

The Power of Trusted Content in Healthcare Communications

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To Health Monitor, trust isn't merely the buzzword of the moment—it's the guiding force of the brand! Since its inception, Health Monitor has offered patients proactive strategies for optimizing their health. Engaging with our products motivates patients to embrace participation, change and action that helps lead to better outcomes.

When it comes to trust issues, COVID-19 has had an upside for the pharmaceutical industry: According to the *Edelman 2021 Trust Barometer* (a survey of 33,000 people across 28 countries), in the U.S., the sector experienced a 9-point increase to 47% over 2020. Much of the credit goes to the rapid development of COVID-19 vaccines, an effort that entailed collaboration, transparency and putting the public good above all—factors that placed the industry squarely in the “solutions camp.” Even vaccine hesitancy seems to be eroding, with nearly 65% of Americans expressing faith in the vaccines' safety and efficacy.

Now, it's up to pharma to fuel the positive momentum—and one way it can achieve that is by reaching patients with reliable information. And when that information is delivered in an accessible, relatable and compassionate package, all the better.

Enter Health Monitor. We specialize in all of the above *and* offer unparalleled credibility. For one, our key opinion leaders are *true* leaders in their fields—the people who conduct the trials, write the studies and create the guidelines. **Just a few of the stars on our roster:** dermatologist Mark Lebwohl, MD, Dean for Clinical Therapeutics and Professor of Dermatology at the Icahn School of Medicine at Mt. Sinai; ob/gyn Mary Jane Minkin, MD, Clinical Professor in the Department of Obstetrics, Gynecology and Reproductive Sciences at Yale University; cardiologist Roger Blumenthal, MD, Director of the Johns Hopkins Ciccarone Center for the Prevention of Heart Disease; and oncologist Marc Garnick, MD, a world-renowned clinician and clinical investigator in prostate and other urologic cancers.

Our relationships with these experts—who consult with our editors, review our work and attest to its quality—span the better part of a decade. They believe in the value of HM's products and our pivotal role in improving the HCP-patient dialogue and patient quality of life. “The reason I keep working with Health Monitor is because what they do helps patients,”

says Dr. Lebowhl. “They have a similar vision that I do...and a tremendous amount of credibility.”

Health Monitor’s longstanding partnerships with associations such as the American Cancer Society, the American Association of Clinical Endocrinology, the American Academy of Neurology and many others is further testament to HM’s editorial integrity and value to patients. These associations review, endorse and in some cases even distribute our materials.

HM has earned the trust of patients—not just of our readers but of the many subjects who’ve shared their health journeys in our guides and videos, who’ve opened up about their struggles and, happily, have been able to talk about goals achieved and dreams realized, all thanks to effective treatments. These stories of lives saved—and savored—connect back to the pharmaceutical industry in a powerful way.

Health Monitor not only offers patients the trusted content that condition sufferers rely on, but truly meaningful engagement generated by relevant, immersive content which translates into an ideal environment to profile therapies and help build brands with proven results.

Link to Edelman data

<https://www.edelman.com/sites/g/files/aatuss191/files/2021-05/Global%20Health%20Sector%20Barometer.pdf>