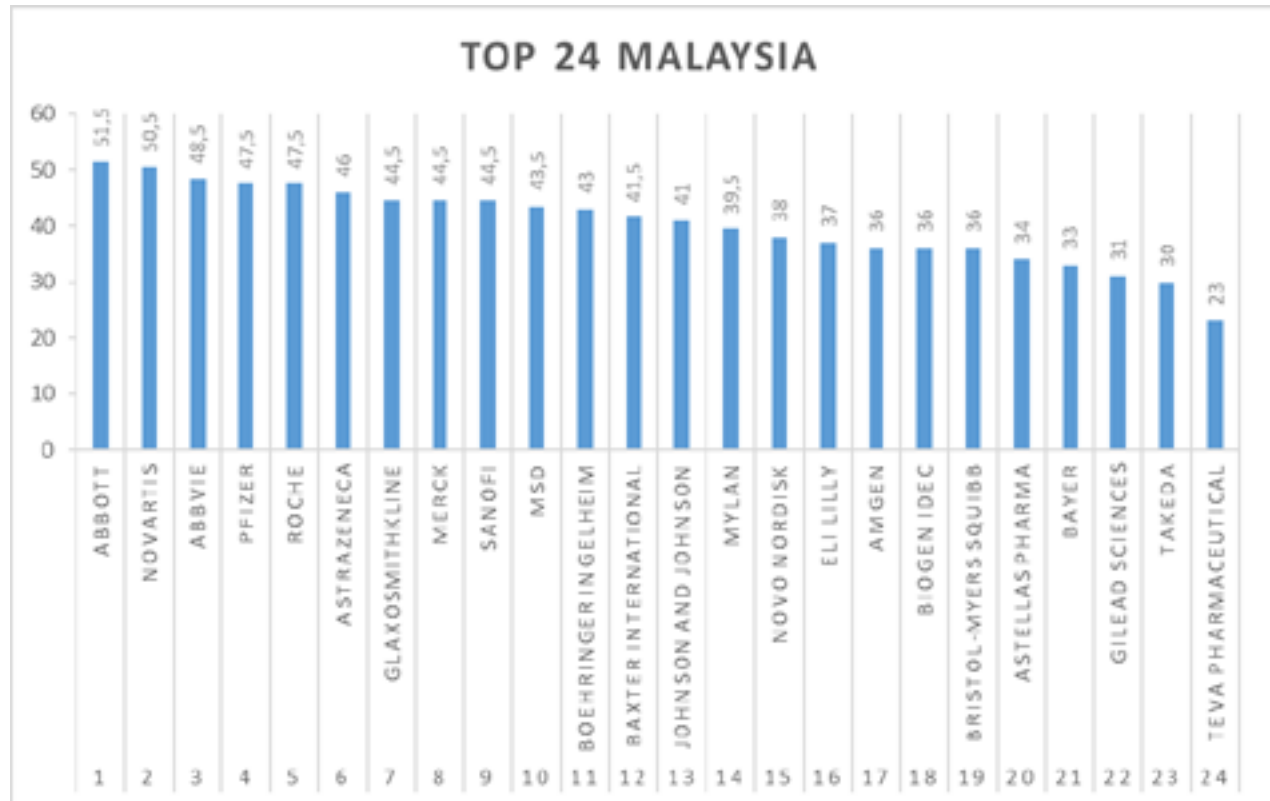
TOP 24 Kenya		
1	Johnson and Johnson	48,5
2	AstraZeneca	46,5
3	Eli Lilly	45,5
4	GlaxoSmithKline	44,5
5	Abbott	43
6	Boehringer Ingelheim	43
7	Bayer	42,5
8	AbbVie	41
9	Pfizer	41
10	Novartis	40
11	Roche	40
12	Novo Nordisk	38
13	Merck	37
14	Sanofi	37
15	Amgen	36
16	Biogen Idec	36
17	Bristol-Myers Squibb	36
18	Baxter International	35
19	Astellas Pharma	34
20	MSD	32
21	Mylan	32
22	Gilead Sciences	31
23	Takeda	30
24	Teva Pharmaceutical	23



With 37.56 points Kenya is the country with the lowest average. All companies score under 50, and 13 pharmaceuticals even score under 40 points. Johnson and Johnson is number one, Teva Pharmaceutical occupies the last place.

Digital ranking for Malaysia

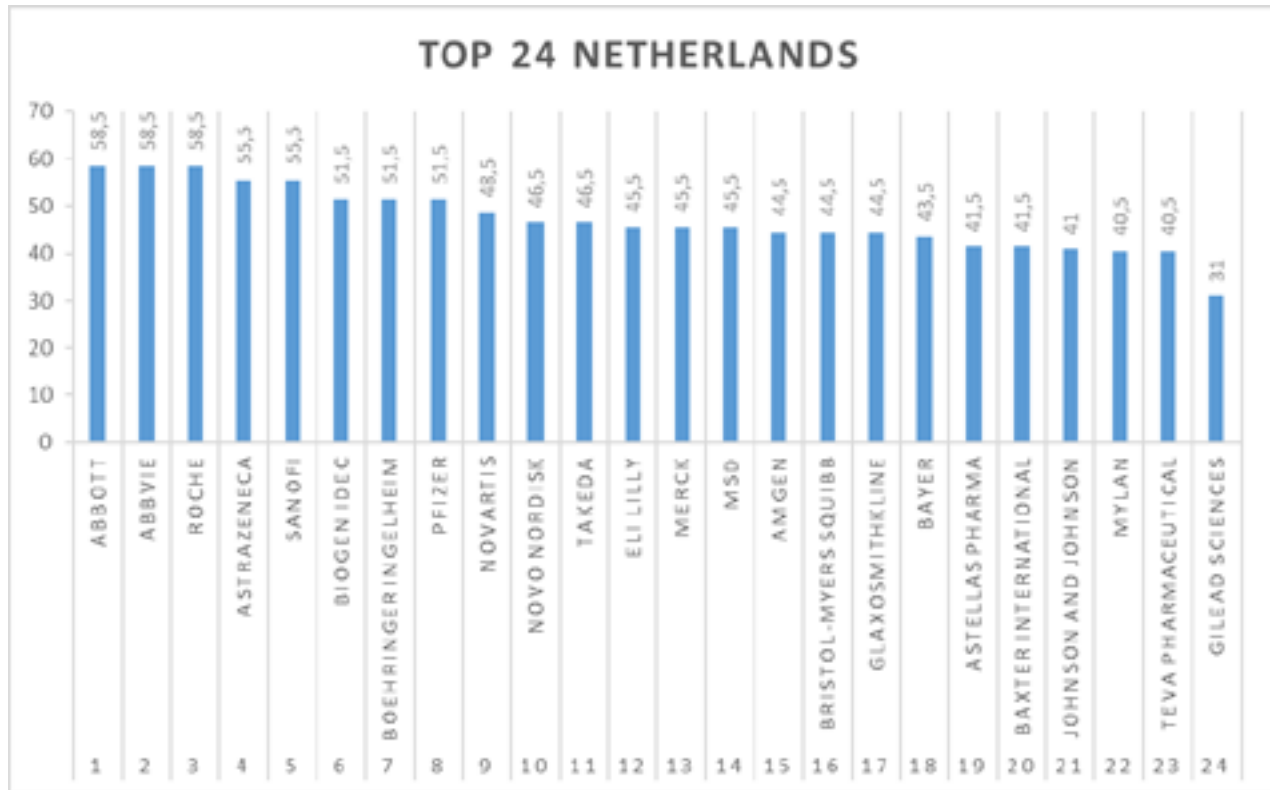
TOP 24 Malaysia		
1	Abbott	51,5
2	Novartis	50,5
3	AbbVie	48,5
4	Pfizer	47,5
5	Roche	47,5
6	AstraZeneca	46
7	GlaxoSmithKline	44,5
8	Merck	44,5
9	Sanofi	44,5
10	MSD	43,5
11	Boehringer Ingelheim	43
12	Baxter International	41,5
13	Johnson and Johnson	41
14	Mylan	39,5
15	Novo Nordisk	38
16	Eli Lilly	37
17	Amgen	36
18	Biogen Idec	36
19	Bristol-Myers Squibb	36
20	Astellas Pharma	34
21	Bayer	33
22	Gilead Sciences	31
23	Takeda	30
24	Teva Pharmaceutical	23



In Malaysia, only Abbott (51.5) and Novartis (50.5) manage to score over 50 points out of 90. Teva Pharmaceutical (23) scores less than one third of the maximum score.

Digital ranking for Netherlands

TOP 24 Netherlands		
1	Abbott	58,5
2	AbbVie	58,5
3	Roche	58,5
4	AstraZeneca	55,5
5	Sanofi	55,5
6	Biogen Idec	51,5
7	Boehringer Ingelheim	51,5
8	Pfizer	51,5
9	Novartis	48,5
10	Novo Nordisk	46,5
11	Takeda	46,5
12	Eli Lilly	45,5
13	Merck	45,5
14	MSD	45,5
15	Amgen	44,5
16	Bristol-Myers Squibb	44,5
17	GlaxoSmithKline	44,5
18	Bayer	43,5
19	Astellas Pharma	41,5
20	Baxter International	41,5
21	Johnson and Johnson	41
22	Mylan	40,5
23	Teva Pharmaceutical	40,5
24	Gilead Sciences	31



In The Netherlands, Abbott, AbbVie and Roche draw, and are closely followed by AstraZeneca and Sanofi. With 31 points Gilead Sciences is the only company that scores well below 40 points.

Digital ranking for Peru

TOP 24 Peru		
1	Roche	50,5
2	Johnson and Johnson	49,5
3	Pfizer	49,5
4	Merck	45,5
5	Sanofi	45,5
6	GlaxoSmithKline	44,5
7	Boehringer Ingelheim	44
8	Bristol-Myers Squibb	43,5
9	Abbott	42
10	MSD	41,5
11	AbbVie	41
12	Novartis	40
13	AstraZeneca	39
14	Bayer	39
15	Takeda	38,5
16	Novo Nordisk	38
17	Eli Lilly	37
18	Amgen	36
19	Biogen Idec	36
20	Astellas Pharma	34
21	Baxter International	34
22	Teva Pharmaceutical	32,5
23	Gilead Sciences	32
24	Mylan	32



Peru has only one company that reaches 50 points. However, the difference between first and last place, for Roche and Mylan, respectively, is only 18 points.

Digital ranking for Poland

TOP 24 Poland		
1	Abbott	59,5
2	AbbVie	57,5
3	Boehringer Ingelheim	51,5
4	Roche	50,5
5	Johnson and Johnson	48,5
6	Novartis	48,5
7	Pfizer	48,5
8	Sanofi	48,5
9	AstraZeneca	46,5
10	Merck	45,5
11	Novo Nordisk	45,5
12	Amgen	44,5
13	Eli Lilly	44,5
14	GlaxoSmithKline	44,5
15	Baxter International	44
16	Biogen Idec	43,5
17	Bristol-Myers Squibb	43,5
18	Bayer	42,5
19	MSD	42,5
20	Astellas Pharma	41,5
21	Mylan	40,5
22	Teva Pharmaceutical	39,5
23	Takeda	38,5
24	Gilead Sciences	31



With an average of 45.46 Poland maintains a decent ranking. Abbott is number 1, Gilead Sciences is seriously lagging behind with 31 out of the possible 90 points.

Digital ranking for Portugal

TOP 24 Portugal		
1	AbbVie	56,5
2	Boehringer Ingelheim	51,5
3	Novartis	50,5
4	Abbott	49,5
5	Johnson and Johnson	49,5
6	MSD	49,5
7	Pfizer	49,5
8	AstraZeneca	46,5
9	Roche	46,5
10	Novo Nordisk	45,5
11	Eli Lilly	44,5
12	Merck	44,5
13	Sanofi	44,5
14	Amgen	43,5
15	Biogen Idec	43,5
16	Bristol-Myers Squibb	43,5
17	GlaxoSmithKline	43,5
18	Bayer	42,5
19	Astellas Pharma	41,5
20	Baxter International	41,5
21	Mylan	40,5
22	Teva Pharmaceutical	32,5
23	Gilead Sciences	31
24	Takeda	30



In Portugal all companies but two (AbbVie – 56.5, and Boehringer Ingelheim – 51.5), score under 50 points. AbbVie comes in first, Takeda finishes last.

Digital ranking for Russia

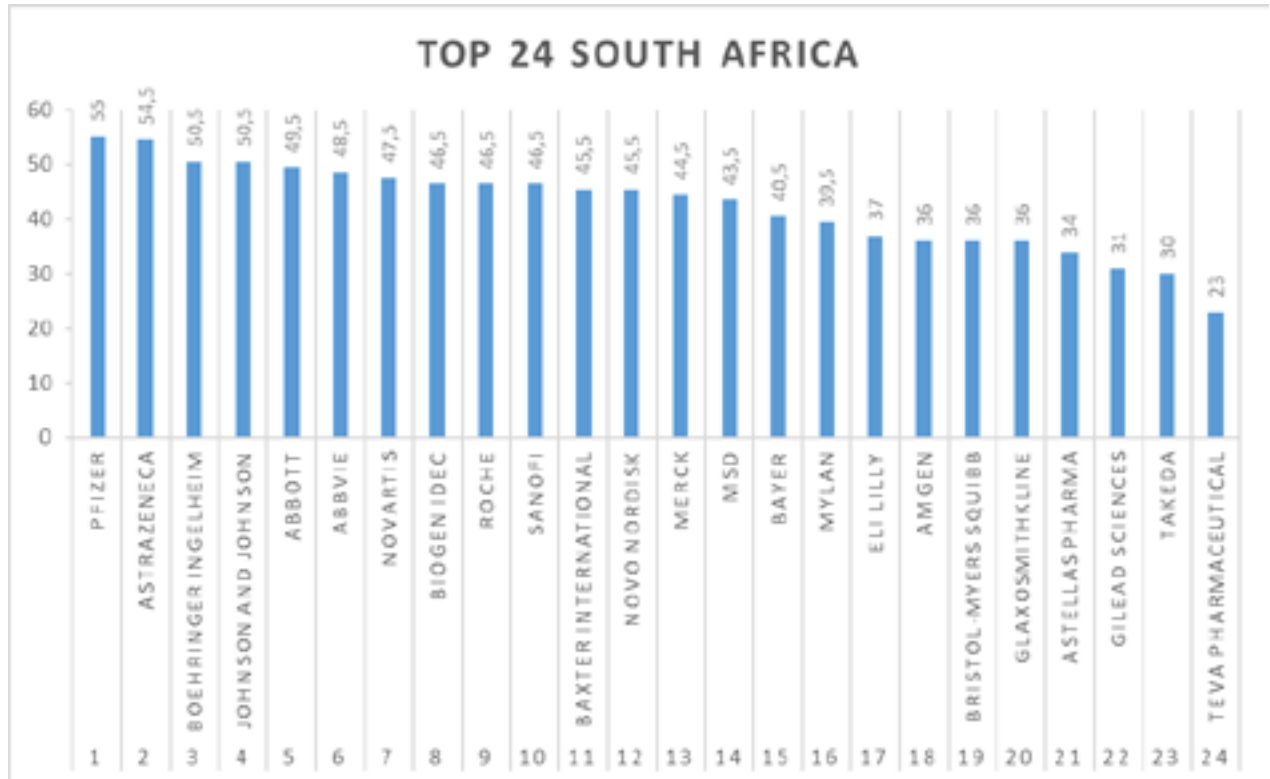
TOP 24 Russia		
1	Pfizer	57,5
2	AstraZeneca	54,5
3	Novo Nordisk	54,5
4	Abbott	51,5
5	Boehringer Ingelheim	51,5
6	Novartis	50,5
7	AbbVie	48,5
8	Johnson and Johnson	48,5
9	Merck	47,5
10	Sanofi	47,5
11	Roche	46,5
12	Bayer	44,5
13	Eli Lilly	44,5
14	Amgen	43,5
15	Bristol-Myers Squibb	43,5
16	GlaxoSmithKline	43,5
17	Astellas Pharma	41,5
18	Baxter International	41,5
19	MSD	41,5
20	Mylan	39,5
21	Takeda	38,5
22	Biogen Idec	36
23	Teva Pharmaceutical	32,5
24	Gilead Sciences	31



Pfizer tops the Russian ranking with 57.5 points out of a possible 90. AstraZeneca and NovoNordisk take places #2 and #3, respectively. Gilead Sciences is last in place, scoring just over half the points of winner Abbott.

Digital ranking for South Africa

TOP 24 South Africa		
1	Pfizer	55
2	AstraZeneca	54,5
3	Boehringer Ingelheim	50,5
4	Johnson and Johnson	50,5
5	Abbott	49,5
6	AbbVie	48,5
7	Novartis	47,5
8	Biogen Idec	46,5
9	Roche	46,5
10	Sanofi	46,5
11	Baxter International	45,5
12	Novo Nordisk	45,5
13	Merck	44,5
14	MSD	43,5
15	Bayer	40,5
16	Mylan	39,5
17	Eli Lilly	37
18	Amgen	36
19	Bristol-Myers Squibb	36
20	GlaxoSmithKline	36
21	Astellas Pharma	34
22	Gilead Sciences	31
23	Takeda	30
24	Teva Pharmaceutical	23



In South Africa, 9 out of 24 companies score under 40 points, and one of them (Teva Pharmaceutical) even scores as low as 23.

Pfizer, AstraZeneca, Boehringer Ingelheim and Johnson and Johnson score over 50, the country average is 42.40.

Digital ranking for Spain

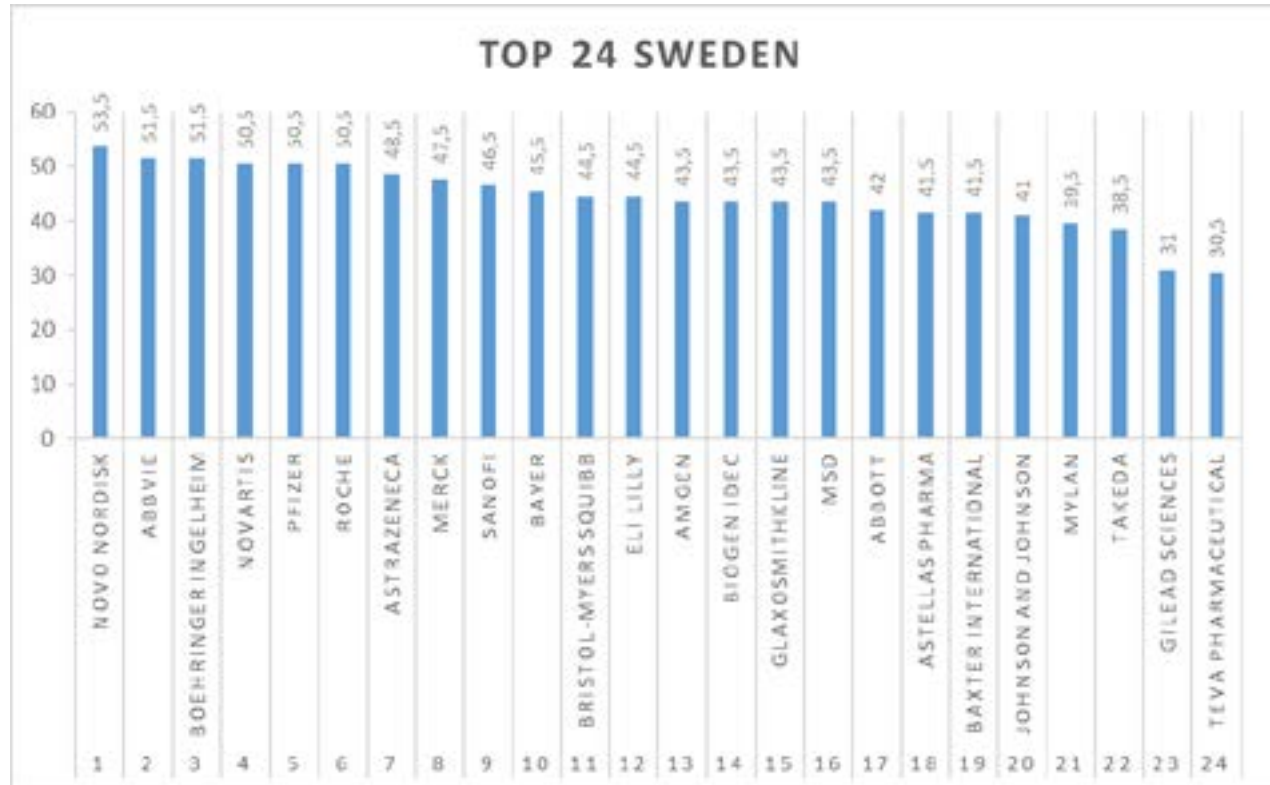
TOP 24 Spain		
1	Abbott	59,5
2	Pfizer	58,5
3	AbbVie	57,5
4	Novo Nordisk	55,5
5	Sanofi	55,5
6	Boehringer Ingelheim	53,5
7	GlaxoSmithKline	53,5
8	Johnson and Johnson	53,5
9	Biogen Idec	52,5
10	Roche	52,5
11	MSD	51,5
12	Novartis	51,5
13	AstraZeneca	48,5
14	Eli Lilly	48,5
15	Merck	48,5
16	Takeda	48,5
17	Amgen	45,5
18	Bayer	45,5
19	Bristol-Myers Squibb	43,5
20	Teva Pharmaceutical	42,5
21	Astellas Pharma	41,5
22	Baxter International	41,5
23	Mylan	40,5
24	Gilead Sciences	31



Abbott, Pfizer and AbbVie take the places 1, 2 and 3 in Spain, with NovoNordisk and Sanofi following at close range. Spain has the highest average country score, namely 49.19, beating Canada in this respect by a nose.

Digital ranking for Sweden

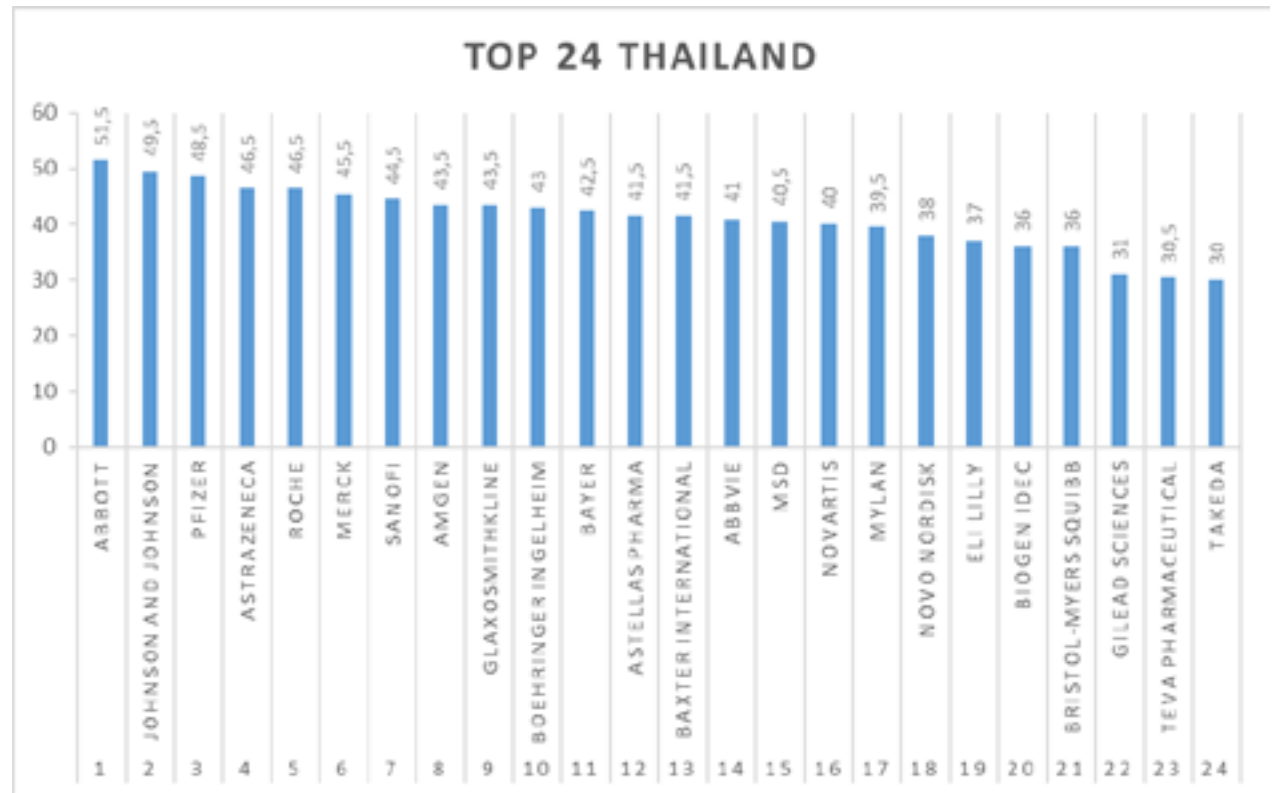
TOP 24 Sweden		
1	Novo Nordisk	53,5
2	AbbVie	51,5
3	Boehringer Ingelheim	51,5
4	Novartis	50,5
5	Pfizer	50,5
6	Roche	50,5
7	AstraZeneca	48,5
8	Merck	47,5
9	Sanofi	46,5
10	Bayer	45,5
11	Bristol-Myers Squibb	44,5
12	Eli Lilly	44,5
13	Amgen	43,5
14	Biogen Idec	43,5
15	GlaxoSmithKline	43,5
16	MSD	43,5
17	Abbott	42
18	Astellas Pharma	41,5
19	Baxter International	41,5
20	Johnson and Johnson	41
21	Mylan	39,5
22	Takeda	38,5
23	Gilead Sciences	31
24	Teva Pharmaceutical	30,5



NovoNordisk is Sweden's number 1 pharmaceutical company from a communication perspective, Teva Pharmaceutical comes in last in this respect.

Digital ranking for Thailand

TOP 24 Thailand		
1	Abbott	51,5
2	Johnson and Johnson	49,5
3	Pfizer	48,5
4	AstraZeneca	46,5
5	Roche	46,5
6	Merck	45,5
7	Sanofi	44,5
8	Amgen	43,5
9	GlaxoSmithKline	43,5
10	Boehringer Ingelheim	43
11	Bayer	42,5
12	Astellas Pharma	41,5
13	Baxter International	41,5
14	AbbVie	41
15	MSD	40,5
16	Novartis	40
17	Mylan	39,5
18	Novo Nordisk	38
19	Eli Lilly	37
20	Biogen Idec	36
21	Bristol-Myers Squibb	36
22	Gilead Sciences	31
23	Teva Pharmaceutical	30,5
24	Takeda	30



Abbott's 51.5 points suffice to achieve the #1 position in Thailand. Gilead Sciences, Teva pharmaceutical and Takeda finish last.

Digital ranking for Turkey

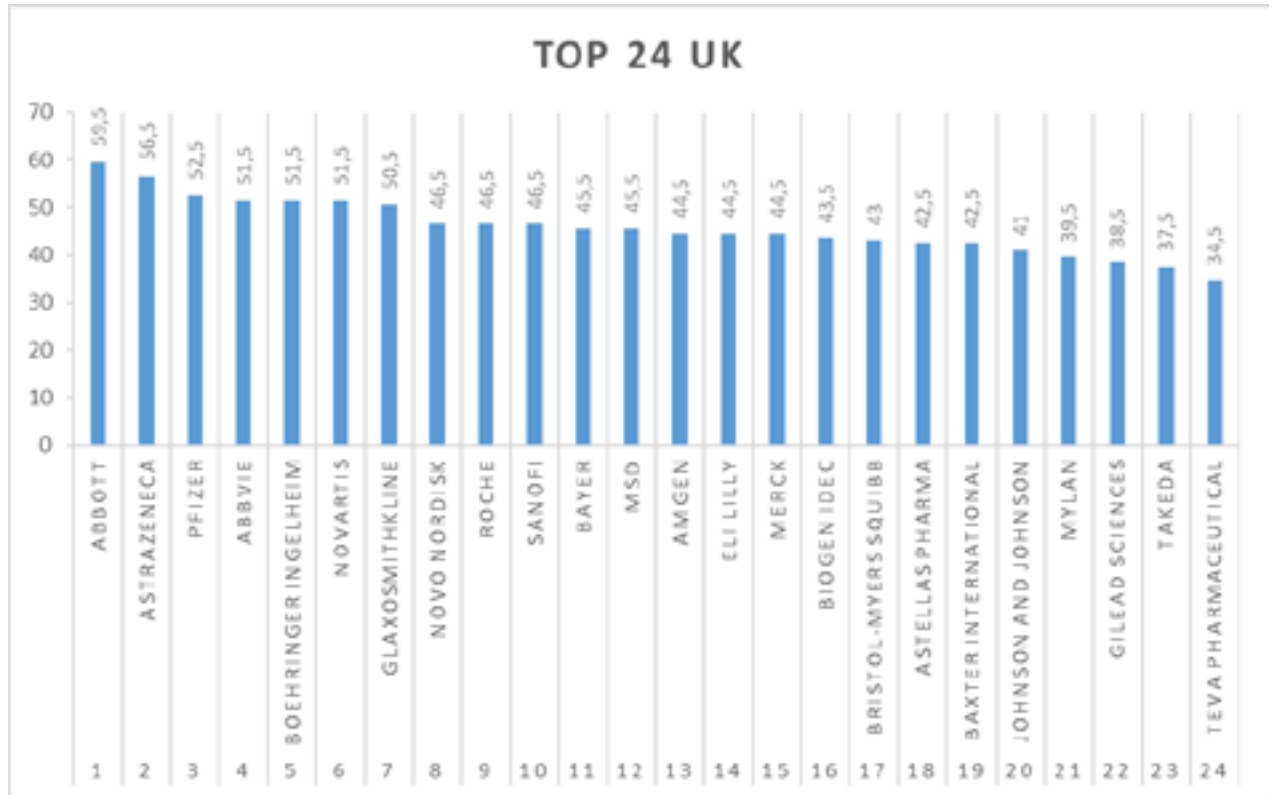
TOP 24 Turkey		
1	Novartis	61,5
2	Roche	59,5
3	Abbott	58,5
4	GlaxoSmithKline	54,5
5	Novo Nordisk	54,5
6	Boehringer Ingelheim	53,5
7	AbbVie	52,5
8	Pfizer	51,5
9	Johnson and Johnson	50,5
10	AstraZeneca	49,5
11	Merck	46,5
12	Sanofi	46,5
13	Eli Lilly	45,5
14	Amgen	43,5
15	Bayer	43,5
16	Bristol-Myers Squibb	43,5
17	MSD	42,5
18	Astellas Pharma	41,5
19	Baxter International	41,5
20	Mylan	39,5
21	Gilead Sciences	38,5
22	Takeda	37,5
23	Biogen Idec	36
24	Teva Pharmaceutical	30,5



Abbott (58.5) does make the top 3 in Turkey, but is surpassed by both Roche (59.5) and Novartis (61.5). Teva Pharmaceutical finishes last, scoring less than half the points of winner Novartis. Biogen Idec's second last place is striking.

Digital ranking for UK

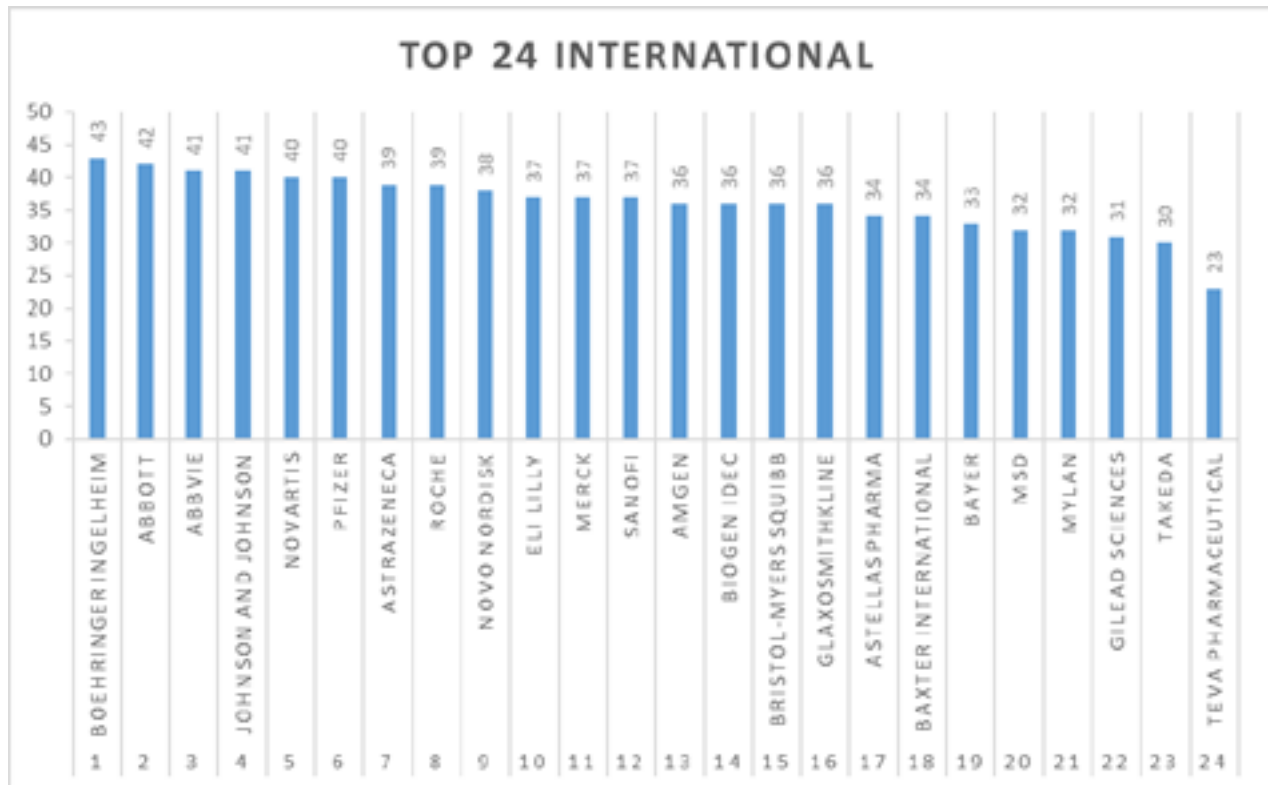
TOP 24 UK		
1	Abbott	59,5
2	AstraZeneca	56,5
3	Pfizer	52,5
4	AbbVie	51,5
5	Boehringer Ingelheim	51,5
6	Novartis	51,5
7	GlaxoSmithKline	50,5
8	Novo Nordisk	46,5
9	Roche	46,5
10	Sanofi	46,5
11	Bayer	45,5
12	MSD	45,5
13	Amgen	44,5
14	Eli Lilly	44,5
15	Merck	44,5
16	Biogen Idec	43,5
17	Bristol-Myers Squibb	43
18	Astellas Pharma	42,5
19	Baxter International	42,5
20	Johnson and Johnson	41
21	Mylan	39,5
22	Gilead Sciences	38,5
23	Takeda	37,5
24	Teva Pharmaceutical	34,5



Abbott marks a clear win in the UK, where only 4 companies score under 40 points.

Digital ranking International

TOP 24 International		
1	Boehringer Ingelheim	43
2	Abbott	42
3	AbbVie	41
4	Johnson and Johnson	41
5	Novartis	40
6	Pfizer	40
7	AstraZeneca	39
8	Roche	39
9	Novo Nordisk	38
10	Eli Lilly	37
11	Merck	37
12	Sanofi	37
13	Amgen	36
14	Biogen Idec	36
15	Bristol-Myers Squibb	36
16	GlaxoSmithKline	36
17	Astellas Pharma	34
18	Baxter International	34
19	Bayer	33
20	MSD	32
21	Mylan	32
22	Gilead Sciences	31
23	Takeda	30
24	Teva Pharmaceutical	23



When it comes to the .com version of the websites and the international rankings, Boehringer Ingelheim seems to be the company that has most channels, content, and followers in place.

Section 8





Outlook

COVID-19

The year 2020 was held in an iron grip by COVID-19, and the clinical trials were one of pharma's first casualties. First China, then Europe and subsequently the US saw research projects come to a stop as HCP's changed their priorities to treating COVID-19 patients, and many of the test subjects already enrolled in studies were unable to continue them or attend visits.

But now, as we entered 2021, many of the research that was paused has recommenced. Research by Evaluate Group shows that in April 2020 almost 160 commercially sponsored studies had been suspended because of COVID-19, but by November that number had more than halved. And now that the vaccines are ready for transport and administration, the research situation will undoubtedly further improve in 2021.

Communication wise, we will very likely see a move from COVID-19 related issues and communication about vaccines, antivirals, antibodies and other treatments against COVID to the 'traditional' pharma topics. But this shift will not happen overnight; estimations show that COVID-19 vaccines will amount to \$10-\$15 billion in 2021, split between the leading contenders such as Pfizer/Biontech, Moderna, Astrazeneca, Johnson&Johnson, Sanofi/Glaxo, Merck and others. So these treatments are too important for global healthcare and too big of a turnover generator to not position and market them properly.

Post COVID-19

Once the world returns to normal, the pharmaceutical companies will do so as well. Meaning that they will have to resume communication about their non-covid drugs and treatments, of which the various cancer medicines account for no less than \$8 billion out of the estimated \$13,5 billion that the top 10 new sales generators will yield.

And then it's back to business on other communication subjects as well, such as corporate news, pipelines, new launches, R&D projects, already marketed drugs, FDA approvals, stock market performance, IPO's, SPAC's, venture capital, healthcare related issues and trends, and of course HCP and patient usefulness.

Section 9





Background information

Participating Worldcom partners

Australia	Philips Group	Stephanie Paul
Belgium	Insticom	Hans Karperien
Bulgaria	Janev & Janev Ltd	Todor Ianev
Canada	Enterprise Canada Inc.	Brian Fox
Colombia	Grupo Albi3n	Eduardo Avella
Czech Republic	PRAM Consulting	Patrik Schober
Dominican Republic	AF Comunicaci3n Estrat3gica	Amelia Reyes
Ecuador	MC Comunicaciones	Mercedes C3rdova
France	Yucatan	Caroline Prince
Germany	HBI Helga Bailey GmbH	Corinna Voss
Hungary	Probako Communications	Andr3s R Nagy
Ireland	Keating & Associates	Justin Bowers
Italy	BPRESS	Diego Biasi
Kenya	Tell-Em PR	Elizabeth Cook
Malaysia	TQPR	Niall Dolohan
Netherlands	Wisse Kommunikatie	Serge Beckers
Peru	Realidades S.A.C.	Luis Avellaneda
Poland	Made in PR	Monika Domanska
Portugal	Do it On	Fernando Batista
Russia	R.I.M. Communications Agency	Jacob Minevich
South Africa	Meropa Communications	Stephen Forbes
Spain	LF Channel	Imma Folch
Sweden	Oxenstierna	Bj3rn Mogensen
Thailand	TQPR	Thomas Van Blarcom
Turkey	Optimum Brand	Seyhan Girit
United Kingdom	JBP	Chris Lawrance
United States	Fusion Communications	Julie Lugones

The Worldcom Healthcare representatives hope you find this information useful.

If you would like to be included in our next Digital Monitor or would like to discuss any of our findings, please contact Serge Beckers at

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Sources

[Alexa](#)

[Evaluate Vantage 2021 Preview](#)

[How leading Pharma companies are rising to the digital content challenges of 2020](#)

[Internet World Stats](#)

[Mind-Blowing LinkedIn Statistics and Facts](#)

[TikTok: healthcare brands and the next social media platform](#)

[Worldcom Confidence Index](#)