The 2023 Worldcom Digital Health Monitor

Pharmaceuticals

Introduction

Following the positive response to its 2018 and 2020 Health Monitor, The Worldcom PR Group, has repeated the exercise. The 2023 report examines the online communications of the 25 biggest names within the pharmaceutical sector. This report contains the results for the period between 2022-2023, both globally and across 25 countries.

WORLDCOM
Public Relations Group

Table of Contents

Section 1

Introduction
Results Summary

Introduction

Pharmaceutical companies have been pushing back the boundaries of research, development and medical science for years now, and are amongst the most innovative companies in the world. COVID-19 has dramatically increased the spirit and speed of innovation.

But does their digital presence demonstrate the same innovative thinking?

Both our 2018 and 2020 reports 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 report.

Results summary

The 2022 playing field is a bit different than in our 2018 and 2020 research: different Worldcom partners participated in the research, and the top 25 pharmaceutical companies were composed differently compared to previous years. Therefore, a one-on-one comparison with the previous reports is not obvious for all the sections and components in this report.

Website

All the companies have a global website, as can be expected from any 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 25 countries. AstraZeneca, Jansen and Pfizer have local websites for all countries, Lonza is an outlier with only five local websites.

On average, the website use and reach is quite good, the companies using 78% of the website potential.

Blogs

Again, our analysis shows that the pharma companies still make little use of the power of blogs. While all but two pharmaceuticals report having a 'global blog', local blogs are hard to find; the average score is 5, out of a possible 25. Moreover, where blogs exist, the number of blog posts is moderate.

Apps

All companies but Amgen, Lonza and Organon have apps with international reach. The average number of apps, including international, is 10, which is more than double compared with 2020.

Social media channels

Channel	Average use percentage
Website	78%
Blog	22%
Instagram	13%
Twitter	11%
YouTube	11%
Facebook	9%
LinkedIn	8%
Pinterest	0%
TikTok	0%
Snapchat	0%
Average for social channels	**15%**

All pharmaceuticals but two (Merck & Co. and Astellas) have international Facebook accounts. With only 9% the average use of Facebook has decreased considerably compared to 2020.

International Twitter accounts have been set up by all companies but Astellas. Pfizer, Roche Pharmaceuticals. Abbvie and Janssen top the list with 25%, 25%, 22% and 20%, respectively. All other companies score below 20% on 'efficient Twitter use'.

All companies have LinkedIn accounts, but both the international and local use and impact remain low. 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.

With the increasing impact of visual content YouTube has gained importance since 2020; this platform increasingly seems to belong to the standard communications tool kit of pharmaceutical companies. Thirteen companies score below 10% on the criterium 'efficient YouTube use'.

The use of the remaining channels, i.e. TikTok, Pinterest, Snapchat, has proved to be so low among our pharmaceutical companies that there is no point in discussing them separately.

Section 2

Recommendations

Recommendations

COVID-19 has drastically increased public interest in healthcare and especially pharma, in all its facets, making it much easier for companies to be heard. On medical subjects, that is.

The pandemic and other crises have also revealed or even created the need for a new, more purpose-driven way of working and living. It is not surprising that topics with social relevance such as DEI, ESG, and the retention of talent have dominated the rankings of the Worldcom Confidence Index (WCI) for a long time now (see Section 6 - page 30 for more information on WCI).

As healthcare communications professionals we appreciate that, in a highly regulated sector such as pharma, the communications options used are limited compared to our peers in other markets. However, 'product communication' is no longer priority number one. Purpose-driven communication has become much more important, paving the way for pharma to dramatically increase engagement with their target groups.

Based on the analysis we have carried out, we offer the following recommendations.

1 **If you want to attract and retain talent, 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.**

2 **Communicate about the benefits of your products, not about the products.**

3 **Don't be afraid to show your expertise or authority. Express your opinion by means of long-form content, such as opinion articles, blogs or podcasts.**

4 **Make sure to be ESG- and DEI-proof if you want to remain competitive and relevant, both as an employer and as an industry.**

Recommendations

5 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.

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. To be effective in pharma and to create engagement, localized content equals personalized in-depth content.

7 The use of the local language is crucial to optimally service your target groups. Even if you operate in a country that is proficient in English, local language content will help you reach your goals much faster and more efficiently.

8 Invest in content marketing, and in in-house staff or agencies to handle it for you.

9 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.

10 Global confidence of leaders in the healthcare sector is lower than before, according to the Worldcom Confidence Index. Check the WCI to identify the specific topics and subjects that the global C-suite is concerned about and use this insight to guide your communications strategy. See Section 6 for global trends based on WCI data.

Section 3

Research Methodology
Channel Criteria

Research methodology

For its 2023 report Worldcom Healthcare selected 25 pharmaceutical companies based on their global reputation, their size and geographic presence. We analyzed their online presence globally and in 25 countries, across 11 digital channels for the period between 2022-2023.

Comparison with 2020 results

In the 2020 report we applied the same research methodology, but the playing field was a bit different.

For one, the 2020 report listed the results for 27 countries, whereas the 2023 report lists the results for 25 regions. Also, the list of pharmaceutical companies changed a bit compared to the 2020 report. For the 2023 version we not only took the revenues into consideration, but we also made sure to include only companies that have a presence in all the 25 countries. A big company such as Sinopharm, for example, that occupies the second place globally from a revenue perspective, fell off the grid because it only has offices in China.

2023 landscape

The countries, pharmaceutical companies and channels that the Worldcom Healthcare experts analyzed for the 2023 report are the following:

Countries	Pharmaceutical companies	Digital channels
Australia	AbbVie	Apps
Belgium	Amgen	Blog
Brazil	Astellas Pharma	Facebook
Bulgaria	AstraZeneca	Instagram
Canada	Bayer	LinkedIn
China	Biogen	Pinterest
Czech Republic	Bristol Myers Squibb	Snapchat
France	CSL, including CSL Behring	Socials combined
Germany	Eisai	TikTok
Hungary	Eli Lilly	Twitter
Ireland	Gilead Sciences	Website
Italy	GlaxoSmithKline (GSK)	YouTube
Japan	Janssen	
Kenya	Lonza	
Malaysia	Merck & Co.	
Netherlands	Merck KGaA	
Spain	Novartis	
Sweden	Novo Nordisk	
Switzerland	Organon	
Thailand	Pfizer	
Turkey	Roche Pharmaceuticals	
United Arab Emirates	Sanofi	
United Kingdom	Takeda Pharmaceutical	
Vietnam	Teva Pharmaceutical Industries	
United States / international *	UCB	

*** In this research 'United States / international' refers to the .com 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 was based on each company's presence on, or use of, the 11 channels, both internationally and on a country-specific level.

A total of 1537.5 points was available for each company in all 25 countries - split between two web and nine social channels. Apps not having a maximum score – the more apps a company has, the higher the score is –this category has not been added to the maximum scores below.

Digital monitor scores available (for all countries combined)

	Digital channel	Maximum score
Web	Website	187.5
	Blog	50
	Apps	
Total		**237.5**
Social media	Facebook	175
	Twitter	175
	LinkedIn	200
	YouTube	150
	TikTok	150
	Snapchat	125
	Pinterest	175
	Instagram	150
Total		**1300**
Grand total		**1537.5**

We identified a range of criteria for each channel, which can be seen in the charts below. 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:

YouTube

Country specific page	2
Career channel	1
>2k subscribers	1
>10k subscribers	1
≥1 update/2 weeks	1

Pinterest

Country specific account	2
Verified	1
>3 boards	1
>10 boards	1
>200 followers	1
>500 followers	1

Facebook

Country specific account	2
Use of integrated apps on country-specific account	1
>10k likes	1
>50k likes	1
≥7 updates/week	1
Blog updates	1

Apps

Country specific page	2/app
Relevant for healthcare professional	1
Relevant for patient	1
> 3 stars	1

TikTok

Country specific account	2
>10k followers	1
>10k views	1
>10k likes	1
≥2 updates/week	1

Twitter

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

Linkedin

Country specific page	2
Presence on Slideshare	1
>10k followers	1
>50k followers	1
> 50 followers on Slideshare	1
≥5 slides shared	1

Instagram

Country specific account	2
>100 followers	1
>500 followers	1
≤2 updates/week	1
>2 updates/week	1

Snapchat

Country specific account	2
Score < 5,000	1
Score 50,000 – 75,000	1
Score > 75,000	1

Blog

Country specific blog content	2

Website

Country specific site	7.5

Section 4

Digital Health Monitor: Overall Results and Rankings

Digital health monitor overall results and rankings

As can be seen below, the overall top five digital performers are Sanofi, Novartis, Roche Pharmaceuticals, Bayer, and Pfizer. The five lowest ranked are Organon, UCB, Eisai, Gilead Sciences and Lonza.

		Website (187.5)	Blog (50)	Facebook	YouTube (150)	Instagram (150)	TikTok (150)	Snapchat (125)	Pinterest (175)	Twitter (175)	LinkedIn (200)	Apps	Total
1	**Sanofi**	172.5	20	37	40	43	0	0	4	33	31	70	450.5
2	**Novartis**	165	18	26	30	40	0	0	2	34	45	52	412
3	**Roche Pharmaceuticals**	165	16	31	24	29	8	0	0	43	42	37	395
4	**Bayer (Pharmaceuticals Division)**	165	16	42	43	51	4	0	6	33	13	20	393
5	**Pfizer**	187.5	18	34	34	38	0	0	0	44	13	17	385.5
6	**AstraZeneca**	187.5	14	25	23	31	0	0	0	28	14	54	376.5
7	**Jansen**	142.5	18	7	23	21	0	0	0	35	25	15	331.5
8	**AbbVie**	157.5	14	25	28	34	0	0	2	39	5	23	327.5
9	**Teva Pharmaceutical Industries**	142.5	16	32	13	16	0	0	0	18	21	45	302.5
10	**Amgen**	165	14	15	19	26	4	0	0	24	16	14	297
11	**GlaxoSmithKline (GSK)**	172.5	12	26	20	11	0	0	0	31	13	9	294.5
12	**Merck & Co.**	142.5	14	13	21	32	0	0	0	24	26	16	288.5
13	**Novo Nordisk**	180	8	12	11	14	2	1	2	19	10	28	287
14	**Takeda Pharmaceutical**	150	12	4	13	2	0	0	4	11	23	67	286
15	**Biogen**	142.5	6	6	9	4	0	0	0	9	5	92	273.5
16	**Merck KGaA, (life sciences plus healthcare revenue)**	105	10	16	12	28	0	0	0	15	20	48	254
17	**Astellas Pharma**	172.5	6	6	8	4	0	0	0	3	21	19	239.5
18	**Bristol Myers Squibb**	150	8	8	16	16	0	0	0	15	8	17	238
19	**CSL, including CSL Behring**	127.5	10	7	11	5	0	0	0	3	3	68	234.5
20	**Eli Lilly**	150	12	13	13	5	0	0	0	21	12	2	228
21	**Organon**	135	10	8	2	12	0	0	0	12	17	2	198
22	**UCB**	97.5	4	7	7	10	0	0	0	9	9	43	185.5
23	**Eisai**	105	6	4	0	0	0	0	2	5	4	58	184
24	**Gilead Sciences**	90	4	8	4	5	0	0	0	6	7	47	171
25	**Lonza**	37.5	0	5	6	7	0	0	0	3	5	17	80.5

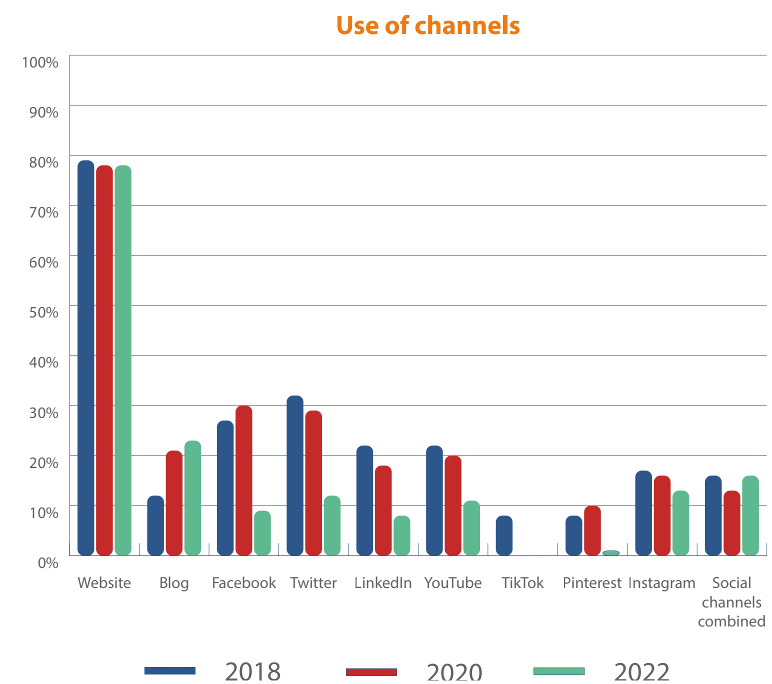
2020 vs. 2022

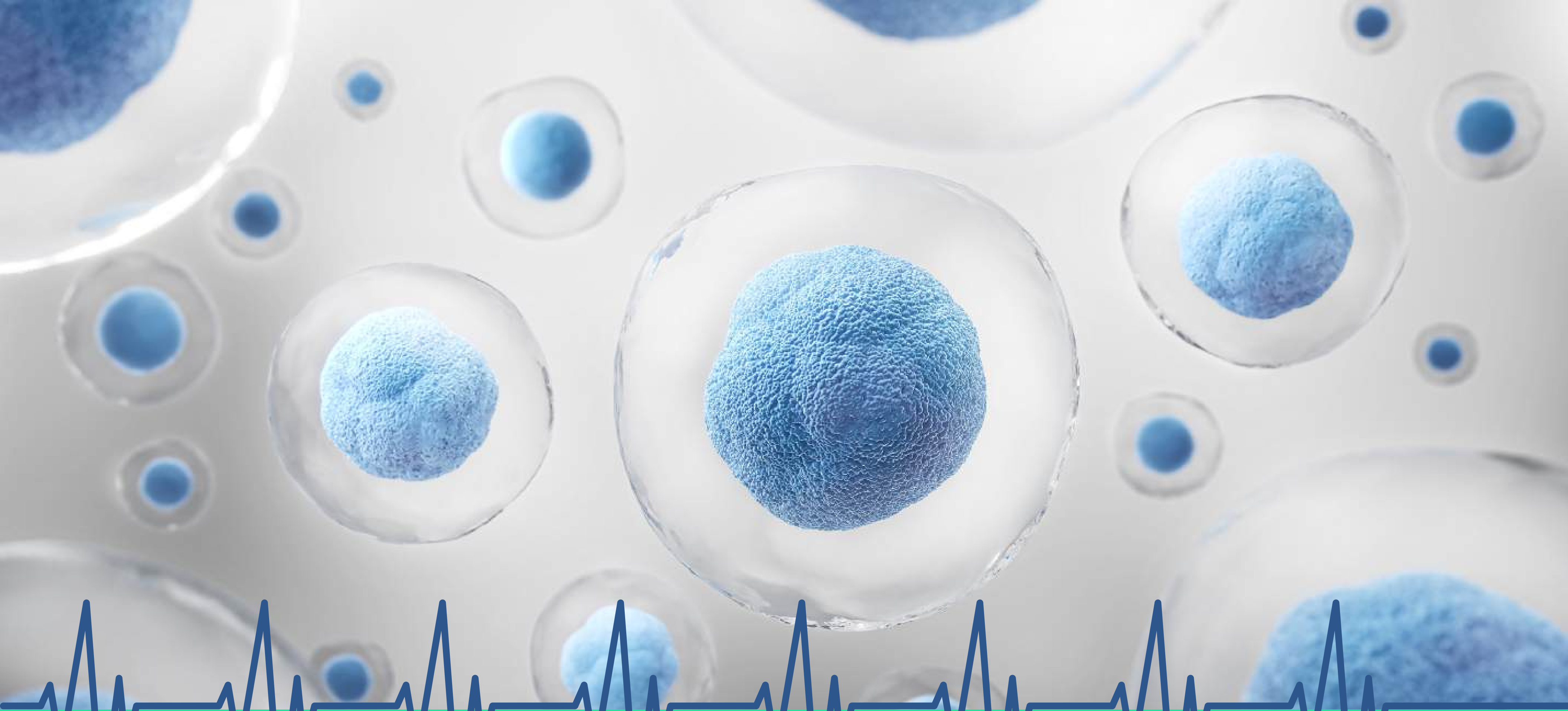
In the 2020 Abbott, Pfizer, Abbvie, Astra Zeneca and NovoNordisk ranked highest, whereas the five lowest ranked were Mylan, Eli Lilly, Baxter International, Bristol-Myers Squibb and Gilead Sciences.

Use of channels

When you look at the use of the separate channels, some changes might appear prominent. However, keep in mind that the top 25 of pharmaceutical companies has changed with regards to the previous versions of the report. In some of the 'new' countries, China for example, the most popular social channels on a global scale, such as LinkedIn and Facebook, are not as prominent or important in these countries. Given the above, the results should be considered as trends rather than as numbers and percentages that are set in stone.

Channel	2018	2020	2022
Website	79%	78%	78%
Blog	12%	21%	23%
Facebook	27%	30%	9%
Twitter	32%	29%	12%
LinkedIn	22%	18%	8%
YouTube	22%	20%	11%
TikTok	8%	0%	0%
Pinterest	8%	10%	1%
Instagram	17%	16%	13%
Social channels combined	16%	13%	16%





Section 5

General and Channel
Specific Rankings

General and channel specific rankings

Media and internet use

Researchers of Datareportal have found some interesting dynamics and developments in the media and internet use in 2022.

Time spent per day

Medium	Time (h:m)	Y-o-y change
Internet	06:37	-4.8%
Television	03:23	1.5%
Social media	02:31	2%
Press media	02:10	7.4%
Music streaming	01:38	5.4%
Broadcast radio	00:59	-3.3%
Podcast	01:02	12.7%
Games console	01:14	2.8%

Podcasts and 'press media' have shown a significant growth in 2022, which seems to be in line with the assumption that 'finding information' is the most important reason for using the internet.

Primary reasons for using the internet in 2022

Finding information	57.8%
Staying in touch with friends and family	53.7%
Keeping up to date with news and events	50.9%
Watching videos, tv shows or movies	49.7%
Researching how to do things	47.6%
Finding new ideas or inspiration	44.3%
Researching products and brands	43.3%
Accessing and listening to music	43.2%
Filling up spare time and general browsing	41.0%
Education and study-related purposes	38.3%
Researching places, vacations and travel	36.4%
Researching health issues and healthcare products	34.7%
Managing finances and savings	33.7%
Gaming	30.5%
Meeting new people and making new connections	29.0%
Business-related research	28.9%

Another interesting statistic is the share of web pages that feature content in each language, compared with the share of the global population that speaks each language.

It is a fact that in communications and marketing the use of local content is a big plus, if not an absolute requirement if you want to optimally service your target groups. In that respect, Spain, China, Portugal, the Arabic countries, Korea, Indonesia and Thailand should probably review their website content policy.

Language	Share of websites	Share of population
English	58.8%	18.1%
Russian	5.3%	3.2%
Spanish	4.3%	6.8%
French	3.7%	3.4%
German	3.7%	1.7%
Japanese	3.0%	1.6%
Turkish	2.8%	1.1%
Persian	2.3%	1.0%
Chinese	1.7%	18.7%
Italian	1.6%	0.8%
Portuguese	1.5%	3.2%
Vietnamese	1.4%	1.1%
Dutch/Flemish	1.2%	0.4%
Polish	1.1%	0.5%
Arabic	0.9%	4.9%
Korean	0.6%	1.0%
Indonesian	0.6%	2.5%
Ukrainian	0.6%	0.6%
Czech	0.5%	0.1%
Thai	0.5%	0.8%

Global website

We assessed the overall impact of each global website, i.e. their position with regards to other global websites, using the Similarweb ranking methodology.

Similarweb calculates the worldwide ranking of sites by relating the daily time spent on the site to the daily page views per visitor, the bounce rate, et cetera. The current global top 5 websites (measured in February 2023) are Google, YouTube, Facebook, Twitter, Instagram.

Given Similarweb's calculation method, pharmaceuticals are not expected to score extremely high marks. But in comparison with the 2020 report, it is remarkable that the best scoring website in 2022 ranks 30,456 globally, whereas the highest scoring company in 2020's report, Johnson and Johnson, obtained rank 12,584. Assuming that the Alexa Traffic Rank is quite similar to the Similarweb ranking methodology, it is surprising to see the average traffic rank drop from 80,848 in 2020 to no less than 191,421 in 2022.

Company	Similar web traffic rank	Overall position in research
www.pfizer.com	30,456	5
www.gsk.com	41,020	11
www.roche.com	47,290	3
www.merck.com	49,116	12
www.bayer.com	54,454	4
www.merckgroup.com	56,129	16
www.astellas.com	61,227	17
www.bms.com	63,104	18
www.abbvie.com	64,057	8
www.novartis.com	68,183	2
www.lilly.com	85,198	20
www.astrazeneca.com	87,979	6
www.lonza.com	89,166	25
www.gilead.com	90,515	24
www.novonordisk.com	93,834	13
www.takeda.com	123,627	14
www.sanofi.com	147,426	1
www.amgen.com	159,938	10
www.janssen.com	222,099	7
www.biogen.com	254,659	15
www.organon.com	352,255	21
www.ucb.com	460,852	22
www.tevapharm.com	493,985	9
www.eisai.com	647,508	23
www.cslbehring.com	941,449	19

Country-specific websites

The average number of local sites that the companies in our research manage is 20, out of a possible 25 countries. Lonza has the smallest number of local sites – just five of 25 countries researched. The second lowest is Gilead Sciences, with 12 local websites.

Blogs

Although the 'blog efficiency' has increased with 2% since the previous report, local blogs are still relatively hard to find. The average score for 'blog presence' is 22%.

Sanofi makes most use of the opportunities blogs offer, scoring 40%. Lonza does not use the potential of this medium at all.

Apps

All companies have what the researchers defined as 'international apps'. On average, the companies make 6.45 apps available in the 25 countries. If you add the 'international apps' to the equation the average number is 10.82. Pfizer, Janssen, Novartis, Novo Nordisk, AbbVie and Takeda Pharmaceutical have 11 local apps or more, but the vast majority scores under ten local apps.

Social media channels

In our 2020 report we quoted the following passage from the 2018 report: *'the pharma industry has not woken up yet 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 will be 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.

And again, this conclusion is justified.

All pharmaceuticals but two (Astellas and Merck) have international Facebook accounts. However, overall, Facebook is only being used to 10% of its potential, due mainly to the lack of country-specific accounts and content.

International Twitter accounts have been set up by all companies but Astellas. Twenty-one out of 25 countries score lower than 20% on 'efficient use of Twitter'.

Global LinkedIn accounts are present in all companies, but only two companies (Novartis and Roche Pharmaceuticals) achieve a LinkedIn efficiency over 20%. This relatively low overall score is mainly due to the fact that country-specific pages and local language content on LinkedIn apparently still are 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.

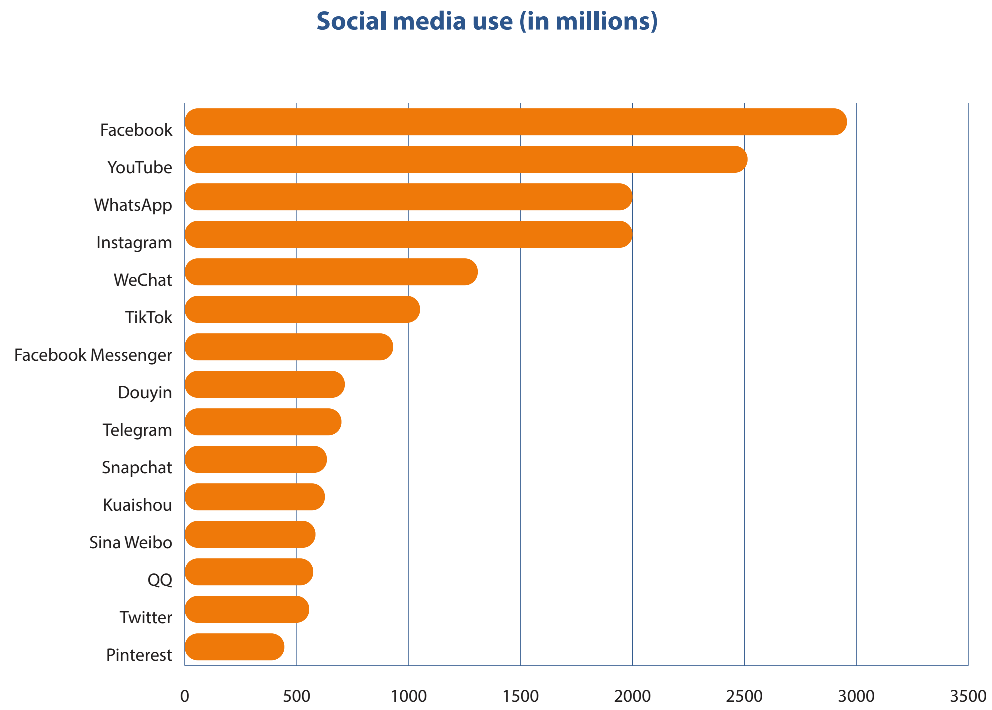
Social media worldwide

The use of social media also continues to grow at an impressive pace. Some statistics:

- As of October 2022, there are 4.74 billion social media users worldwide.
- Around the world, there are 5.07 billion internet users, equating to almost 63.5% of the world's population.
- Over the past 12 months, the number of active social media users increased by 190 million, indicating 4.2% annual growth, with 6 new average users joining every single second.
- 9 in 10 internet users use social media every month.
- More than 75% of the eligible global population now uses social media. (This number excludes the populations who don't have access to certain networks.)
- An average social media user uses 7.2 different social platforms every month.
- A typical social media user spends almost 2.5 hours on average every day using social media.
- The world spends more than 10 billion hours every day using social media.
- The world today has 6.648 billion smartphone users, meaning almost 83.07% of the world's population owns a smartphone today.
- eMarketer predicts that the percentage of Facebook users under 25 years will drop below 15% in 2023.
- 44% of TikTok's users will be under 25 in 2023.

Most popular social networks worldwide as of January 2023, ranked by number of monthly active users (in millions)

Facebook	2.9 billion
YouTube	2.5 billion
WhatsApp	2 billion
Instagram	2 billion
WeChat	1.3 billion
TikTok	1 billion
Facebook Messenger	931 million
Douyin	715 million
Telegram	700 million
Snapchat	635 million
Kuaishou	626 million
Sina Weibo	584 million
QQ	574 million
Twitter	556 million
Pinterest	445 million



Facebook is still the leader of the pack. This platform currently sits at more than 2.9 billion monthly active users.

Use of Facebook

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

Facebook	
Country specific account	2
Use of integrated apps on country-specific account	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 to Facebook; leader Bayer scores over ten times as high as numbers 24 and 25, Eisai and Takeda Pharmaceutical, respectively.

The use of Facebook shows the following ranking:

Top 25 Facebook		
1	Bayer (Pharmaceuticals Division)	42
2	Sanofi	37
3	Pfizer	34
4	Teva Pharmaceutical Industries	32
5	Roche Pharmaceuticals	31
6	GlaxoSmithKline (GSK)	26
7	Novartis	26
8	AbbVie	25
9	AstraZeneca	25
10	Merck KGaA, (life sciences plus healthcare revenue)	16
11	Amgen	15
12	Eli Lilly	13
13	Merck & Co.	13
14	Novo Nordisk	12
15	Bristol Myers Squibb	8
16	Gilead Sciences	8
17	Organon	8
18	CSL, including CSL Behring	7
19	Janssen	7
20	UCB	7
21	Astellas Pharma	6
22	Biogen	6
23	Lonza	5
24	Eisai	4
25	Takeda Pharmaceutical	4

Use of Twitter

We have scored the Twitter activities as follows:

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

Twitter has 556 million active monthly users worldwide. Despite the fact that Facebook has over 5 times as many users worldwide, the 'efficient use' of the latter is still below the number for Twitter (9 vs. 11%).

Pfizer is the leader of the pack and Astellas Pharma, CSL and Lonza have the lowest score.

This has led to the following ranking:

Top 25 Twitter		
1	Pfizer	44
2	Roche Pharmaceuticals	43
3	AbbVie	39
4	Janssen	35
5	Novartis	34
6	Bayer (Pharmaceuticals Division)	33
7	Sanofi	33
8	GlaxoSmithKline (GSK)	31
9	AstraZeneca	28
10	Amgen	24
11	Merck & Co.	24
12	Eli Lilly	21
13	Novo Nordisk	19
14	Teva Pharmaceutical Industries	18
15	Bristol Myers Squibb	15
16	Merck KGaA, (life sciences plus healthcare revenue)	15
17	Organon	12
18	Takeda Pharmaceutical	11
19	Biogen	9
20	UCB	9
21	Gilead Sciences	6
22	Eisai	5
23	Astellas Pharma	3
24	CSL, including CSL Behring	3
25	Lonza	3

Use of Linkedin

Based on its global advertising audience reach numbers, LinkedIn had at least 900.2 million members around the world in January 2023, reports Daterportal. This figure suggests that 16% of all people aged 18 and above around the world have an account LinkedIn today. Members aged 25 to 34 account for the largest share of LinkedIn's advertising audience.

All things considered, LinkedIn should be a very interesting platform for the pharma sector, given its reach and its user profile. Although all the companies we researched have an international LinkedIn page, they maintain local LinkedIn accounts in only 5 countries, on average. This clearly suggests that they leave many local opportunities for networking, reputation building and direct communication unused.

The criteria for the assessment of LinkedIn are as follows:

Linkedin	
Country specific page	2
Presence on Slideshare	1
>10k followers	1
>50k followers	1
> 50 followers on Slideshare	1
≥5 slides shared	1

The ranking is as follows:

Top 25 LinkedIn		
1	Novartis	45
2	Roche Pharmaceuticals	42
3	Sanofi	31
4	Merck & Co.	26
5	Janssen	25
6	Takeda Pharmaceutical	23
7	Astellas Pharma	21
8	Teva Pharmaceutical Industries	21
9	Merck KGaA, (life sciences plus healthcare revenue)	20
10	Organon	17
11	Amgen	16
12	AstraZeneca	14
13	Bayer (Pharmaceuticals Division)	13
14	GlaxoSmithKline (GSK)	13
15	Pfizer	13
16	Eli Lilly	12
17	Novo Nordisk	10
18	UCB	9
19	Bristol Myers Squibb	8
20	Gilead Sciences	7
21	AbbVie	5
22	Biogen	5
23	Lonza	5
24	Eisai	4
25	CSL, including CSL Behring	3

Use of YouTube

Just like in 2018 and 2020, YouTube is the largest social platform worldwide after Facebook in 2022, and the world's second largest search engine, after Google.

Our previous report urged the companies to focus more on visual content, particularly video, since many prefer this to text – even business users. However, the average number of YouTube accounts is still 6, just like in 2020. This means that the power of video is currently denied to over three quarters of the countries in our sample.

With regards to YouTube the pharmaceutical companies were ranked using the following criteria:

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

The ranking is as follows:

Top 25 YouTube		
1	Bayer (Pharmaceuticals Division)	43
2	Sanofi	40
3	Pfizer	34
4	Novartis	30
5	AbbVie	28
6	Roche Pharmaceuticals	24
7	AstraZeneca	23
8	Janssen	23
9	Merck & Co.	21
10	GlaxoSmithKline (GSK)	20
11	Amgen	19
12	Bristol Myers Squibb	16
13	Eli Lilly	13
14	Takeda Pharmaceutical	13
15	Teva Pharmaceutical Industries	13
16	Merck KGaA, (life sciences plus healthcare revenue)	12
17	CSL, including CSL Behring	11
18	Novo Nordisk	11
19	Biogen	9
20	Astellas Pharma	8
21	UCB	7
22	Lonza	6
23	Gilead Sciences	4
24	Organon	2
25	Eisai	0

Combined social channel ranking

The remaining channels are: Instagram, TikTok, Snapchat, and Pinterest. 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 25 combined social channel		
1	Bayer (Pharmaceuticals Division)	192
2	Sanofi	188
3	Novartis	177
4	Roche Pharmaceuticals	177
5	Pfizer	163
6	AbbVie	133
7	AstraZeneca	121
8	Merck & Co.	116
9	Janssen	111
10	Amgen	104
11	GlaxoSmithKline (GSK)	101
12	Teva Pharmaceutical Industries	99
13	Merck KGaA, (life sciences plus healthcare revenue)	91
14	Novo Nordisk	71
15	Eli Lilly	64
16	Bristol Myers Squibb	63
17	Takeda Pharmaceutical	57
18	Organon	51
19	Astellas Pharma	42
20	UCB	41
21	Biogen	33
22	Gilead Sciences	30
23	CSL, including CSL Behring	29
24	Lonza	26
25	Eisai	15

Use of channels per company

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

	AbbVie	Amgen	Astellas Pharma	AstraZeneca	Bayer	Biogen	Bristol Myers	CSL	Eisai
Website	84,00%	88,00%	92,00%	100,00%	88,00%	76,00%	80,00%	68,00%	56,00%
Blogs	28,00%	28,00%	12,00%	28,00%	32,00%	12,00%	16,00%	20,00%	12,00%
Facebook	14,29%	8,57%	3,43%	14,29%	24,00%	3,43%	4,57%	4,00%	2,29%
YouTube	18,67%	12,67%	5,33%	15,33%	28,67%	6,00%	10,67%	7,33%	0,00%
Instagram	22,67%	17,33%	2,67%	20,67%	34,00%	2,67%	10,67%	3,33%	0,00%
Twitter	22,29%	13,71%	1,71%	16,00%	18,86%	5,14%	8,57%	1,71%	2,86%
LinkedIn	2,50%	8,00%	10,50%	7,00%	6,50%	2,50%	4,00%	1,50%	2,00%

	Eli Lilly	Gilead Sciences	GlaxoSmithKline	Janssen	Lonza	Merck & Co.	Merck KGaA	Novartis	Novo Nordisk
Website	80,00%	48,00%	92,00%	76,00%	20,00%	76,00%	56,00%	88,00%	96,00%
Blogs	24,00%	8,00%	24,00%	36,00%	0,00%	28,00%	20,00%	36,00%	16,00%
Facebook	7,43%	4,57%	14,86%	4,00%	2,86%	7,43%	9,14%	14,86%	6,86%
YouTube	8,67%	2,67%	13,33%	15,33%	4,00%	14,00%	8,00%	20,00%	7,33%
Instagram	3,33%	3,33%	7,33%	14,00%	4,67%	21,33%	18,67%	26,67%	9,33%
Twitter	12,00%	3,43%	17,71%	20,00%	1,71%	13,71%	8,57%	19,43%	10,86%
LinkedIn	6,00%	3,50%	6,50%	12,50%	2,50%	13,00%	10,00%	22,50%	5,00%

	Organon	Pfizer	Roche Pharmaceuticals	Sanofi	Takeda Pharmaceutical	Teva Pharmaceutical	UCB
Website	72,00%	100,00%	88,00%	92,00%	80,00%	76,00%	52,00%
Blogs	20,00%	36,00%	32,00%	40,00%	24,00%	32,00%	8,00%
Facebook	4,57%	19,43%	17,71%	21,14%	2,29%	17,71%	3,43%
YouTube	1,33%	22,67%	16,00%	26,67%	8,67%	8,67%	4,67%
Instagram	8,00%	25,33%	19,33%	28,67%	1,33%	10,67%	6,67%
Twitter	6,86%	25,14%	24,57%	18,86%	6,29%	10,29%	5,14%
LinkedIn	8,50%	6,50%	21,00%	15,50%	11,50%	10,50%	4,50%

Section 6

Global Issues and Trends

Global issues and trends

The Worldcom Confidence Index (WCI) is the world's most extensive monthly study of what the C Suite is talking about. It is the first AI-driven 'living' global market research, tracking the topics that over 80,000 CEOs and CMOs are commenting on online. The AI-fuelled tracker is updated monthly and is drawn from an active sample of over 100,000 C-Suite executives. It tracks data for two roles, six regions, 42 countries and 11 industry sectors. It identifies the levels of engagement with business topics and how much the level of confidence for each topic has changed.

In this issue of the Worldcom Healthcare Monitor, we have used data from Worldcom's Global Leaders Confidence Index for the Healthcare sector to identify:

1. The topics that have the highest levels of engagement and should therefore have a place in a communications strategy in the healthcare sector.
    a. How these vary by where the pharma company is headquartered.
2. The audiences that have the highest levels of engagement and should therefore have a place in a communications strategy in the healthcare sector.
    a. How these vary by where the pharma company is headquartered.

Topics with the highest levels of engagement in the healthcare sector

The chart on the next page shows the five business topics with the highest level of engagement from the C-Suite in the healthcare sector. It will be important for the communications strategy of pharma companies to consider how to use social channels to communicate the organisation's point of view in these important areas.

The top two topics relate to people. The global economic crisis is forcing organisations to review their people needs. And layoffs may be unavoidable, as companies try to adapt to tough market conditions and changing customer needs. But these changes mean that retaining the most skilled employees and attracting new skills will be a high priority. Social channels can play a significant role in helping to retain and attract employees by explaining the company's Purpose and HOW it delivers that purpose.

Social channels can also convey the company's values when it comes to high profile issues such as Diversity Equity and Inclusion (DEI) and related topics like upskilling. DEI has received a lot of attention from global leaders in the last three years and has been at the top of the Worldcom Confidence Index in terms of leader engagement for over a year. As a result, most organisations have been taking steps to be more inclusive. But these efforts are not always universally well received. Research highlighted in the Harvard Business Review found that 42% of employees believe their organization's DEI efforts are divisive. To succeed in retaining the brightest talent, and attracting the new skills required for future success, pharma companies will need to think carefully about what is shared via their social channels.

The same applies to topics like ESG. At the World Economic Forum in Davos, U.N. Secretary-General Antonio Guterres urged leaders to make 'credible' net-zero pledges or risk greenwashing. He said: "While companies are increasingly pledging to cut greenhouse gas emissions to as close as possible to zero, the benchmarks and criteria they use "are often dubious or murky". It is therefore essential that social posts about ESG are authentic or the company will risk losing stakeholder trust.

Top Five Ranking Topics Globally vs. Regionally

Global Topic Engagement Rank	Topics	Global Topic Engagement per 100K	Global Confidence	North America - Topic Ranking	North America - Topic Engagement per 100K	Australasia - Topic Ranking	Australasia - Topic Engagement per 100K	Europe - Topic Ranking	Europe - Topic Engagement per 100K	Asia - Topic Ranking	Asia - Topic Engagement per 100K
1	**Diversity and inclusion DEI**	267.4	0.01%	1	164.5	1	11.02	1	52.59	1	38.47
2	**Retaining talent**	239.5	-0.03%	2	159.1	3	9.81	2	41.81	4	28.37
3	**The economy**	219.4	-0.08%	3	137.6	2	10.00	3	38.46	3	32.52
4	**ESG, sustainability and reducing plastics**	183.0	0.08%	4	109.8	4	8.23	4	35.70	6	23.19
5	**Artificial intelligence AI**	170.2	-0.11%	6	96.4	9	4.72	5	32.55	2	34.62

The chart also identifies the priorities given to the topics in different regions. While Europe has the same priority order as the global index, and DEI is the number one topic across the board, there are some important regional differences. For example, AI is the #2 topic in Asia and retaining talent only #4. If the social media content strategy is driven from Asia, then there could be a mismatch between what is communicated, such as the importance of AI, versus the importance of people in other regions.

Topics with the lowest levels of engagement in the healthcare sector

The data in the WCI can also be a helpful guide to areas that perhaps have low levels of leader attention but should have a higher priority in terms of owned media content. Employee wellbeing and mental health and how the company uses technology to collaborate and innovate, are good examples. They will play an important part in helping to attract and retain the best talent. Again, the chart shows how engagement varies by region.

Top Five Ranking Topics Globally vs. Regionally

Global Topic Engagement Rank	Topics	Global Topic Engagement per 100K	Global Confidence	North America - Topic Ranking	North America - Topic Engagement per 100K	Australasia - Topic Ranking	Australasia - Topic Engagement per 100K	Europe - Topic Ranking	Europe - Topic Engagement per 100K	Asia - Topic Ranking	Asia - Topic Engagement per 100K
16	**Employee wellbeing and mental health**	33.9	0.16%	16	22.3	19	0.70	16	5.12	15	5.75
17	**Crisis management**	19.1	-0.18%	18	10.3	17	1.12	17	4.75	17	3.00
18	**Use of technology to collaborate and innovate**	18.1	0.20%	17	10.8	16	1.15	18	2.14	16	3.25
19	**Government and legislative change**	8.3	-0.38%	19	6.0	18	0.71	19	1.11	20	0.48
20	**Global trade agreements and tariffs**	7.6	0.22%	20	3.6	20	0.69	20	1.02	19	2.20

The potential influence on content by where a company is headquartered

We've identified some differences in topic engagement by Region, so we decided to see if where a pharma company is headquartered also makes a difference. The chart below shows that the content driven from a Japanese leader's perspective would be quite different to content shaped by leaders in the US. This demonstrates the need for global brands to take both a global and local perspective when creating an effective content strategy.

Global Topic Engagement Rank	Topics	Global Topic Engagement per 100K	U.S. Topic Ranking	U.S. Topic Engagement per 100K	U.K. Topic Ranking	U.K. Topic Engagement per 100K	Germany Topic Ranking	Germany - Topic Engagement per 100K	Switzerland Topic Ranking	Switzerland Topic Engagement per 100K	France Topic Ranking	France Topic Engagement per 100K	Japan Topic Ranking	Japan Topic Engagement per 100K	Australia Topic Ranking	Australia Topic Engagement per 100K
1	**Diversity and inclusion DEI**	267.4	1	150.6	2	17.39	2	4.033	2	4.456	2	3.293	2	5.327	1	10.160
2	**Retaining talent**	239.5	2	147.7	1	18.60	5	1.436	1	4.995	1	3.989	6	0.953	3	8.942
3	**The economy**	219.4	3	128.4	3	15.51	1	4.145	3	3.876	6	1.485	3	4.112	2	9.719
4	**ESG, sustainability and reducing plastics**	183.0	4	102.5	4	13.23	4	2.717	6	1.361	9	1.191	7	0.953	4	7.627
5	**Artificial intelligence AI**	170.2	6	86.0	8	9.60	3	3.610	5	1.824	5	1.683	1	6.214	9	4.387

The HQ differences for focus on audiences

An owned content strategy needs to satisfy the needs of different stakeholders. The WCI data in the chart below shows how audience priorities changed by the country where a pharma company is headquartered. Influencers rank highest in the US, UK, Switzerland and Australia, but are only the third most important audience in Japan. German and French companies rank customers first which will clearly condition the type of content featured. Government is seen as a higher priority audience in Japan and Switzerland than in the US, UK, Germany, France, and Australia.

Global Stakeholder Engagement Ranking	Stakeholders	Global Stakeholder Engagement	U.S. Stakeholder Ranking	U.S. Stakeholder Engagement	U.K. Stakeholder Ranking	U.K. Stakeholder Engagement	Germany Stakeholder Ranking	Germany Stakeholder Engagement	Switzerland Stakeholder Ranking	Switzerland Stakeholder Engagement	France Stakeholder Ranking	France Stakeholder Engagement	Japan Stakeholder Ranking	Japan Stakeholder Engagement	Australia Stakeholder Ranking	Australia Stakeholder Engagement
1	**Influencers**	485.3	1	282.5	1	32.06	2	6.456	1	6.762	2	5.729	3	5.603	1	18.915
2	**Customers**	471.6	2	270.9	2	30.83	1	6.971	3	5.435	1	6.033	2	5.616	2	17.432
3	**Employees**	342.6	3	206.8	4	24.27	4	4.610	5	1.768	4	3.496	4	4.899	4	12.538
4	**Government and legislators**	334.3	4	187.1	3	25.39	3	5.033	2	5.562	3	4.423	1	6.678	3	14.860
5	**Shareholders**	232.2	5	138.5	5	16.09	5	2.059	4	2.968	5	2.401	5	3.796	5	9.575

Key takeaways

Based on the data above, we recommend that healthcare companies think carefully about which audiences and topics to prioritise so that the content in owned channels contributes to the organisation achieving it priority business goals. Global brands should regularly assess global and local perspectives to ensure an effective content strategy that builds trust and confidence in the organisation and its various brands.

This extensive data is available via an interactive online portal and can be filtered by geography, industry, and role. It is updated monthly to help organisations keep up to date with shifting priorities.

Section 7

Country-Specific Results

Country-specific results

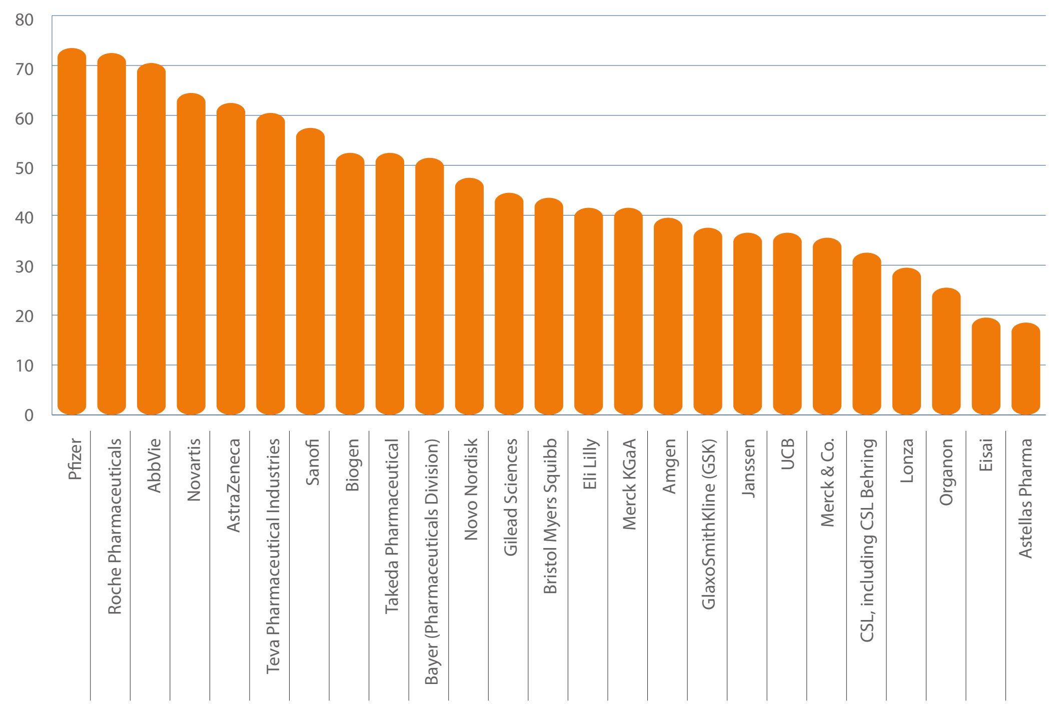
English being the primary language for the pharma and science sectors we start this list of country-specific results with the 'international results'. 'International' refers to the .com version of the site, or the main social channel.

Many pharmaceutical companies seem to communicate to a large extent, or even exclusively, in English even while targeting stakeholders in countries with other languages, so the international scores largely determine the overall picture. However, in order to indicate to what extent the companies are communicating on a local level, we decided to list only the local scores.

The separate results for each of the 25 countries in the monitor are shown on pages 38-63.

Digital ranking for International

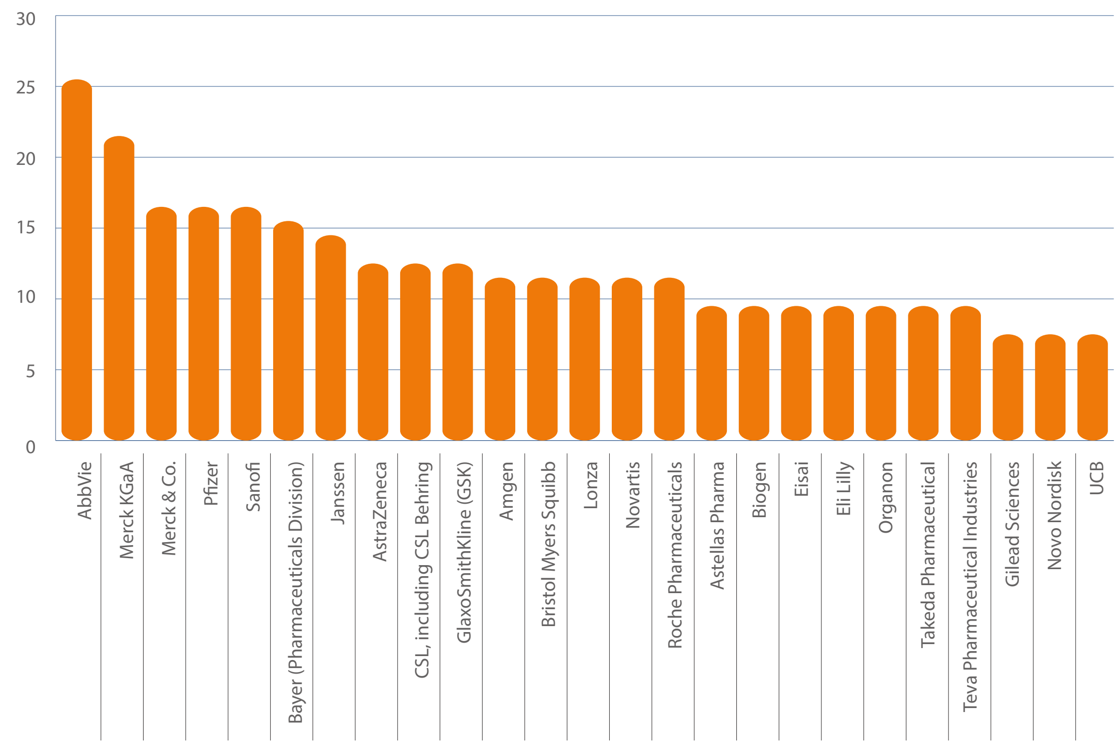
Top 25 International		
1	Pfizer	73.5
2	Roche Pharmaceuticals	72.5
3	AbbVie	70.5
4	Novartis	64.5
5	AstraZeneca	62.5
6	Teva Pharmaceutical Industries	60.5
7	Sanofi	57.5
8	Biogen	52.5
9	Takeda Pharmaceutical	52.5
10	Bayer (Pharmaceuticals Division)	51.5
11	Novo Nordisk	47.5
12	Gilead Sciences	44.5
13	Bristol Myers Squibb	43.5
14	Eli Lilly	41.5
15	Merck KGaA, (life sciences plus healthcare revenue)	41.5
16	Amgen	39.5
17	GlaxoSmithKline (GSK)	37.5
18	Janssen	36.5
19	UCB	36.5
20	Merck & Co.	35.5
21	CSL, including CSL Behring	32.5
22	Lonza	29.5
23	Organon	25.5
24	Eisai	19.5
25	Astellas Pharma	18.5



Pfizer tops the international overall ranking. Roche pharmaceuticals and AbbVie are the only other companies to score over 70 points. Eisai and Astellas Pharma and second last and last in place, scoring less than a third of the points of winner Pfizer.

Digital ranking for Australia

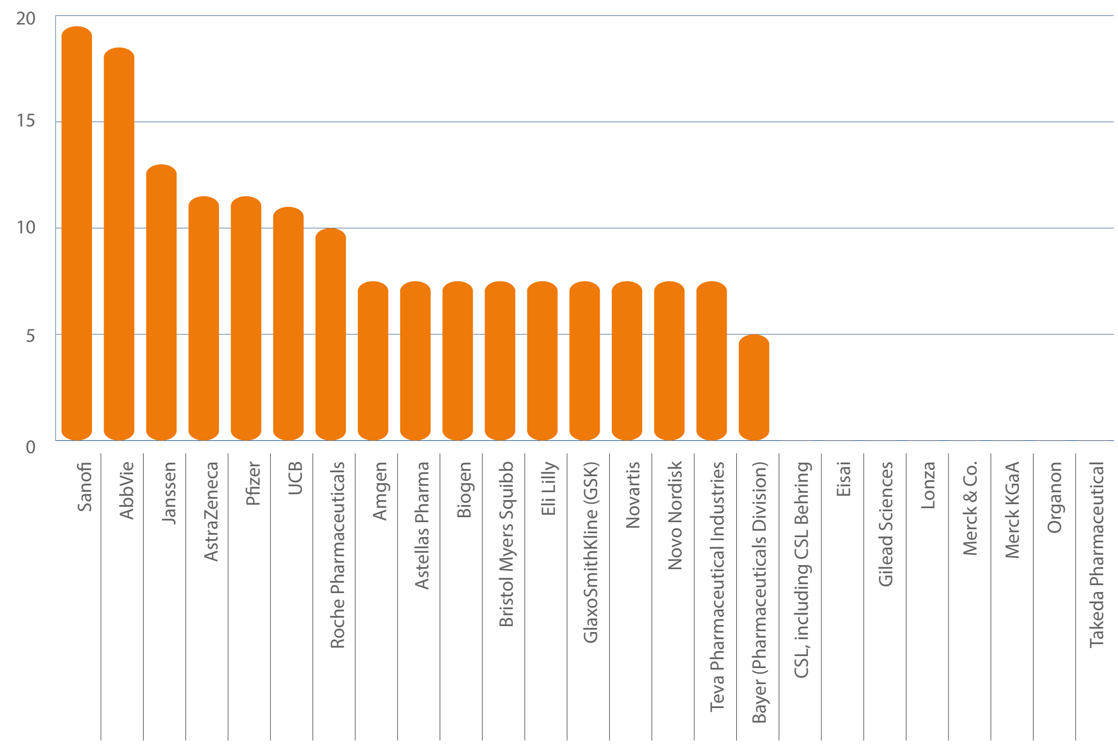
Top 25 Australia		
1	AbbVie	25.5
2	Merck KGaA, (life sciences plus healthcare revenue)	21.5
3	Merck & Co.	16.5
4	Pfizer	16.5
5	Sanofi	16.5
6	Bayer (Pharmaceuticals Division)	15.5
7	Janssen	14.5
8	AstraZeneca	12.5
9	CSL, including CSL Behring	12.5
10	GlaxoSmithKline (GSK)	12.5
11	Amgen	11.5
12	Bristol Myers Squibb	11.5
13	Lonza	11.5
14	Novartis	11.5
15	Roche Pharmaceuticals	11.5
16	Astellas Pharma	9.5
17	Biogen	9.5
18	Eisai	9.5
19	Eli Lilly	9.5
20	Organon	9.5
21	Takeda Pharmaceutical	9.5
22	Teva Pharmaceutical Industries	9.5
23	Gilead Sciences	7.5
24	Novo Nordisk	7.5
25	UCB	7.5



In Australia, Abbvie tops the ranking, followed by the two Mercks. Gilead Sciences, Novo Nordisk and UCB are the three companies with the lowest scores Down Under.

Digital ranking for Belgium

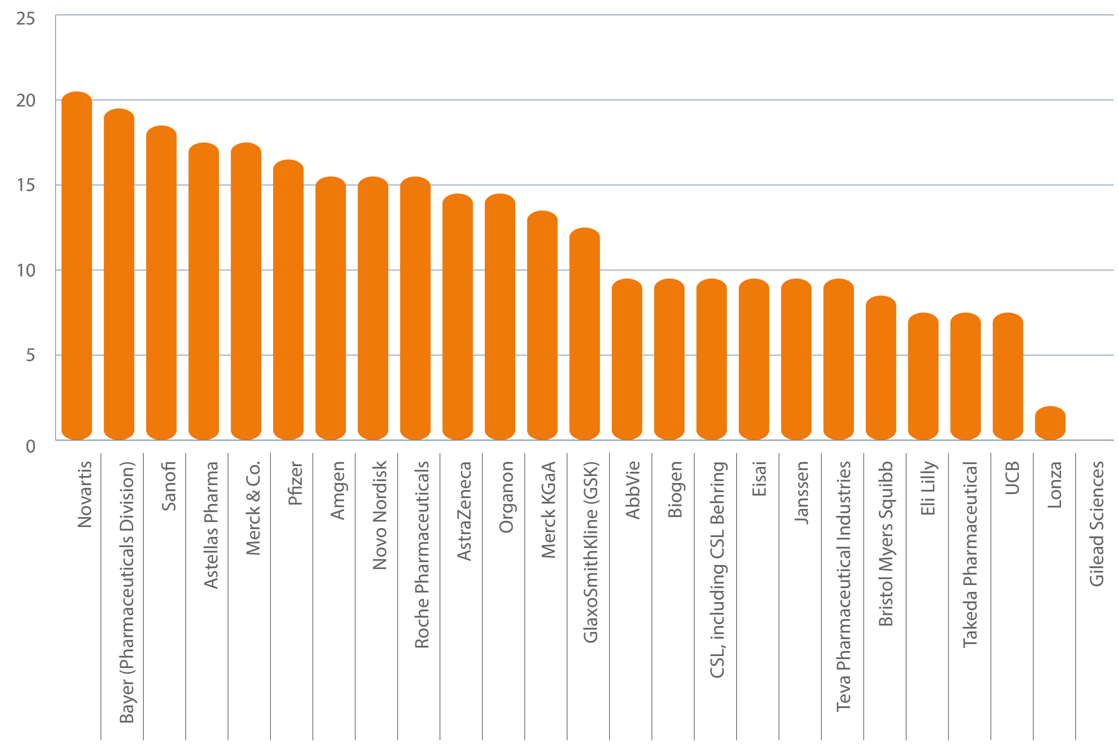
Top 25 Belgium		
1	Sanofi	19.5
2	AbbVie	18.5
3	Janssen	13
4	AstraZeneca	11.5
5	Pfizer	11.5
6	UCB	11
7	Roche Pharmaceuticals	10
8	Amgen	7.5
9	Astellas Pharma	7.5
10	Biogen	7.5
11	Bristol Myers Squibb	7.5
12	Eli Lilly	7.5
13	GlaxoSmithKline (GSK)	7.5
14	Novartis	7.5
15	Novo Nordisk	7.5
16	Teva Pharmaceutical Industries	7.5
17	Bayer (Pharmaceuticals Division)	5
18	CSL, including CSL Behring	0
19	Eisai	0
20	Gilead Sciences	0
21	Lonza	0
22	Merck & Co.	0
23	Merck KGaA, (life sciences plus healthcare revenue)	0
24	Organon	0
25	Takeda Pharmaceutical	0



In Belgium, Sanofi has the highest score, totaling 19.5 points. Eight out of the 25 pharmaceutical companies do not have local communication set up for Belgium.

Digital ranking for Brazil

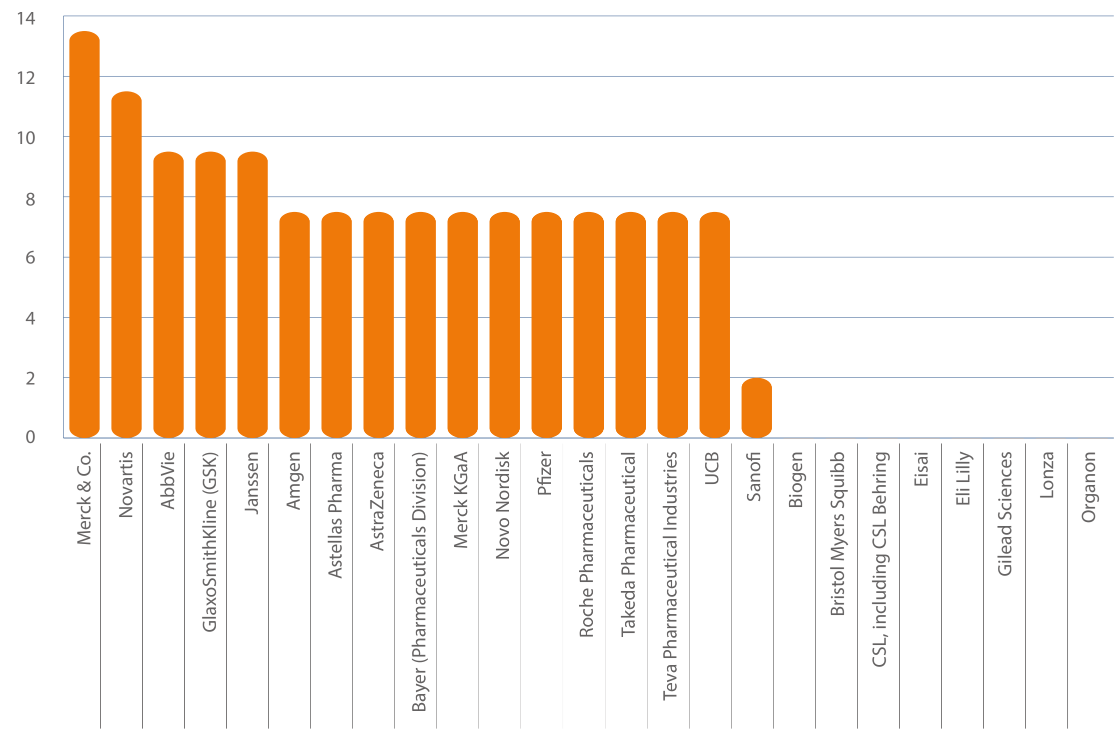
Top 25 Brazil		
1	Novartis	20.5
2	Bayer (Pharmaceuticals Division)	19.5
3	Sanofi	18.5
4	Astellas Pharma	17.5
5	Merck & Co.	17.5
6	Pfizer	16.5
7	Amgen	15.5
8	Novo Nordisk	15.5
9	Roche Pharmaceuticals	15.5
10	AstraZeneca	14.5
11	Organon	14.5
12	Merck KGaA, (life sciences plus healthcare revenue)	13.5
13	GlaxoSmithKline (GSK)	12.5
14	AbbVie	9.5
15	Biogen	9.5
16	CSL, including CSL Behring	9.5
17	Eisai	9.5
18	Janssen	9.5
19	Teva Pharmaceutical Industries	9.5
20	Bristol Myers Squibb	8.5
21	Eli Lilly	7.5
22	Takeda Pharmaceutical	7.5
23	UCB	7.5
24	Lonza	2
25	Gilead Sciences	0



In Brazil, Novartis ranks number one, closely followed by a rather large group of companies scoring over 15 points. Lonza and Gilead Sciences have not ensured proper local presence in Brazil (yet).

Digital ranking for Bulgaria

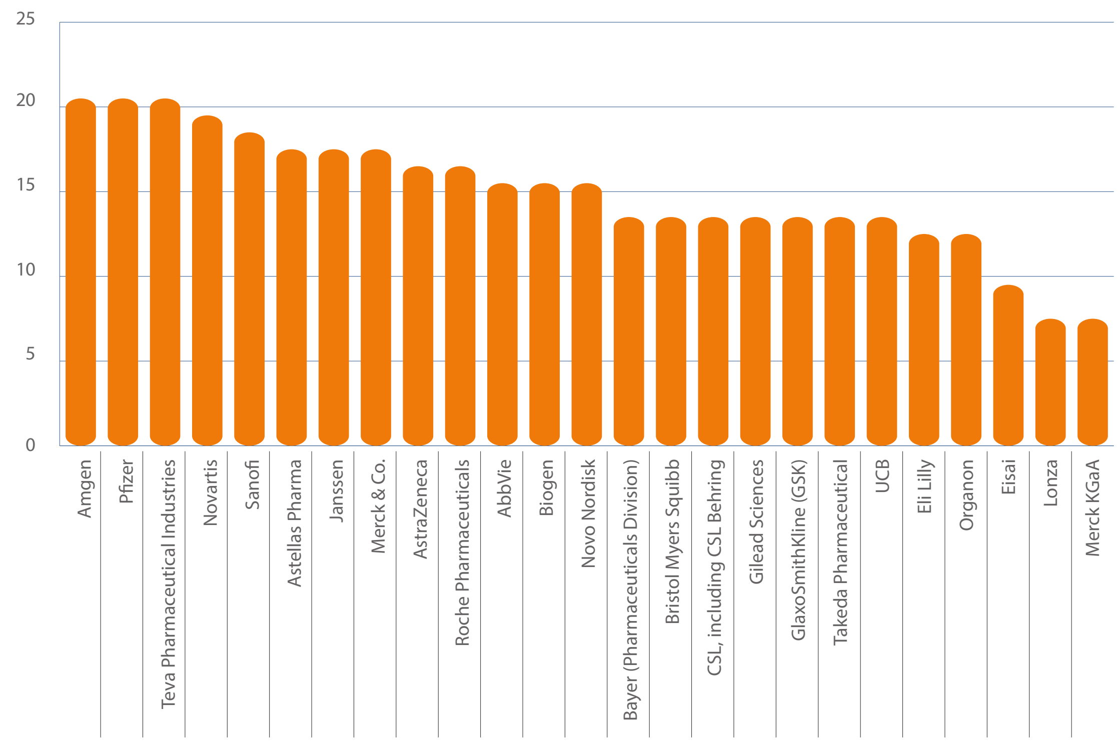
Top 25 Bulgaria		
1	Merck & Co.	13.5
2	Novartis	11.5
3	AbbVie	9.5
4	GlaxoSmithKline (GSK)	9.5
5	Janssen	9.5
6	Amgen	7.5
7	Astellas Pharma	7.5
8	AstraZeneca	7.5
9	Bayer (Pharmaceuticals Division)	7.5
10	Merck KGaA, (life sciences plus healthcare revenue)	7.5
11	Novo Nordisk	7.5
12	Pfizer	7.5
13	Roche Pharmaceuticals	7.5
14	Takeda Pharmaceutical	7.5
15	Teva Pharmaceutical Industries	7.5
16	UCB	7.5
17	Sanofi	2
18	Biogen	0
19	Bristol Myers Squibb	0
20	CSL, including CSL Behring	0
21	Eisai	0
22	Eli Lilly	0
23	Gilead Sciences	0
24	Lonza	0
25	Organon	0



Bulgaria is one of the two countries in which Merck & Co. reaches the number 1 position in our research; the other country is the Netherlands. No less than eight companies do not have local communication channels set up for Bulgaria.

Digital ranking for Canada

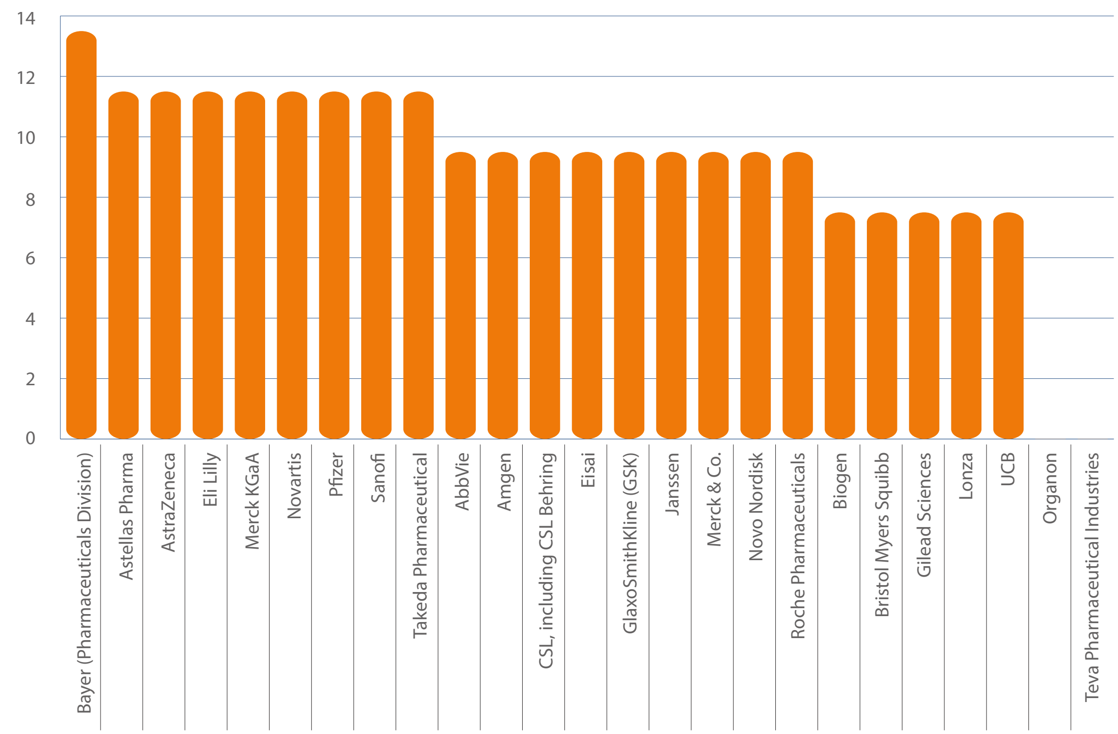
Top 25 Canada		
1	Amgen	20.5
2	Pfizer	20.5
3	Teva Pharmaceutical Industries	20.5
4	Novartis	19.5
5	Sanofi	18.5
6	Astellas Pharma	17.5
7	Janssen	17.5
8	Merck & Co.	17.5
9	AstraZeneca	16.5
10	Roche Pharmaceuticals	16.5
11	AbbVie	15.5
12	Biogen	15.5
13	Novo Nordisk	15.5
14	Bayer (Pharmaceuticals Division)	13.5
15	Bristol Myers Squibb	13.5
16	CSL, including CSL Behring	13.5
17	Gilead Sciences	13.5
18	GlaxoSmithKline (GSK)	13.5
19	Takeda Pharmaceutical	13.5
20	UCB	13.5
21	Eli Lilly	12.5
22	Organon	12.5
23	Eisai	9.5
24	Lonza	7.5
25	Merck KGaA, (life sciences plus healthcare revenue)	7.5



Amgen, Pfizer and Teva share the first place in Canada, with Novartis and Sanofi and a couple of others following in their wake. Canada's average of 15,2 is the third-highest average overall.

Digital ranking for China

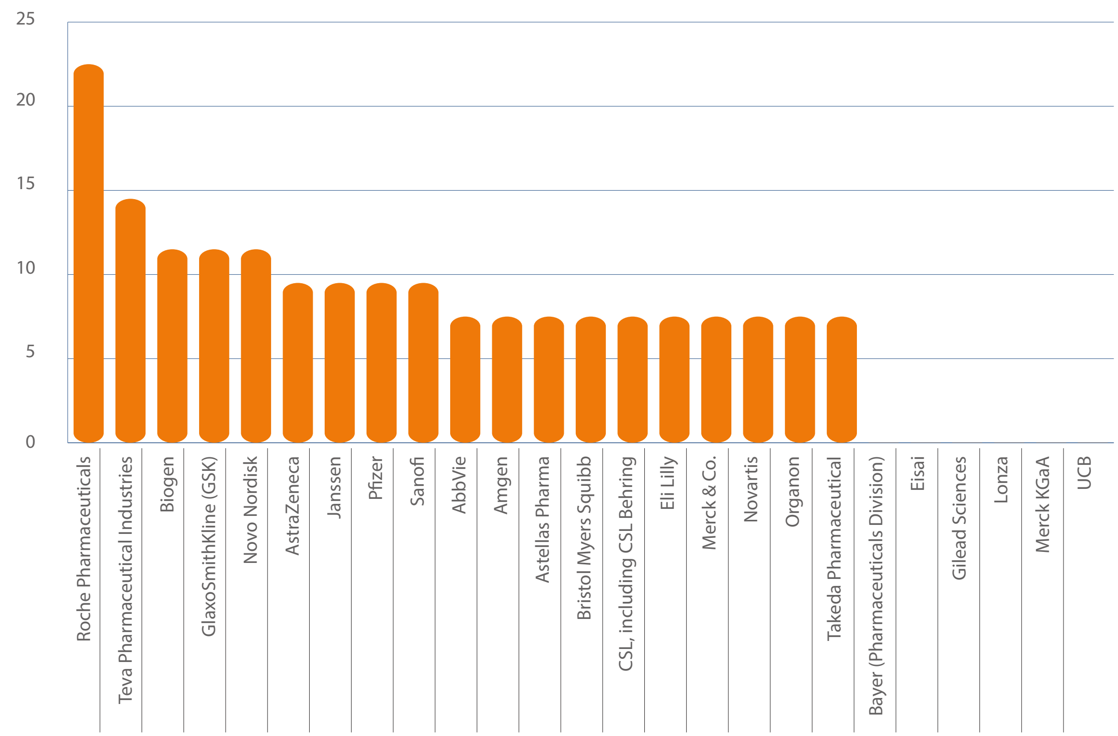
Top 25 China		
1	Bayer (Pharmaceuticals Division)	13.5
2	Astellas Pharma	11.5
3	AstraZeneca	11.5
4	Eli Lilly	11.5
5	Merck KGaA, (life sciences plus healthcare revenue)	11.5
6	Novartis	11.5
7	Pfizer	11.5
8	Sanofi	11.5
9	Takeda Pharmaceutical	11.5
10	AbbVie	9.5
11	Amgen	9.5
12	CSL, including CSL Behring	9.5
13	Eisai	9.5
14	GlaxoSmithKline (GSK)	9.5
15	Janssen	9.5
16	Merck & Co.	9.5
17	Novo Nordisk	9.5
18	Roche Pharmaceuticals	9.5
19	Biogen	7.5
20	Bristol Myers Squibb	7.5
21	Gilead Sciences	7.5
22	Lonza	7.5
23	UCB	7.5
24	Organon	0
25	Teva Pharmaceutical Industries	0



In China, the average score of 'points per company' is lower, mainly because of the virtual absence of some of the social channels that are commonly used in the other countries in our research. Nonetheless, there are only two companies that do not score any points at all.

Digital ranking for Czech Republic

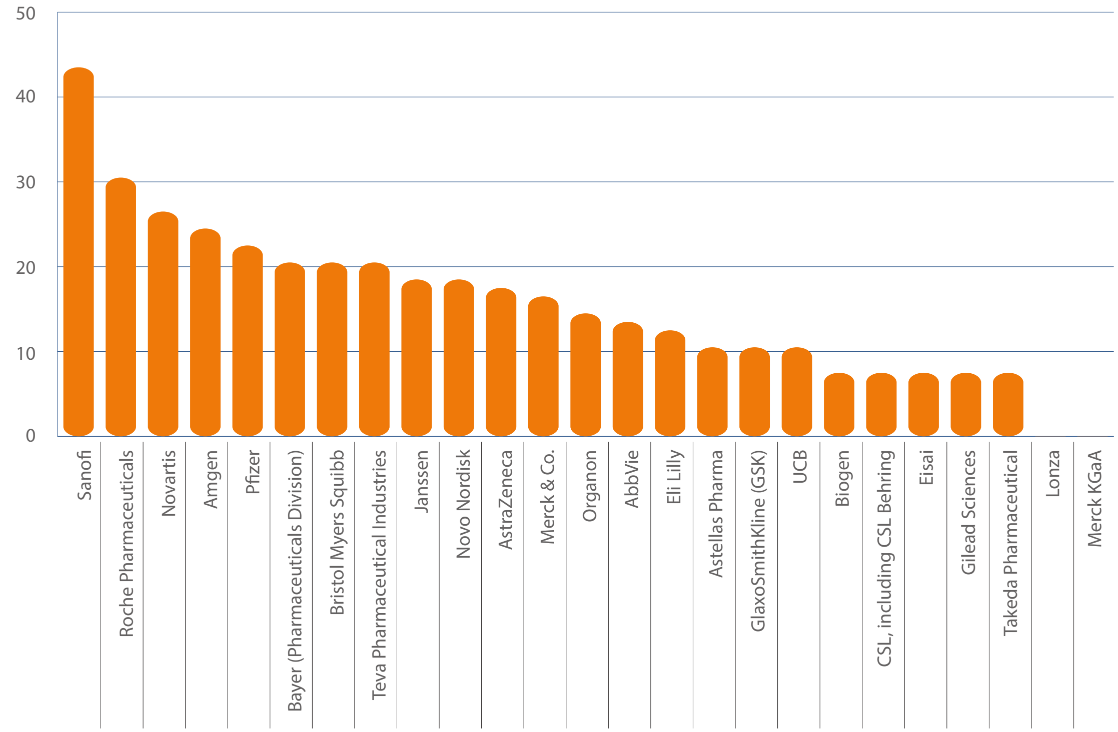
Top 25 Czech Republic		
1	Roche Pharmaceuticals	22.5
2	Teva Pharmaceutical Industries	14.5
3	Biogen	11.5
4	GlaxoSmithKline (GSK)	11.5
5	Novo Nordisk	11.5
6	AstraZeneca	9.5
7	Janssen	9.5
8	Pfizer	9.5
9	Sanofi	9.5
10	AbbVie	7.5
11	Amgen	7.5
12	Astellas Pharma	7.5
13	Bristol Myers Squibb	7.5
14	CSL, including CSL Behring	7.5
15	Eli Lilly	7.5
16	Merck & Co.	7.5
17	Novartis	7.5
18	Organon	7.5
19	Takeda Pharmaceutical	7.5
20	Bayer (Pharmaceuticals Division)	0
21	Eisai	0
22	Gilead Sciences	0
23	Lonza	0
24	Merck KGaA, (life sciences plus healthcare revenue)	0
25	UCB	0



Czech Republic has only one company that manages to score over 20 points: Roche Pharmaceuticals. This country demonstrates a relatively low average score, with 19 companies scoring under 10 points.

Digital ranking for France

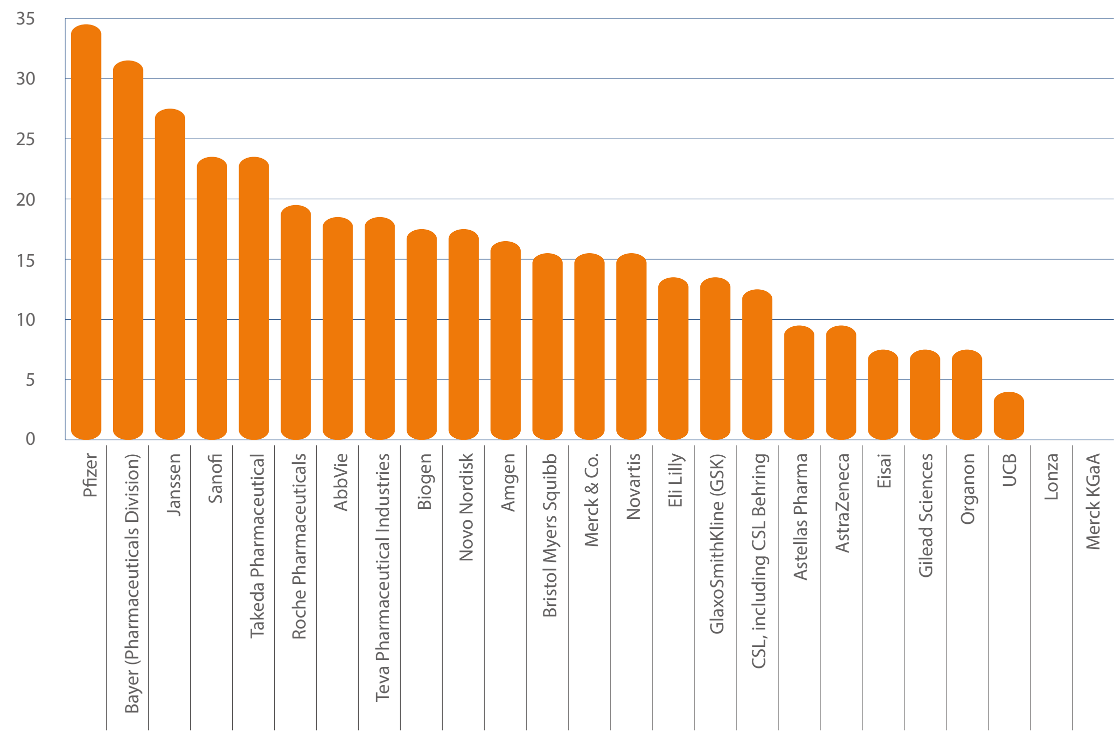
Top 25 France		
1	Sanofi	43.5
2	Roche Pharmaceuticals	30.5
3	Novartis	26.5
4	Amgen	24.5
5	Pfizer	22.5
6	Bayer (Pharmaceuticals Division)	20.5
7	Bristol Myers Squibb	20.5
8	Teva Pharmaceutical Industries	20.5
9	Janssen	18.5
10	Novo Nordisk	18.5
11	AstraZeneca	17.5
12	Merck & Co.	16.5
13	Organon	14.5
14	AbbVie	13.5
15	Eli Lilly	12.5
16	Astellas Pharma	10.5
17	GlaxoSmithKline (GSK)	10.5
18	UCB	10.5
19	Biogen	7.5
20	CSL, including CSL Behring	7.5
21	Eisai	7.5
22	Gilead Sciences	7.5
23	Takeda Pharmaceutical	7.5
24	Lonza	0
25	Merck KGaA, (life sciences plus healthcare revenue)	0



With 15.58 France has the second-highest average score, after Italy (15.94). This high average is partly due to the high number of local apps in comparison wit the other countries in our research.

Digital ranking for Germany

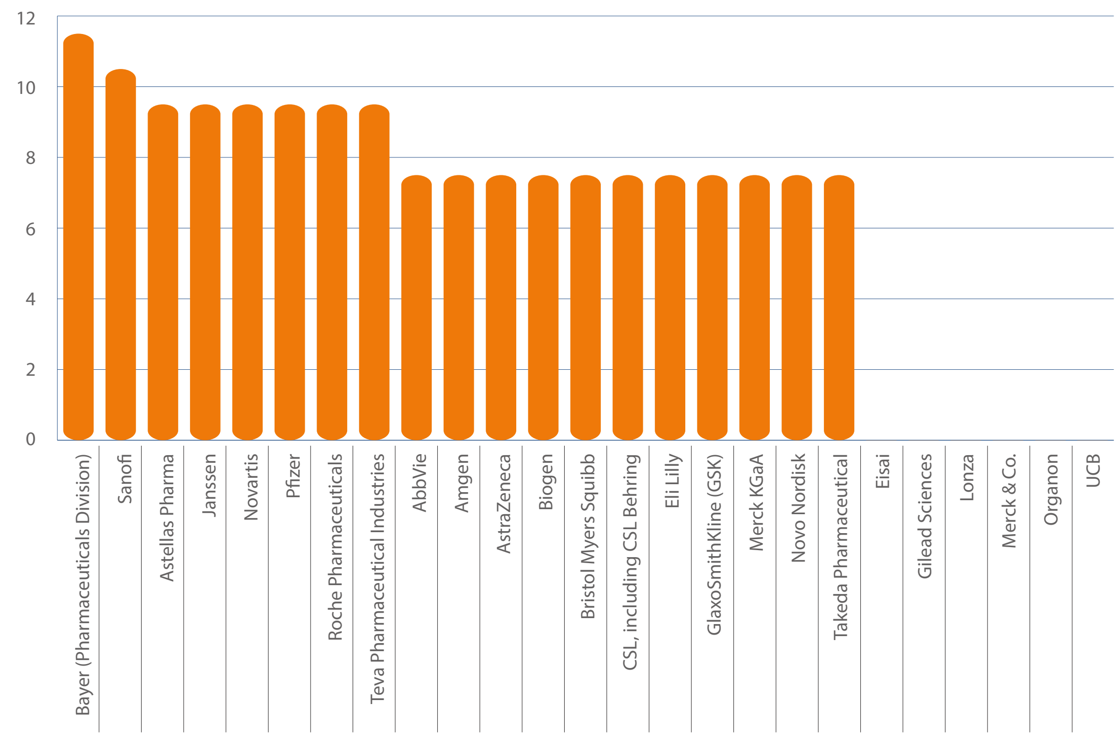
Top 25 Germany		
1	Pfizer	34.5
2	Bayer (Pharmaceuticals Division)	31.5
3	Janssen	27.5
4	Sanofi	23.5
5	Takeda Pharmaceutical	23.5
6	Roche Pharmaceuticals	19.5
7	AbbVie	18.5
8	Teva Pharmaceutical Industries	18.5
9	Biogen	17.5
10	Novo Nordisk	17.5
11	Amgen	16.5
12	Bristol Myers Squibb	15.5
13	Merck & Co.	15.5
14	Novartis	15.5
15	Eli Lilly	13.5
16	GlaxoSmithKline (GSK)	13.5
17	CSL, including CSL Behring	12.5
18	Astellas Pharma	9.5
19	AstraZeneca	9.5
20	Eisai	7.5
21	Gilead Sciences	7.5
22	Organon	7.5
23	UCB	4
24	Lonza	0
25	Merck KGaA, (life sciences plus healthcare revenue)	0



Bayer, of German origin, scores 31.5, which is not enough to knock Pfizer off the throne. Overall, Germany's average is quite good, with 15.2.

Digital ranking for Hungary

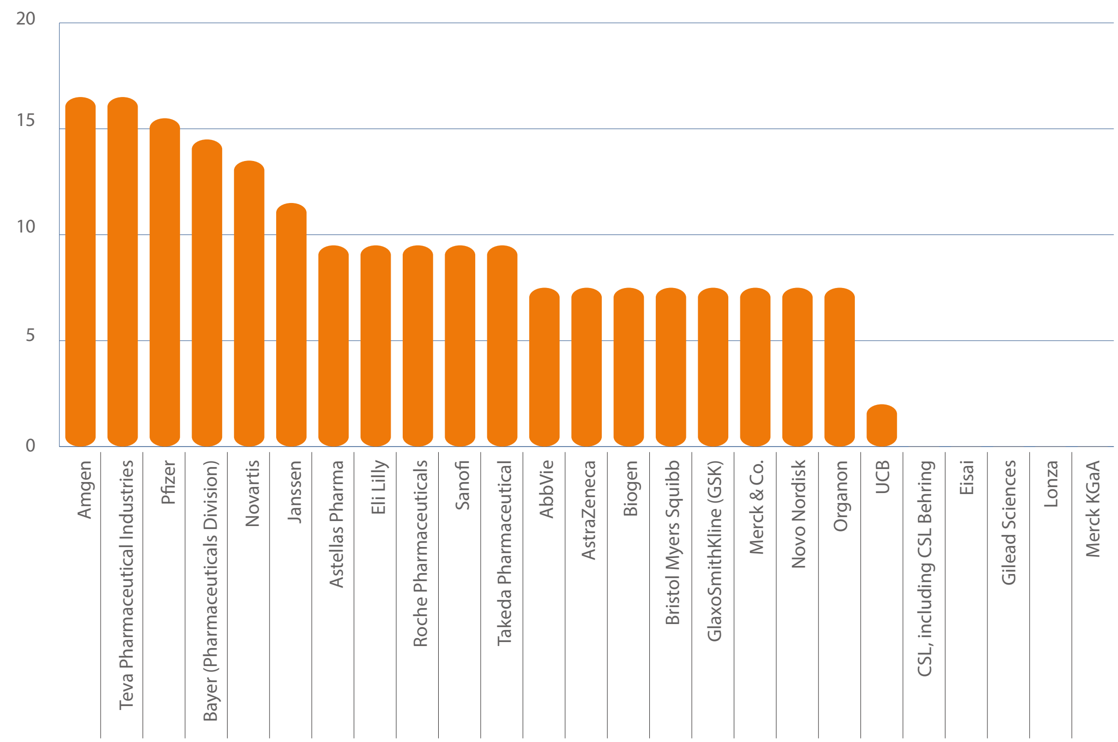
Top 25 Hungary		
1	Bayer (Pharmaceuticals Division)	11.5
2	Sanofi	10.5
3	Astellas Pharma	9.5
4	Janssen	9.5
5	Novartis	9.5
6	Pfizer	9.5
7	Roche Pharmaceuticals	9.5
8	Teva Pharmaceutical Industries	9.5
9	AbbVie	7.5
10	Amgen	7.5
11	AstraZeneca	7.5
12	Biogen	7.5
13	Bristol Myers Squibb	7.5
14	CSL, including CSL Behring	7.5
15	Eli Lilly	7.5
16	GlaxoSmithKline (GSK)	7.5
17	Merck KGaA, (life sciences plus healthcare revenue)	7.5
18	Novo Nordisk	7.5
19	Takeda Pharmaceutical	7.5
20	Eisai	0
21	Gilead Sciences	0
22	Lonza	0
23	Merck & Co.	0
24	Organon	0
25	UCB	0



Hungary's 19 highest scoring companies would not exceed the 'middle class' in other countries, with only two scoping over 10 points. Eisai, Gilead, lonza, Merck & Co ,Organon and UCB have their work cut out for them in this country.

Digital ranking for Ireland

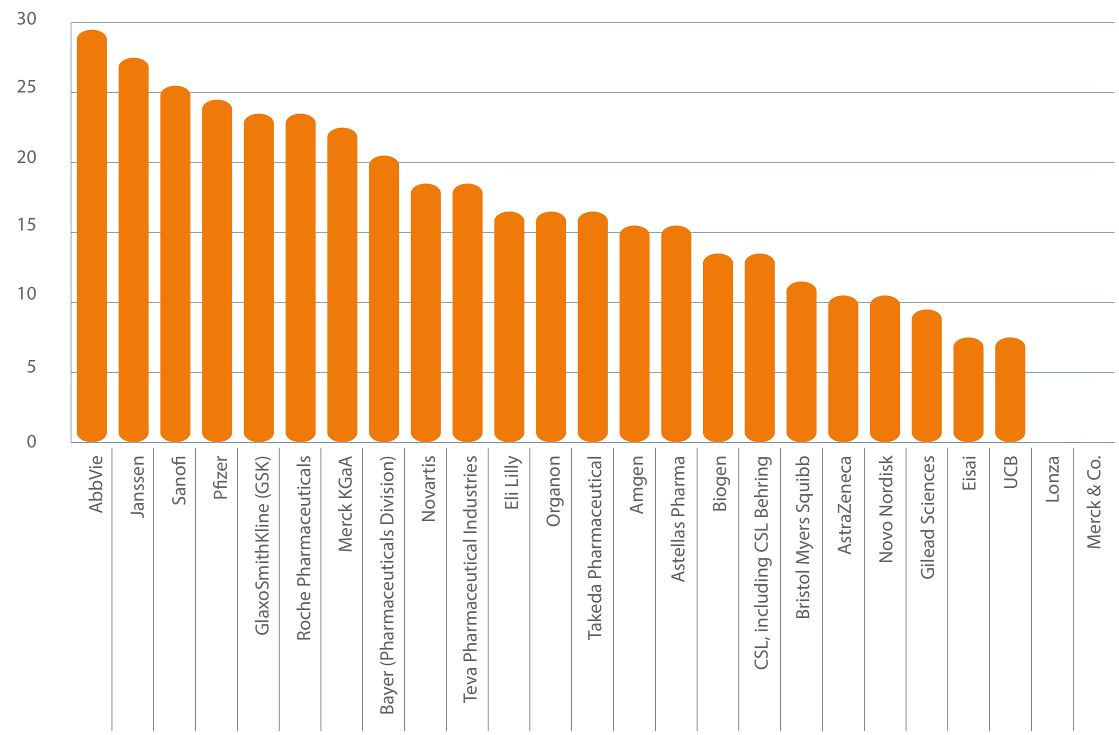
Top 25 Ireland		
1	Amgen	16.5
2	Teva Pharmaceutical Industries	16.5
3	Pfizer	15.5
4	Bayer (Pharmaceuticals Division)	14.5
5	Novartis	13.5
6	Janssen	11.5
7	Astellas Pharma	9.5
8	Eli Lilly	9.5
9	Roche Pharmaceuticals	9.5
10	Sanofi	9.5
11	Takeda Pharmaceutical	9.5
12	AbbVie	7.5
13	AstraZeneca	7.5
14	Biogen	7.5
15	Bristol Myers Squibb	7.5
16	GlaxoSmithKline (GSK)	7.5
17	Merck & Co.	7.5
18	Novo Nordisk	7.5
19	Organon	7.5
20	UCB	2
21	CSL, including CSL Behring	0
22	Eisai	0
23	Gilead Sciences	0
24	Lonza	0
25	Merck KGaA, (life sciences plus healthcare revenue)	0



Home to many pharmaceutical companies and subsidiaries, Ireland maintains a decent ranking. Amgen holds the #1 position with 16.5 points. Surprisingly, five companies score zero.

Digital ranking for Italy

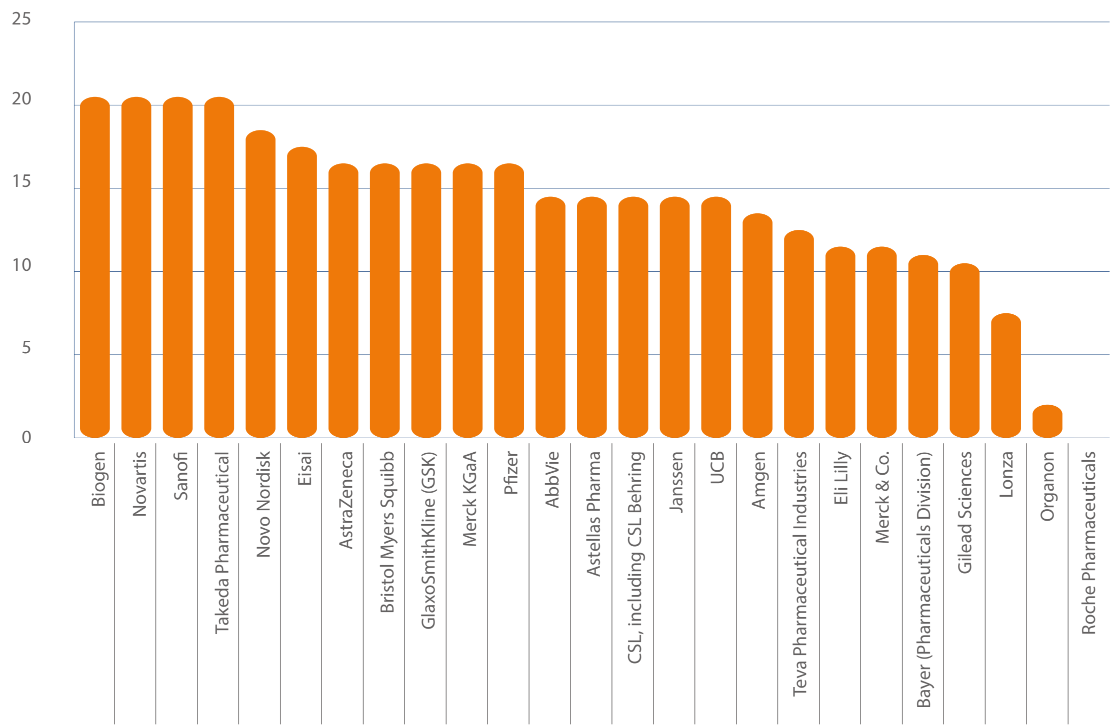
Top 25 Italy		
1	AbbVie	29.5
2	Janssen	27.5
3	Sanofi	25.5
4	Pfizer	24.5
5	GlaxoSmithKline (GSK)	23.5
6	Roche Pharmaceuticals	23.5
7	Merck KGaA, (life sciences plus healthcare revenue)	22.5
8	Bayer (Pharmaceuticals Division)	20.5
9	Novartis	18.5
10	Teva Pharmaceutical Industries	18.5
11	Eli Lilly	16.5
12	Organon	16.5
13	Takeda Pharmaceutical	16.5
14	Amgen	15.5
15	Astellas Pharma	15.5
16	Biogen	13.5
17	CSL, including CSL Behring	13.5
18	Bristol Myers Squibb	11.5
19	AstraZeneca	10.5
20	Novo Nordisk	10.5
21	Gilead Sciences	9.5
22	Eisai	7.5
23	UCB	7.5
24	Lonza	0
25	Merck & Co.	0



AbbVie tops the ranking, Janssen and Sanofi are number 2 and 3, respectively. Two companies score 0 points, i.e. Lonza and Merck & Co.

Digital ranking for Japan

Top 25 Japan		
1	Biogen	20.5
2	Novartis	20.5
3	Sanofi	20.5
4	Takeda Pharmaceutical	20.5
5	Novo Nordisk	18.5
6	Eisai	17.5
7	AstraZeneca	16.5
8	Bristol Myers Squibb	16.5
9	GlaxoSmithKline (GSK)	16.5
10	Merck KGaA, (life sciences plus healthcare revenue)	16.5
11	Pfizer	16.5
12	AbbVie	14.5
13	Astellas Pharma	14.5
14	CSL, including CSL Behring	14.5
15	Janssen	14.5
16	UCB	14.5
17	Amgen	13.5
18	Teva Pharmaceutical Industries	12.5
19	Eli Lilly	11.5
20	Merck & Co.	11.5
21	Bayer (Pharmaceuticals Division)	11
22	Gilead Sciences	10.5
23	Lonza	7.5
24	Organon	2
25	Roche Pharmaceuticals	0

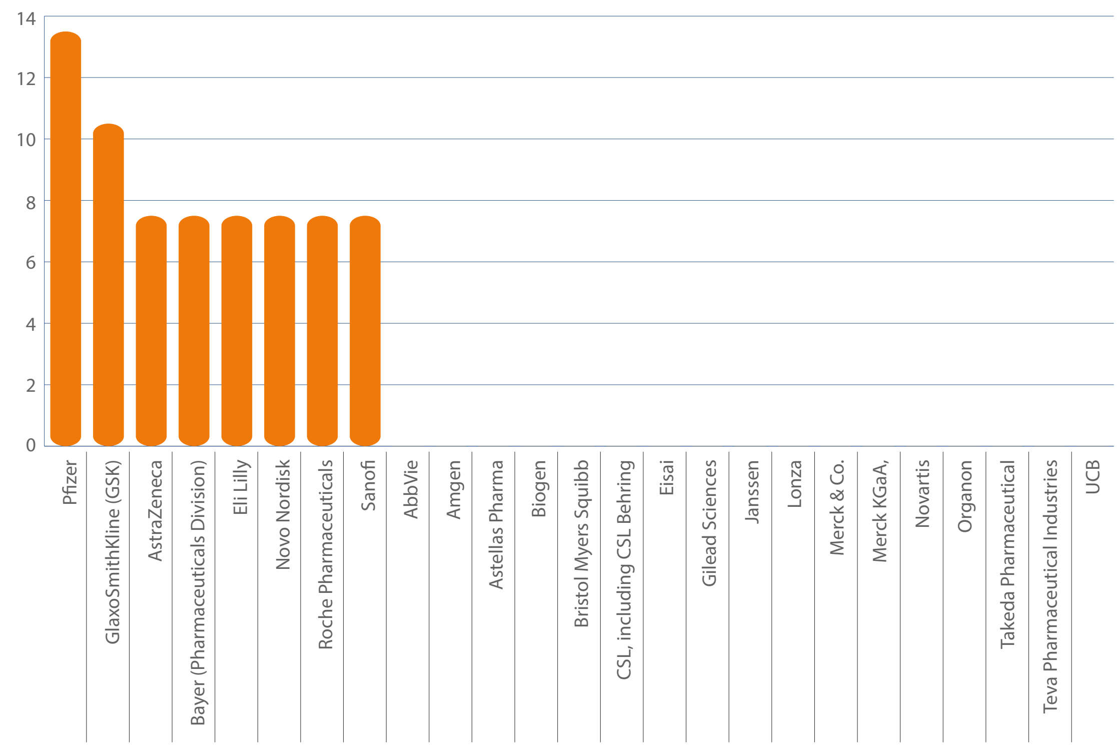


Takeda Pharmaceutical and Eisai, both of Japanese origin, attain high scores on 'local communication'.

The third Japanese company, Astellas Pharma, is the odd one out with its 13th place.

Digital ranking for Kenya

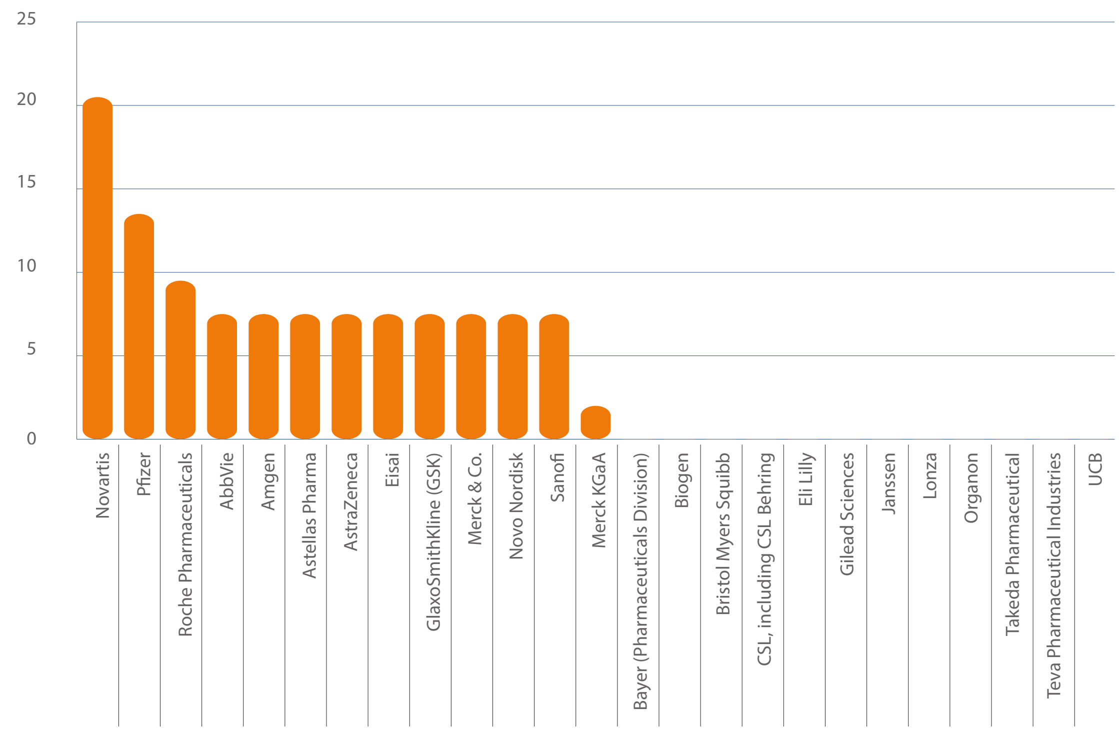
Top 25 Kenya		
1	Pfizer	13.5
2	GlaxoSmithKline (GSK)	10.5
3	AstraZeneca	7.5
4	Bayer (Pharmaceuticals Division)	7.5
5	Eli Lilly	7.5
6	Novo Nordisk	7.5
7	Roche Pharmaceuticals	7.5
8	Sanofi	7.5
9	AbbVie	0
10	Amgen	0
11	Astellas Pharma	0
12	Biogen	0
13	Bristol Myers Squibb	0
14	CSL, including CSL Behring	0
15	Eisai	0
16	Gilead Sciences	0
17	Janssen	0
18	Lonza	0
19	Merck & Co.	0
20	Merck KGaA, (life sciences plus healthcare revenue)	0
21	Novartis	0
22	Organon	0
23	Takeda Pharmaceutical	0
24	Teva Pharmaceutical Industries	0
25	UCB	0



With a score of 2.76 Kenya is the country with the lowest average. None of the companies score over 13,5, and 17 pharmaceuticals even score 0 points.

Digital ranking for Malaysia

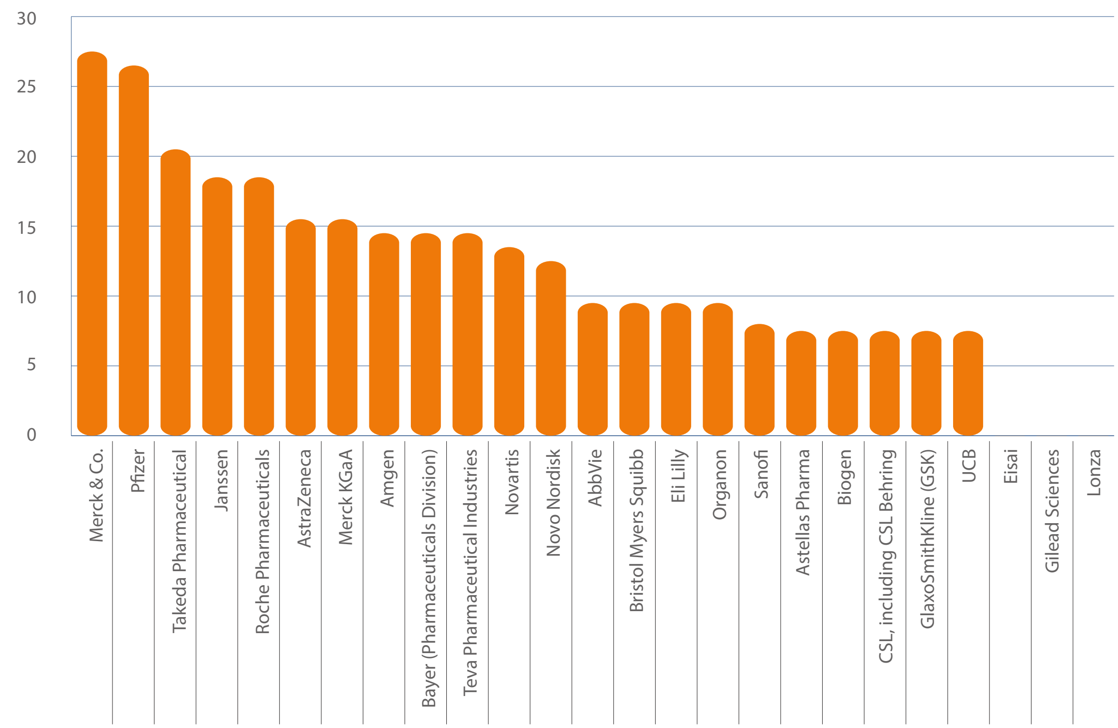
Top 25 Malaysia		
1	Novartis	20.5
2	Pfizer	13.5
3	Roche Pharmaceuticals	9.5
4	AbbVie	7.5
5	Amgen	7.5
6	Astellas Pharma	7.5
7	AstraZeneca	7.5
8	Eisai	7.5
9	GlaxoSmithKline (GSK)	7.5
10	Merck & Co.	7.5
11	Novo Nordisk	7.5
12	Sanofi	7.5
13	Merck KGaA, (life sciences plus healthcare revenue)	2
14	Bayer (Pharmaceuticals Division)	0
15	Biogen	0
16	Bristol Myers Squibb	0
17	CSL, including CSL Behring	0
18	Eli Lilly	0
19	Gilead Sciences	0
20	Janssen	0
21	Lonza	0
22	Organon	0
23	Takeda Pharmaceutical	0
24	Teva Pharmaceutical Industries	0
25	UCB	0



In Malaysia, only Novartis (20.5) and Pfizer (13.5) manage to score over 10 points. Nine companies score 7.5, 12 score 0 points.

Digital ranking for The Netherlands

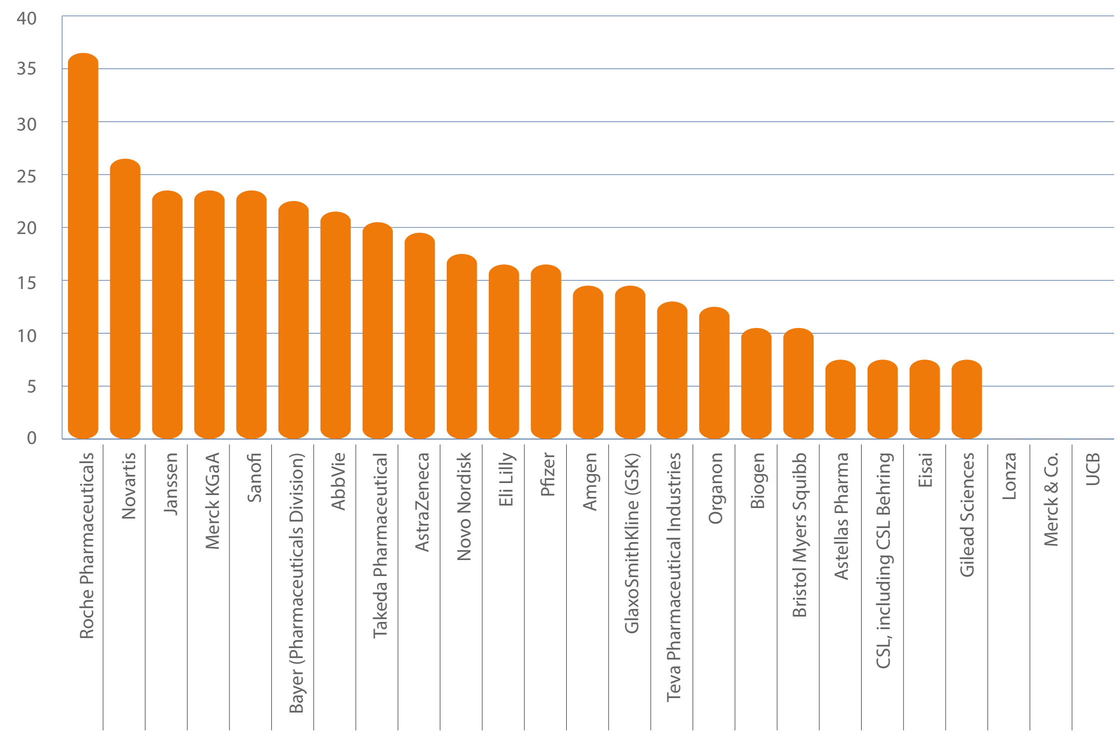
Top 25 The Netherlands		
1	Merck & Co.	27.5
2	Pfizer	26.5
3	Takeda Pharmaceutical	20.5
4	Janssen	18.5
5	Roche Pharmaceuticals	18.5
6	AstraZeneca	15.5
7	Merck KGaA, (life sciences plus healthcare revenue)	15.5
8	Amgen	14.5
9	Bayer (Pharmaceuticals Division)	14.5
10	Teva Pharmaceutical Industries	14.5
11	Novartis	13.5
12	Novo Nordisk	12.5
13	AbbVie	9.5
14	Bristol Myers Squibb	9.5
15	Eli Lilly	9.5
16	Organon	9.5
17	Sanofi	8
18	Astellas Pharma	7.5
19	Biogen	7.5
20	CSL, including CSL Behring	7.5
21	GlaxoSmithKline (GSK)	7.5
22	UCB	7.5
23	Eisai	0
24	Gilead Sciences	0
25	Lonza	0



In The Netherlands, Merck & Co and Pfizer occupy first and second place, respectively. Eisai, Gilead Sciences and Lonza do not score any 'local communication points' at all.

Digital ranking for Spain

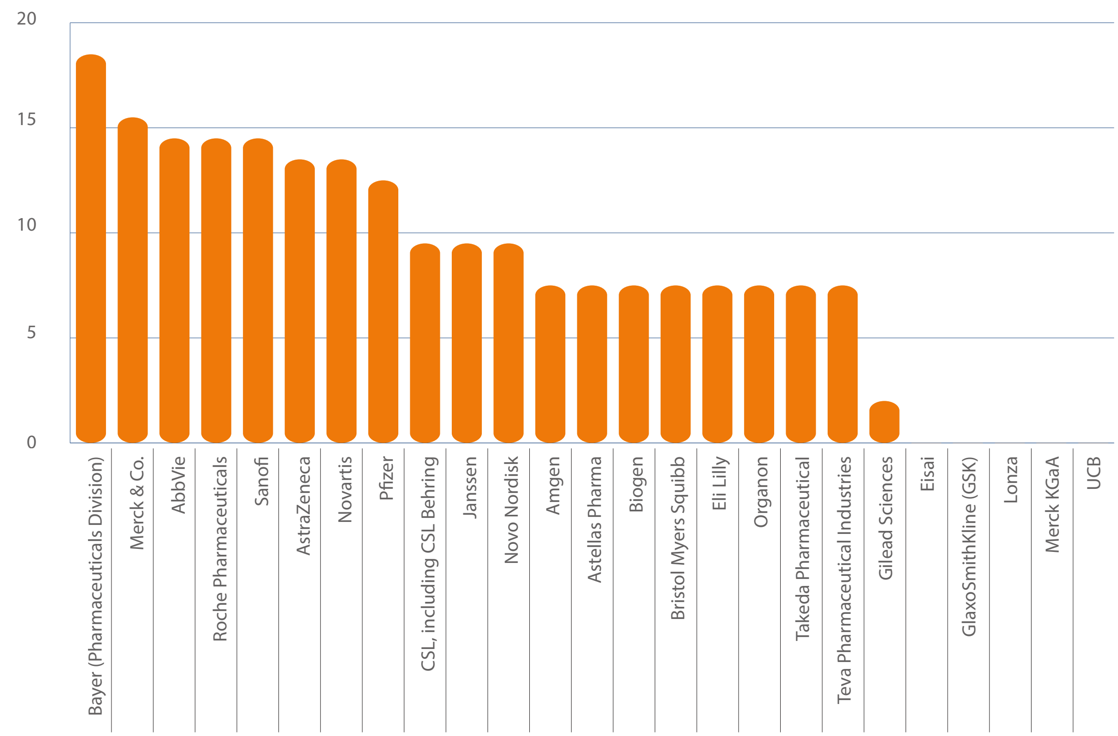
Top 25 Spain		
1	Roche Pharmaceuticals	36.5
2	Novartis	26.5
3	Janssen	23.5
4	Merck KGaA, (life sciences plus healthcare revenue)	23.5
5	Sanofi	23.5
6	Bayer (Pharmaceuticals Division)	22.5
7	AbbVie	21.5
8	Takeda Pharmaceutical	20.5
9	AstraZeneca	19.5
10	Novo Nordisk	17.5
11	Eli Lilly	16.5
12	Pfizer	16.5
13	Amgen	14.5
14	GlaxoSmithKline (GSK)	14.5
15	Teva Pharmaceutical Industries	13
16	Organon	12.5
17	Biogen	10.5
18	Bristol Myers Squibb	10.5
19	Astellas Pharma	7.5
20	CSL, including CSL Behring	7.5
21	Eisai	7.5
22	Gilead Sciences	7.5
23	Lonza	0
24	Merck & Co.	0
25	UCB	0



With a score of almost 15 the average in Spain is quite high. There are four outliers: Roche Pharmaceuticals scores well over average because of its relatively large availability of local apps, while Lonza, Merck & Co and UCB score 0 points.

Digital ranking for Sweden

Top 25 Sweden		
1	Bayer (Pharmaceuticals Division)	18.5
2	Merck & Co.	15.5
3	AbbVie	14.5
4	Roche Pharmaceuticals	14.5
5	Sanofi	14.5
6	AstraZeneca	13.5
7	Novartis	13.5
8	Pfizer	12.5
9	CSL, including CSL Behring	9.5
10	Janssen	9.5
11	Novo Nordisk	9.5
12	Amgen	7.5
13	Astellas Pharma	7.5
14	Biogen	7.5
15	Bristol Myers Squibb	7.5
16	Eli Lilly	7.5
17	Organon	7.5
18	Takeda Pharmaceutical	7.5
19	Teva Pharmaceutical Industries	7.5
20	Gilead Sciences	2
21	Eisai	0
22	GlaxoSmithKline (GSK)	0
23	Lonza	0
24	Merck KGaA, (life sciences plus healthcare revenue)	0
25	UCB	0

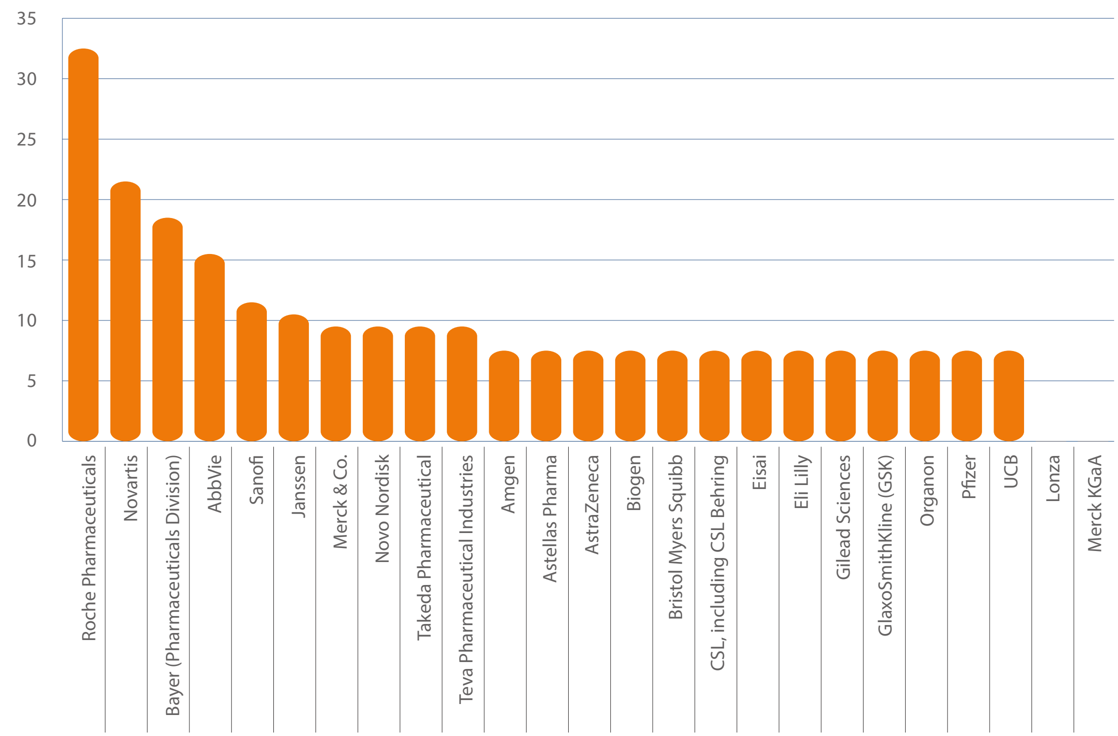


Bayer is Sweden's number 1 pharmaceutical company from a communication perspective, five companies have their work cut out for them in this Scandinavian country, scoring no points at all.

WORLDCOM Public Relations Group

Digital ranking for Switzerland

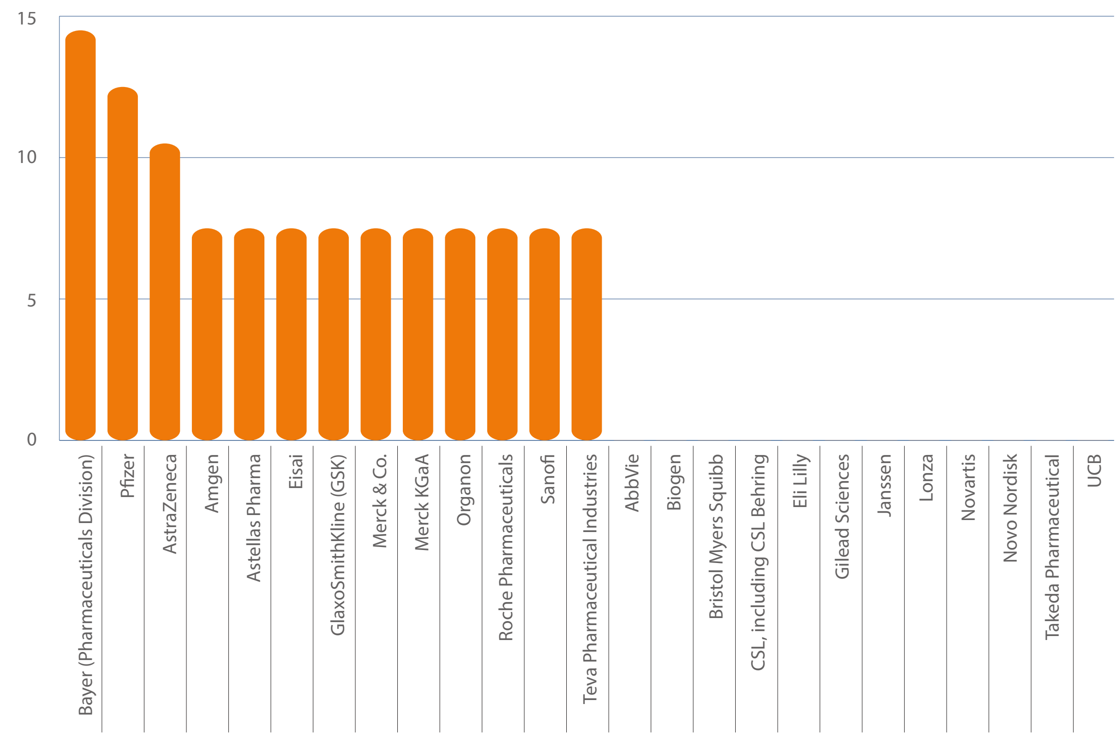
Top 25 Switzerland		
1	Roche Pharmaceuticals	32.5
2	Novartis	21.5
3	Bayer (Pharmaceuticals Division)	18.5
4	AbbVie	15.5
5	Sanofi	11.5
6	Janssen	10.5
7	Merck & Co.	9.5
8	Novo Nordisk	9.5
9	Takeda Pharmaceutical	9.5
10	Teva Pharmaceutical Industries	9.5
11	Amgen	7.5
12	Astellas Pharma	7.5
13	AstraZeneca	7.5
14	Biogen	7.5
15	Bristol Myers Squibb	7.5
16	CSL, including CSL Behring	7.5
17	Eisai	7.5
18	Eli Lilly	7.5
19	Gilead Sciences	7.5
20	GlaxoSmithKline (GSK)	7.5
21	Organon	7.5
22	Pfizer	7.5
23	UCB	7.5
24	Lonza	0
25	Merck KGaA, (life sciences plus healthcare revenue)	0



Switzerland-based companies Roche Pharmaceuticals and Novartis 'live up to their location' and rank 1 and 2, respectively. Surprisingly, the third Swiss contestant, Lonza, scores 0 points in its home country.

Digital ranking for Thailand

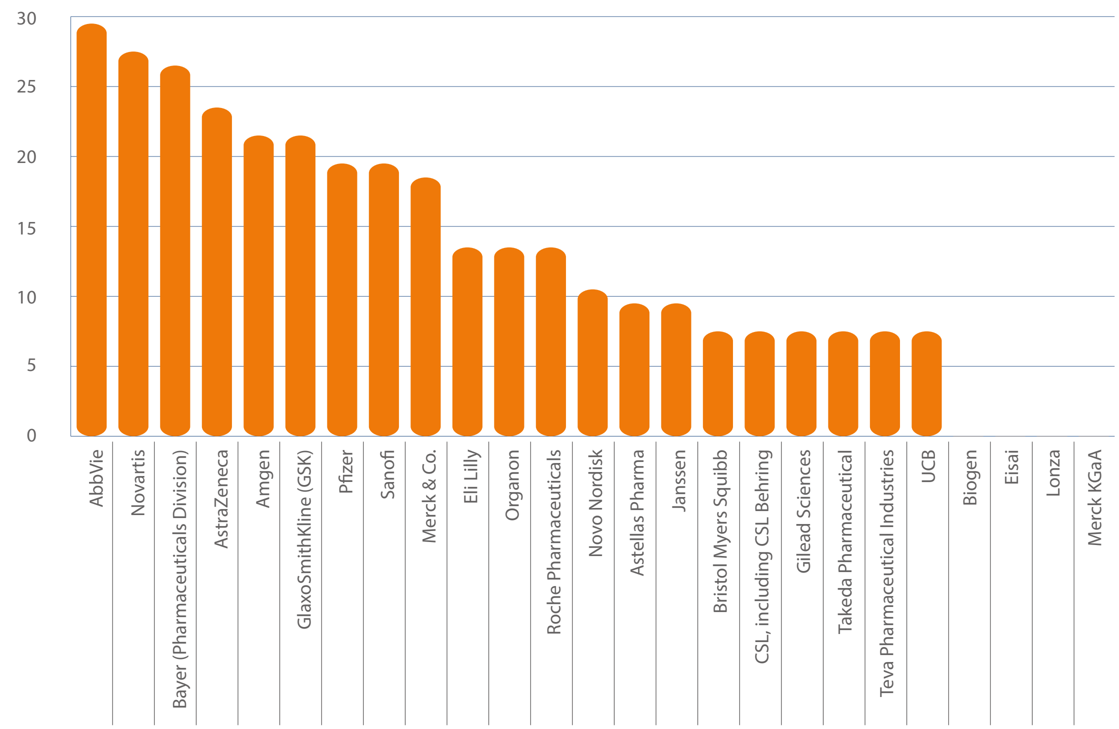
Top 25 Thailand		
1	Bayer (Pharmaceuticals Division)	14.5
2	Pfizer	12.5
3	AstraZeneca	10.5
4	Amgen	7.5
5	Astellas Pharma	7.5
6	Eisai	7.5
7	GlaxoSmithKline (GSK)	7.5
8	Merck & Co.	7.5
9	Merck KGaA, (life sciences plus healthcare revenue)	7.5
10	Organon	7.5
11	Roche Pharmaceuticals	7.5
12	Sanofi	7.5
13	Teva Pharmaceutical Industries	7.5
14	AbbVie	0
15	Biogen	0
16	Bristol Myers Squibb	0
17	CSL, including CSL Behring	0
18	Eli Lilly	0
19	Gilead Sciences	0
20	Janssen	0
21	Lonza	0
22	Novartis	0
23	Novo Nordisk	0
24	Takeda Pharmaceutical	0
25	UCB	0



Abbott's 14.5 points suffice to achieve the #1 position in Thailand. None of the companies score over 15 points, 12 score 0 points.

Digital ranking for Turkey

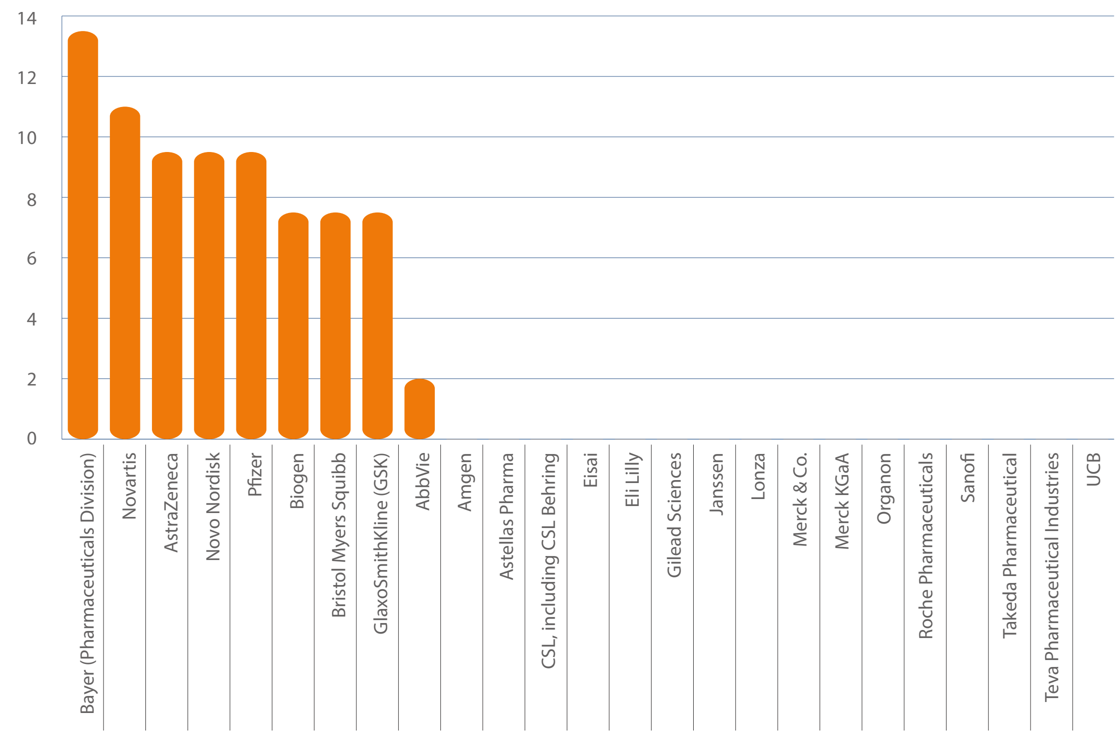
Top 25 Turkey		
1	AbbVie	29.5
2	Novartis	27.5
3	Bayer (Pharmaceuticals Division)	26.5
4	AstraZeneca	23.5
5	Amgen	21.5
6	GlaxoSmithKline (GSK)	21.5
7	Pfizer	19.5
8	Sanofi	19.5
9	Merck & Co.	18.5
10	Eli Lilly	13.5
11	Organon	13.5
12	Roche Pharmaceuticals	13.5
13	Novo Nordisk	10.5
14	Astellas Pharma	9.5
15	Janssen	9.5
16	Bristol Myers Squibb	7.5
17	CSL, including CSL Behring	7.5
18	Gilead Sciences	7.5
19	Takeda Pharmaceutical	7.5
20	Teva Pharmaceutical Industries	7.5
21	UCB	7.5
22	Biogen	0
23	Eisai	0
24	Lonza	0
25	Merck KGaA, (life sciences plus healthcare revenue)	0



At first sight Turkey shows an even distribution in 'local communication'. However, the average of 12.9 is impacted by the four companies that score no points in Turkey.

Digital ranking for United Arab Emirates

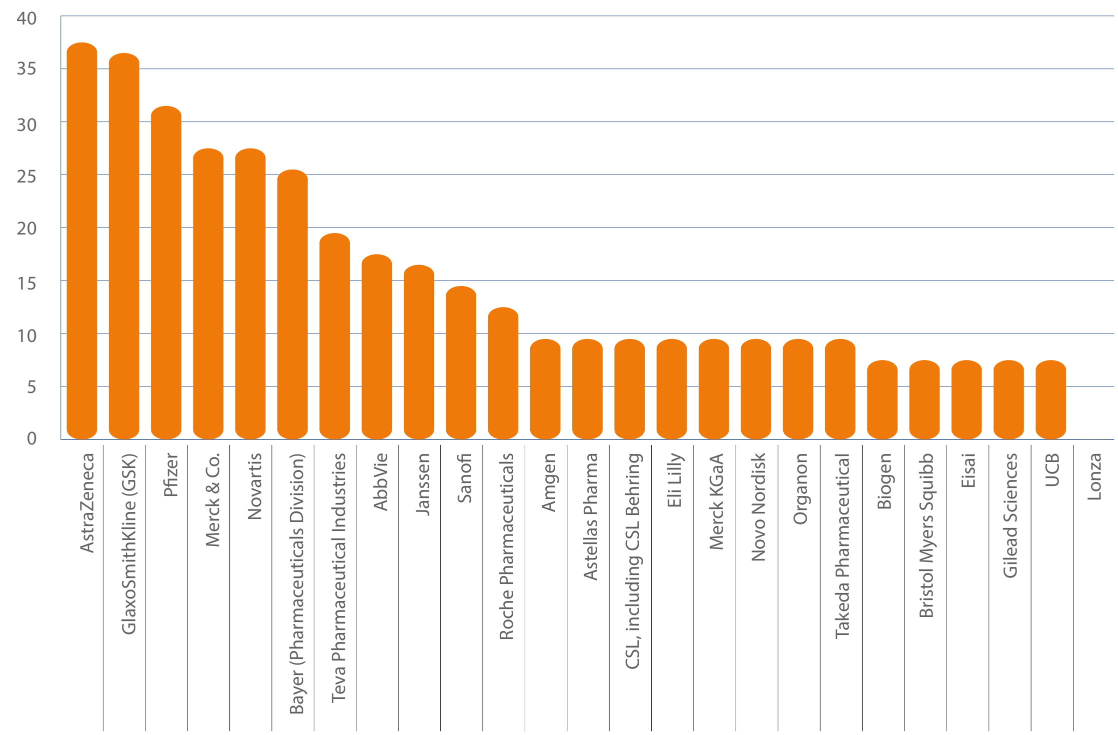
Top 25 United Arab Emirates		
1	Bayer (Pharmaceuticals Division)	13.5
2	Novartis	11
3	AstraZeneca	9.5
4	Novo Nordisk	9.5
5	Pfizer	9.5
6	Biogen	7.5
7	Bristol Myers Squibb	7.5
8	GlaxoSmithKline (GSK)	7.5
9	AbbVie	2
10	Amgen	0
11	Astellas Pharma	0
12	CSL, including CSL Behring	0
13	Eisai	0
14	Eli Lilly	0
15	Gilead Sciences	0
16	Janssen	0
17	Lonza	0
18	Merck & Co.	0
19	Merck KGaA, (life sciences plus healthcare revenue)	0
20	Organon	0
21	Roche Pharmaceuticals	0
22	Sanofi	0
23	Takeda Pharmaceutical	0
24	Teva Pharmaceutical Industries	0
25	UCB	0



Given the growing importance of the Middle East, the near absence of local communication is striking. Only 9 out of 25 companies seem to communicate in local languages.

Digital ranking for United Kingdom

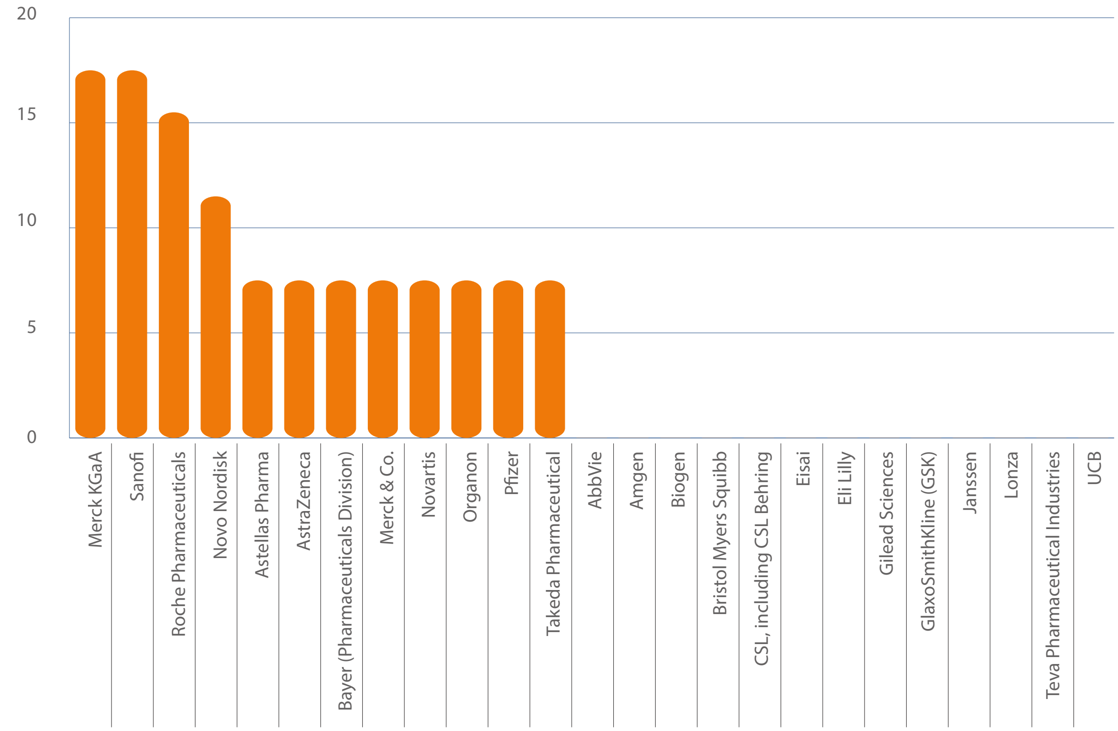
Top 25 United Kingdom		
1	AstraZeneca	37.5
2	GlaxoSmithKline (GSK)	36.5
3	Pfizer	31.5
4	Merck & Co.	27.5
5	Novartis	27.5
6	Bayer (Pharmaceuticals Division)	25.5
7	Teva Pharmaceutical Industries	19.5
8	AbbVie	17.5
9	Janssen	16.5
10	Sanofi	14.5
11	Roche Pharmaceuticals	12.5
12	Amgen	9.5
13	Astellas Pharma	9.5
14	CSL, including CSL Behring	9.5
15	Eli Lilly	9.5
16	Merck KGaA, (life sciences plus healthcare revenue)	9.5
17	Novo Nordisk	9.5
18	Organon	9.5
19	Takeda Pharmaceutical	9.5
20	Biogen	7.5
21	Bristol Myers Squibb	7.5
22	Eisai	7.5
23	Gilead Sciences	7.5
24	UCB	7.5
25	Lonza	0



AstraZeneca, GlaxoSmithKline and Pfizer clearly dominate the ranking in the UK. Lonza is the only company that does not communicate with localized content in the UK.

Digital ranking for Vietnam

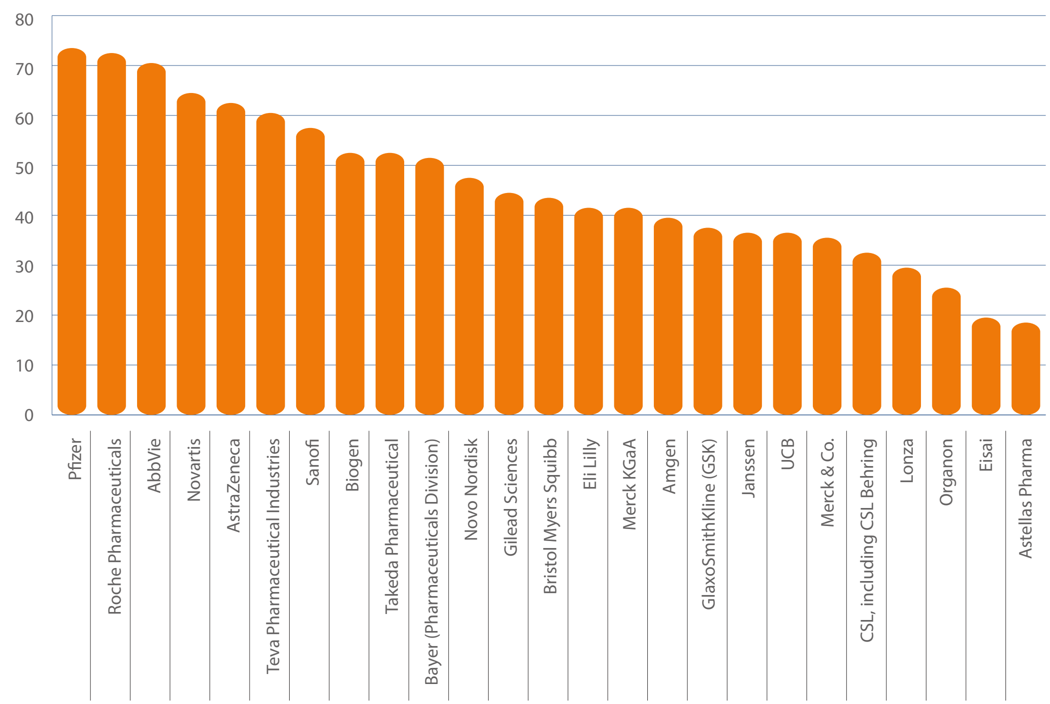
Top 25 Vietnam		
1	Merck KGaA, (life sciences plus healthcare revenue)	17.5
2	Sanofi	17.5
3	Roche Pharmaceuticals	15.5
4	Novo Nordisk	11.5
5	Astellas Pharma	7.5
6	AstraZeneca	7.5
7	Bayer (Pharmaceuticals Division)	7.5
8	Merck & Co.	7.5
9	Novartis	7.5
10	Organon	7.5
11	Pfizer	7.5
12	Takeda Pharmaceutical	7.5
13	AbbVie	0
14	Amgen	0
15	Biogen	0
16	Bristol Myers Squibb	0
17	CSL, including CSL Behring	0
18	Eisai	0
19	Eli Lilly	0
20	Gilead Sciences	0
21	GlaxoSmithKline (GSK)	0
22	Janssen	0
23	Lonza	0
24	Teva Pharmaceutical Industries	0
25	UCB	0



Vietnam shows an interesting scores distribution: companies either score 17.5, 15.5, 11,5, 7.5 or 0 points.

Digital ranking for International

Top 25 International		
1	Pfizer	73.5
2	Roche Pharmaceuticals	72.5
3	AbbVie	70.5
4	Novartis	64.5
5	AstraZeneca	62.5
6	Teva Pharmaceutical Industries	60.5
7	Sanofi	57.5
8	Biogen	52.5
9	Takeda Pharmaceutical	52.5
10	Bayer (Pharmaceuticals Division)	51.5
11	Novo Nordisk	47.5
12	Gilead Sciences	44.5
13	Bristol Myers Squibb	43.5
14	Eli Lilly	41.5
15	Merck KGaA, (life sciences plus healthcare revenue)	41.5
16	Amgen	39.5
17	GlaxoSmithKline (GSK)	37.5
18	Janssen	36.5
19	UCB	36.5
20	Merck & Co.	35.5
21	CSL, including CSL Behring	32.5
22	Lonza	29.5
23	Organon	25.5
24	Eisai	19.5
25	Astellas Pharma	18.5



When it comes to the .com version of the websites and the international rankings, Pfizer is the company that has most channels, content and followers in place. Closely followed by Roche Pharmaceuticals and AbbVie.

Section 8

Outlook

Outlook

Factors that will change the pharmaceutical industry

The pharmaceutical industry is one of most regulated markets. The undeniable advantage to this is that we have access to safe medicines, because of all the strict procedures, checks and double-checks that apply in this industry. But there is also a downside: the same regulations and restrictions made pharma conservative, with hardly any room for innovation in communication. However, if it wants to remain competitive and relevant, both as an employer and as a socially committed industry, it will have to follow the trends that other corporates have started responding to a while ago.

Based on expert opinions and data from the The Worldcom Confidence Index (WCI), we have defined the following 'non-pharma' factors that will change the pharmaceutical industry in the near future.

Workforce culture

Pharmaceutical companies tend to be characterized by a strict hierarchy. This has worked fine for years, but with the growing number of Millennials joining the workforce, things have started to change.

It is a popular opinion that Millennials care more for a company's culture than for their paycheck, many of them searching for a company culture that allows them to grow and become the best version of themselves. The type of agile cultures that are inherent to this trend, characterized, for example, by work in small groups with a minimal hierarchical structure are no longer limited to Silicon Valley companies. Following the trend, large enterprises also started to rewrite their culture. And so should pharma.

Against the backdrop of this change in work structures and – consequently - work-life balance, we find that the global economic crisis is forcing organisations to review their people needs. Layoffs may be unavoidable, as companies try to adapt to tough market conditions and changing customer and employee needs. But these changes mean that retaining the most skilled employees and attracting new skills will be a high priority. Social channels can play a significant role in helping to retain and attract employees by explaining the company's Purpose and HOW it delivers that purpose.

Political and regional dependence

Today, nearly every single country relies on China and India for the lion's part of its medicine production, as these two can produce large quantities of APIs and medicines at low costs.

However, recent crisis situations such as the COVID-19 pandemic and the war in Ukraine have demonstrated the vulnerability of the countries that depend too heavily on a globalized market. Countries will reconsider their supply chains and are ready to accept that local production equals a higher price. It is realistic to say that India and China will remain the biggest pharma-producing countries, but local alternatives will be developed. This demonstrates the need for global brands to take both a global and local perspective when creating an effective content strategy.

Digital

With the new generation of professionals in the workforce, pharma has started to take online marketing seriously and has started improving its online visibility. The future of pharma is digital, and companies will have to invest to reach their audience online. But as our report shows, many companies in the top 25 in our research still have their work cut out for them.

ESG and DEI

It is not a big secret that the production of pharmaceutical products harms the environment. As the consequences of our behavior become more apparent, people and companies become more aware of their ecological footprint. Pharma, too, will be challenged to reduce its impact and to communicate transparently and honestly about its efforts.

In line with this sustainability trend, DEI has received a lot of attention as well from global leaders in the last three years. The topic has been at the top of the Worldcom Confidence Index in terms of leader engagement for over a year. As a result, most organisations have been taking steps to be more inclusive. Not all have been equally successful, though. To succeed in retaining the brightest talent, and attracting the new skills required for future success, pharma companies will need to think carefully about the content they share and about how they put their money where their WHY is.

Section 9

Background Information

Background Information

Participating Worldcom partners

Australia	Philips Group
Belgium	Insticom
Brazil	PLANIN
Bulgaria	Janev & Janev Ltd
Canada	Enterprise Canada Inc.
China	Topline Consulting
Czech Republic	PRAM Consulting
France	MAARC
Germany	HBI Communication
Hungary	Probako Communications
Ireland	Keating & Associates
Italy	BPRESS
Japan	AZ.Worldcom Japan Co., Ltd.
Kenya	Tell-Em PR
Malaysia	TQPR
Netherlands	Wisse Kommunikatie
Spain	LF Channel
Sweden	Oxenstierna
Switzerland	GRIP Agency
Thailand	TQPR
Turkey	Optimum Brand
United Arab Emirates	ProGlobal
United Kingdom	JBP
Vietnam	TQPR

Sources

- Worldcom Confidence Index
- https://www.shopify.com/blog/most-popular-social-media-platforms
- https://www.drugdiscoverytrends.com/pharma-50-the-50-largest-pharmaceutical-companies-in-the-world-for-2022/
- https://www.adobe.com/express/learn/blog/top-social-media-sites
- https://deep-dive.pharmaphorum.com/magazine/communications-and-commercialisation-2/doctors-post-pandemic-pharma-comms/
- https://healthcare-digital.com/medical-devices-and-pharma/healthcare-crm-transformation-for-post-covid-19-pharma
- https://pharmaoffer.com/blog/the-future-of-pharma/

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 serge.beckers@wisse-worldcom.nl

Need expert communications advice?

You can find the expert support you need, wherever you need by searching by where you need help, by the industry you are in, and by the communications service you need.

SEARCH WORLDCOM EXPERTS HERE

Keep up to date with our latest news and analysis by subscribing to our regular newsletter here:

Receive Worldcom Insights

Contact us

WORLDCOM
Public Relations Group