

How influencers are reshaping health communications

The megaphones, micros and mavens shaping the conversations around public health

March 2023



Influence for impact

In a networked world, passionate and relatable voices are the ones that help ideas to travel furthest and fastest.

Individual influencers are rapidly reshaping the public health conversation – not only in terms of who is listened to, but also in terms of the issues discussed.

With half the world’s population actively using social media and 41% of Brits using social channels for news (Ofcom, 2022), identifying the most effective ambassadors and advocates is essential.

Our industry is responding. Brand managers and policy makers alike are embracing the power of influencers. Love Island’s Dr Alex is now the UK Youth Mental Health ambassador while Gemma Atkinson is an ambassador for the British Heart Foundation, encouraging conversations about heart health. Meanwhile, the ABPI has issued new guidance that allows for greater use of influencers by pharma companies.

When it comes to influencers, reach is not the only metric, especially as audiences are becoming more likely to screen-out influencer content and growing polarisation is leading to more distrust of

traditional authority.

Health decisions combine the rational and the emotional, the practical as well as the scientific. The most trusted sources are not just experts, they are also ‘people like me’.

So in 2023, which individual voices have the greatest impact on Britain’s health conversations?

With our in-house team of digital experts, our best in class digital tools, and our analytics partner DeepSeer, we identified the 23 most important influencers in five key health conversations: cancer, cardiovascular, respiratory, mental health and women’s health.

This guide explains how we think about influencers and introduces the people who health communicators should be working with in the year ahead.



Jaber Mohamed, Health Communications Specialist, MHP Group
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Our Health Influencer Model

To shape the conversation about health, every influencer you work with needs to be authentically engaged with the issue and your audiences must be able identify with them on some level. But there are three different types of influencer, each of which plays a distinct role in raising awareness, earning trust, developing more meaningful connections and promoting new thinking.

Megaphones

Give you scale

High-profile figures with large audiences, who can play a leading role in integrated campaigns to drive awareness quickly.

Typically, these influencers have a following of over 100k on social media, and often have a presence beyond social (podcasts, broadcast media etc). They exhibit real impact by spearheading socially incepted movements like #PostYourPill and mobilising their audiences to join in.

Micros

Add depth

People with an established track record of talking about the issue or related topics. They have highly-engaged audiences and can create content that explores the topic in depth, providing practical advice and emotional insight.

Typically, these influencers may have less than 50k followers, but tend to have the highest engagement rates. Their power comes from sharing authentic experience and offering a direct connection with patient communities.

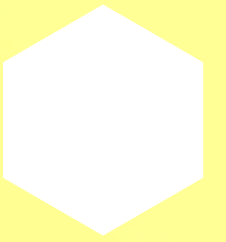
Mavens

Bring additional expertise

People who are involved in shaping or influencing policy and who have direct and social channels to a wide set of expert audiences.

These influencers may not provide access to a wider patient audience, but they are subject matter experts and provide direct connection with decision-makers. Their social interactions display an expert focus on the topics and keywords relevant to their health interest.

Searching for influencers is both an art and a science. We used quantitative data from industry-leading tools to map the conversation. Then, our experts conducted a qualitative review to evaluate contenders, using our 4 Rs: **Reach, Resonance, Relevance and Risk.**



Mapping the Mavens

Finding the right expert influencers

Mavens with the ability to influence policy thinking are challenging to find using standard social analytics techniques.

We partnered with DeepSeer to help find the expert individuals who can help us micro-target decision-makers.

DeepSeer uses AI to analyse social data and understand who is getting in front of the policy shaping audience; what is influencing them and why it's important.

To identify our Mavens for this report, DeepSeer analysed the following groups:

- **Clinical leadership** - Leading clinicians for cancer, cardiovascular, respiratory and mental health with prominence clinically, in research and wider profession e.g., Royal Colleges

- **National leadership** - C-suite leaders that shape and commission services e.g., Department of Health and Social Care, NHS England, National Institute for Health and Care Excellence, UK Health Security Agency
- **Trust leadership** - Leadership from the major NHS Trusts e.g. CEO, COO, Chair
- **Health media** - Specialists in mainstream outlets, general health media like the HSJ and niche journals for specialisms
- **Health NGOs** - Leadership of major campaigning and research NGOs in relevant specialisms e.g. Cancer Research UK

Criteria for inclusion

- Either demonstrable social or earned reach, or evidence of strong growth trajectory
- Evidence of resonance with audience through social engagement or real world impact
- Authentic relevance to health topic(s)
- Content shared responsibly, with low risk factors

Working with Health Influencers

Four key principles for working with health influencers emerged from our research.

01

Instagram, YouTube and TikTok are the three most impactful channels for public engagement, while Twitter is key for decision-maker audiences

02

Megaphone influencers and their audiences are often motivated by the desire to break taboos and address social inequality, which means building your campaign around stereotype-busting is very effective for driving mass awareness

03

Encouraging audience interaction using hashtags like #blindnotbroken and #postyourpill is a highly effective way of boosting engagement and creating a movement

04

Health influencers from ethnic minority communities in the UK are relatively scarce, which is a gap that will exacerbate health inequality. Health organisations could invest in capacity building to address this

Influence in Action: Childhood Flu Vaccination

To support AstraZeneca's work to increase childhood flu vaccination uptake nationally and within hard-to-reach communities, we partnered with a combination of five 'megaphone' media doctors such as Dr Ranj Singh and Dr Nighat Arif to deliver nationwide awareness among parents, and three 'micro' parent influencers in the North West of England to reassure hesitant audiences.

We also identified Sharon White, CEO of the Schools and Public Health Nurses Association, as our 'maven' to engage with head teachers and nurses to ensure schools were supporting the drive too.















This approach meant the campaign reached more than 3 million people in the UK via print and broadcast coverage, including on the BBC News Channel. Our creative assets featured across earned, owned, paid and shared channels in four nations of the United Kingdom and received more than 71,519 views from our target audiences.

Following the campaign, the Joint Committee on Vaccination and Immunisation (JCVI) found that primary school flu vaccine uptake hit 67%. This was significantly better than forecast, considering pressures on primary care, pupil absence and school disruption owing to COVID-19.



The 23 to Watch

Working with social analytics company DeepSeer, we have identified some of the most influential voices across cancer, mental health, women’s health, cardiovascular disease and respiratory disease. In this guide, we’ll explain why they matter and how to work with influencers effectively.

	Megaphone	Maven	Micro
Mental health	<div> Dr Alex George</div> <div> Peter Ruppert</div> <div> Dr Julie Smith</div> <div> Jayne Hardy</div>	<div> Dr Jay Watts</div> <div> Claire Murdoch CBE</div>	
Women’s Health	<div> Lucy Edwards</div> <div> Miranda Burns</div> <div> Dr Louise Newson</div>		
Cancer	<div> Nicky Newman</div> <div> Julia Bradbury</div> <div> Adele Roberts</div>	<div> Professor Anna Campbell MBE</div> <div> Dr Liz O’Riordan</div>	
Cardiovascular disease	<div> Gemma Atkinson</div>	<div> Professor Amitava Banerjess</div> <div> Kamlesh Khunti CBE</div>	<div> Carole Pyke</div> <div> Claire</div> <div> Daniel Newman</div>
Respiratory disease		<div> Professor James Chalmers</div> <div> Dr John Park</div>	<div> Kate Eveling</div>

Mental Health *Megaphones*

Mental health influencers are people who use their social media platforms to raise awareness of issues such as depression and anxiety.ⁱⁱ

Dr Alex George

Dr Alex George is very well known throughout the UK as one of the most famous health advocates in 2023. In early January, he began presenting a new six-week positivity discussion series on Classic FM. Dr Alex uses his TikTok account to share videos from his podcast 'Stompcast'. In 'Stompcast' Alex goes on walks with fellow influential friends and they have uplifting and thought-provoking conversations to free the mind.

Best known for: Being UK Youth Mental Health Ambassador and his work to normalise depression.

Key Stats	2.8m Social reach	32 Average follower age
	1% Engagement rate	85% Female audience



Instagram - @dralexgeorge
Facebook - Dr Alex George official
TikTok - @dralexgeorgz



Instagram - @drjulie
Facebook - Dr Julie Smith
TikTok - @drjuliesmith

Dr Julie Smith

Dr Julie Smith is a Clinical Psychologist who has gone viral on TikTok for sharing tips and tricks on how to deal with a plethora of mental health issues, often by using physical props to illustrate such tips working successfully. Julie owns a private practice in Hampshire, where she holds consultations and therapy sessions for patients, which she also carries out online. In 2022, Julie wrote the Number 1 Sunday Times bestseller, 'Why has nobody told me this before?', which shares all the skills you need to get through life.

Best known for: Her viral advice on dealing with mental health.

Key Stats	6.4m Social reach
	5% Engagement rate

Peter Ruppert

Peter Ruppert has earned his social media following from sharing personal experiences with anxiety and panic attacks. As well as giving his thoughts on how best to deal with panic attacks, Peter has filmed himself having them, therefore normalising the issue. Peter created an app called ‘Therasize’, which enhances communication between therapists and patients to make therapy more personal.

Best known for: Documenting his experience with anxiety.

Instagram - @peterru and @anxiety_fitness

Key Stats

800k+ Social reach

2% Engagement rate

Jayne Hardy

(The Blurt Foundation)

Jayne Hardy is the founder of The Blurt Foundation, a non-profit organisation dedicated to helping those who deal with depression. The Blurt Foundation attempts to create peer support between those currently struggling and those who have experienced the difficult times; it posts blogs, positive affirmations and useful tips. Jayne, herself, is the author of both ‘Kind Words for Unkind Days’ and ‘The Self-Care Project’. She has also written about her own experiences of self-care in various publications, such as The Guardian, Grazia and The Huffington Post.

Best known for: Creating the Blurt Foundation, and it’s work around depression.

Instagram - @jaynehardy_

Key Stats

490k Social reach

0.2% Engagement rate



Mental Health *Mavens*

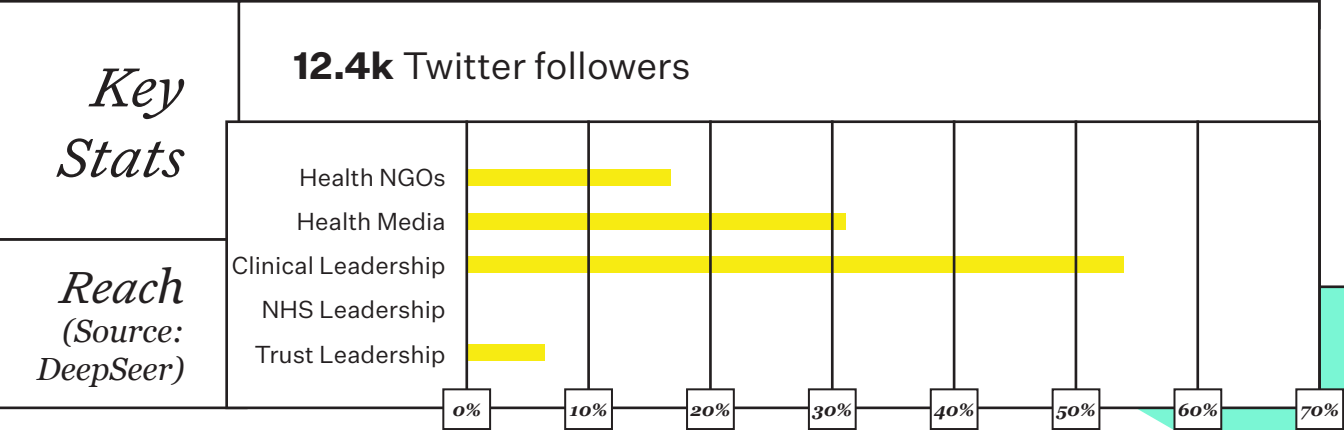


Twitter - @Shrink_at_Large

Dr Jay Watts

Dr Jay Watts is a consultant clinical psychologist/ psychotherapist, who owns a clinic where she has one on one sessions with clients to help them overcome a variety of mental health issues, ranging from anxiety to psychosis. As well as obtaining a doctorate in clinical psychology, Dr Watts builds on her own experience in the psychiatric system to help guide clients. Dr Watts also features frequently in the national press, such as The Guardian and The Times, authoring articles discussing relevant mental health topics.

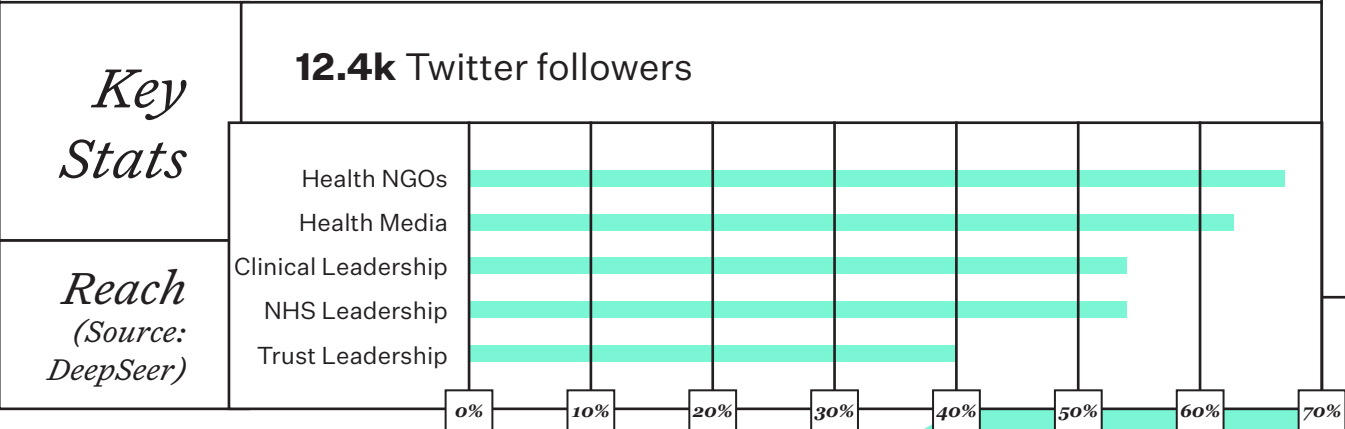
Best known for: Her work as a consultant psychologist.



Claire Murdoch CBE

Claire Murdoch is NHS England’s National Mental Health Director. With 34 years’ experience as a registered mental health nurse, Claire also takes up the role of Chief Executive of the Central and North West London Foundation Trust (CNWL), which focuses on physical and mental health services in the respective areas. In 2019, Claire was appointed a Commander of the British Empire (CBE) for her services to the NHS. As expected, Claire’s Twitter content is all things mental health and CNWL.

Best known for: Her work with the NHS.



Twitter - @ClaireCNWL



Women's Health *Megaphones*

Women's health refers to the branch of medicine and care that focuses on the treatment and diagnosis of diseases and conditions that affect a woman's physical and emotional well-being.ⁱⁱⁱ Influencers in this space aim to educate women on how to safely interact with these trends in order-to supplement, not replace, their medical care.^{iv}

Lucy Edwards

Lucy Edwards went blind aged 17 but was determined to not let it ruin her life. She created a YouTube channel and uploaded a video named 'blind girl does her own makeup', which went viral. Ever since, she has continued to inform people of the daily challenges being blind brings. In 2022 she became a Pantene ambassador and she helped Pantene add NaviLens codes to their bottles. NaviLens codes can be scanned by an app on your phone and reveal a wealth of information regarding the product, making it easier to read for the visually impaired.

Best known for: Her Pantene campaign and being a mainstream voice for the blind community.

Key Stats	1.9m Social reach	28 Average follower age
	2% Engagement rate	88% Female audience



Twitter - @lucyedwards
Instagram - @lucyedwardsofficial
Facebook - Lucy Edwards Official
TikTok - @Lucyedwards



Miranda Burns

Miranda Burns gained popularity on Instagram as she documented every facet of her IVF journey, after being diagnosed with endometriosis and told it was 'medically impossible' for her to become pregnant. Once Miranda succeeded in her IVF treatment, she started a podcast called 'test tube baby' with her fiancé, Tristan, in which they had casual conversations her pregnancy.

Best known for: Documenting her struggles with endometriosis.

Key Stats	30k Social reach	Instagram - @miranda.burns Twitter - @mirandaburns_ TikTok - @miranda.burns
	4.4% Engagement rate	

Dr Louise Newson

Dr Louise Newson is a GP and menopause expert, who educates women and healthcare professionals on perimenopause and menopause. Louise owns three menopause clinics where she offers holistic support to women dealing with menopause; many of these trips and tricks she shares with her followers online. In 2021, Louise’s ‘Balance menopause’ app won the ‘Bionow Product of the Year Award’. In 2022, Louise created a podcast in which she discusses all things menopause, including its relationship to long covid and mental health.

Best known for: Her expertise in dealing with menopause.

<i>Key Stats</i>	488k Social reach
	0.5% Engagement rate



Instagram - @menopause_doctor
TikTok - @DrLouiseNewson
Twitter - @drlouisenewson

Cancer *Megaphones*

An influencer in oncology is someone who makes regular posts about cancer on their preferred social media channels and can affect the purchasing decisions of others because of their authority, knowledge, position, or expertise.^v

Nicky Newman

After being diagnosed with terminal breast cancer in 2018, Nicky Newman made a commitment to cram in as much life as she could. This led her to document her many enjoyable adventures for her followers, as well as her bad days, to show that you can still enjoy life with a terminal illness. Nicky is an advocate of the 'coppafeel' campaign, which urges young people to check their bodies for cancer. Nicky took part in the 'Make2ndsCount' campaign to fund medical research into secondary breast cancer.

Best known for: Spreading positivity amongst those with terminal illness.

*Key
Stats*

170k Social reach

9% Engagement rate



Instagram - @nicknacklou
TikTok - @nickynewman



Instagram - @therealjuliabradbury
Twitter - @juliabradbury
TikTok - @JuliaBradbury

Julia Bradbury

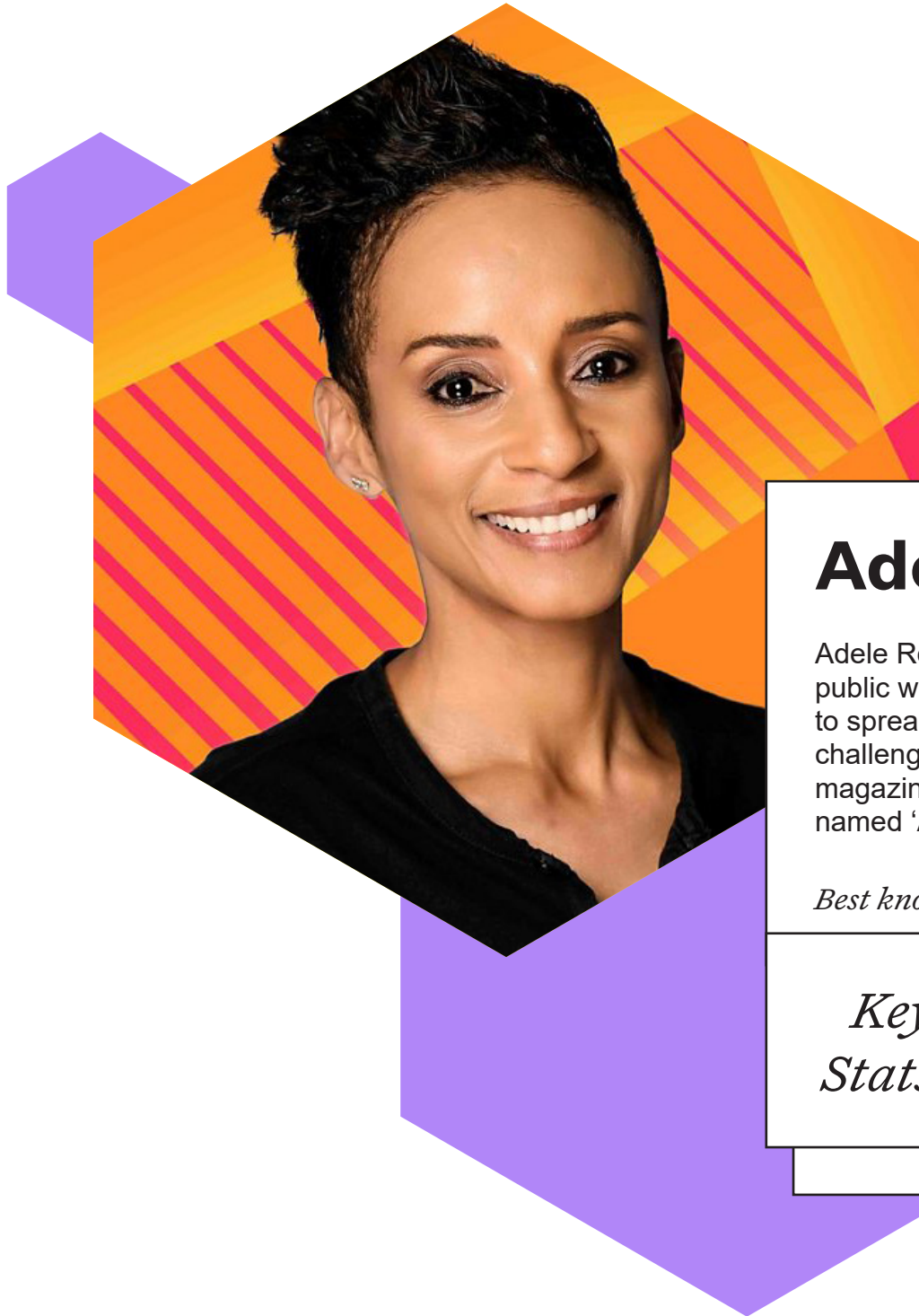
Julia Bradbury is a familiar TV presenter who was diagnosed with breast cancer in 2021. Julia's diagnosis led her to advocate the benefits of healthy living and getting outdoors on her social media, as she shares her journey with breast cancer and mental health. Her ITV show 'Julia Bradbury: Breast Cancer and Me' won Entertainment Daily Best Celebrity Documentary 2022. Julia is an ambassador to several charities including the Pink Ribbon Foundation, the Outdoor Guide Foundation and Keep Britain Tidy.

Best known for: Her TV work surrounding breast cancer.

*Key
Stats*

435k+ Social reach

0.8% Engagement rate



Adele Roberts

Adele Roberts is British TV personality and BBC Radio 1 and Radio 2 DJ, who went public with her bowel cancer diagnosis in 2021. She uses her Instagram account to spread bowel cancer awareness and to share how she deals with the daily challenges the disease brings. Adele has featured on the cover of ‘Women’s Health’ magazine talking about bowel cancer, and in particular her stoma bag, which she’s named ‘Audrey’.

Best known for: Spreading awareness of bowel cancer.

Key Stats	210k Social reach	Instagram- @adeleroberts Twitter - @AdeleRoberts
	1.7% Engagement rate	

Cancer *Mavens*



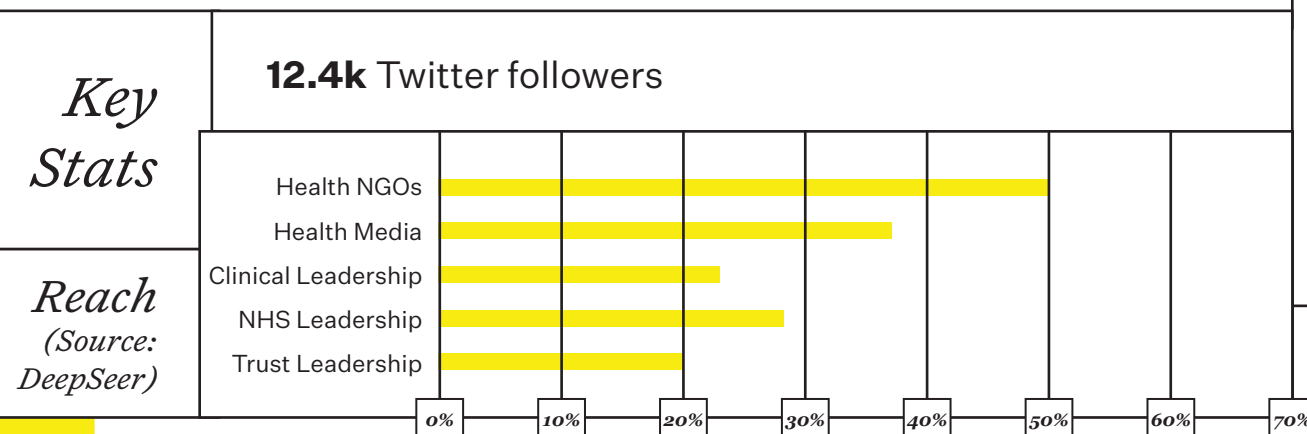
Twitter - @CanRehab



Professor Anna Campbell MBE

Professor Anna Campbell is a professor in Clinical Exercise Science at Edinburgh Napier University. Anna has collaborated with both Macmillan and Breast Cancer Care to create two exercise DVDs for cancer survivors. Additionally, she is the founder and director of Cancer Rehab Support, which specialises in running exercise courses for cancer patients and survivors to boost their all-round mental and physical health. In 2016, Professor Campbell received an MBE for her research into exercise and cancer survivorship.

Best known for: Founder of Cancer Rehab Support.



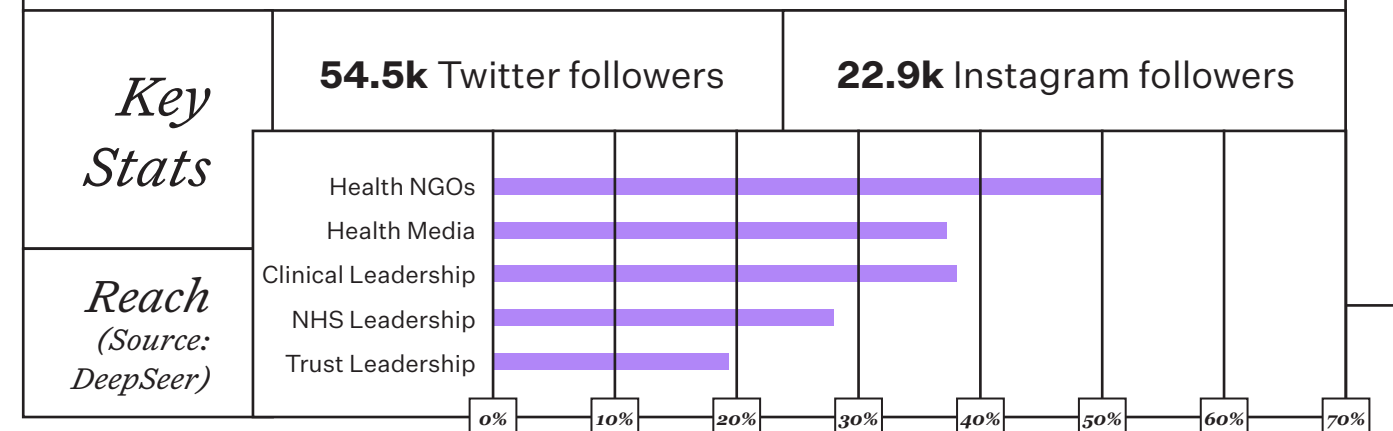
Twitter - @Liz_ORiordan
Instagram - @oriordanliz



Dr Liz O'Riordan

Dr Liz O'Riordan is a former breast cancer surgeon, who has herself battled with breast cancer twice. Liz uses her Twitter and Instagram accounts to share her unique breast cancer journey with her audience, as well as educate them about the disease. Since her diagnoses, Liz has written the Amazon best seller, 'The Complete Guide to Breast Cancer' and is releasing her memoir, 'Under The Knife', in the summer of 2023. As well as doing popular talks surrounding breast cancer, Liz created podcast 'Don't Ignore the Elephant', where she talks openly about things that would embarrass most patients.

Best known for: Educating people on breast cancer.



Cardiovascular Disease

Megaphone

Cardiovascular influencers are media influencers who already have an engaged audience and are usually known as industry experts, key opinion leaders, or influencers in the cardiology, stroke and diabetes fields.



Gemma Atkinson

Gemma Atkinson rose to fame on the television show Hollyoaks, and went on to be a radio star and feature in Emmerdale and Strictly Come Dancing. She is a celebrity ambassador for the British Heart Foundation and lost her father to a heart attack when she was 17, which prompted her to start supporting life saving research into finding new treatments for some of the world's leading causes of death. She has since taken part in the BHF TV appeal, presenting the BBC Lifeline Appeal for the British Heart Foundation, undertook the Manchester to Blackpool Night Ride and fronted the BHF's Bag It Beat It campaign to help raise awareness of women and heart disease. Gemma has also been involved with the annual Heart Hero Awards.

Twitter - @MissGAtkinson

Instagram - @glouiseatkinson

Facebook - @GemmaAtkinsonOfficial

Cardiovascular Disease

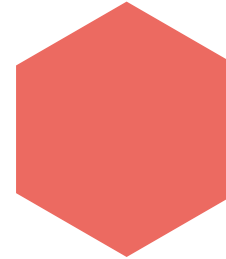
Micros



Instagram - @_organising.chaos
@organisingchaos.shop

Claire

Claire is the face behind the Organising Chaos brand. She has been type 1 diabetic for over 22 years and says she always felt disconnected and alone with her diabetes management. In 2017 she came across a few diabetic Instagram accounts and began to follow their diabetes journeys through the highs and lows. It made her feel less alone and she decided she wanted to connect with them to share her diabetic life. So Claire began a type 1 Instagram page and then started a blog. Organising Chaos is a diabetic accessories brand for type 1 and type 2 diabetics, offering products to decorate peoples' diabetic supplies and make managing diabetes a little easier. She says that diabetes can be pretty chaotic at times, but OC products aim to make it a little easier; Organising your diabetic Chaos.



Carole Pyke

Carole is a two-time stroke survivor who lives with retrograde amnesia. Her lack of conscious memory means that she has a fresh perspective on the world which she uses to her advantage and to the benefit of others. She believes that living with the after effects of a stroke is challenging but without personal goals and a vision of life beyond stroke, it is even harder. She says 'Life is no longer the same and we are unable to do things the way we used to. However, that doesn't mean we can't do them, it just means we need to find another way'. Carole won the 'Most Inspirational Woman' award in 2023. She also works with Different Strokes UK as a spokesperson holding webinars and talks etc sharing ideas, practical exercises and inspiration for learning how to live again after a stroke.



Twitter - @carolepyke

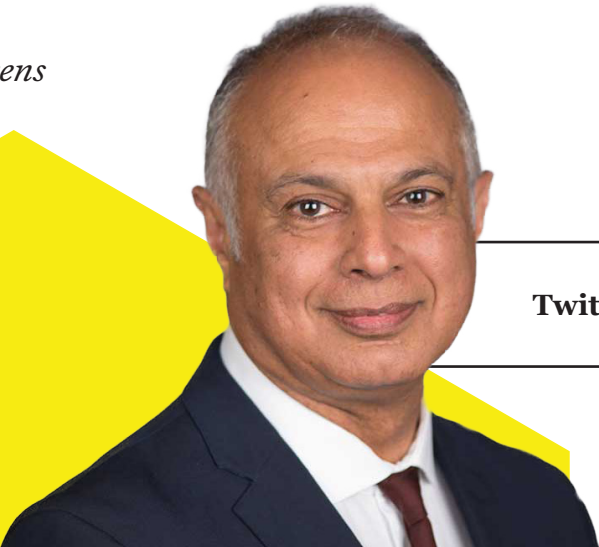
Instagram - @t1d_dan

Daniel Newman

Diagnosed with type 1 diabetes as a child, Daniel was left feeling so ashamed of his diabetes that he injected himself with insulin under his desk. Due to complications with his diabetes, Daniel was diagnosed with chronic kidney disease in 2013 and was the recipient of a live kidney transplant in 2018. He now uses his own experiences to educate others, joining awareness groups such as the sporting society The Diabetes Football Community (TDFC). Daniel set up his Instagram account, @t1d_dan, to share updates on his diabetes. He was a member of the NICE Diabetes Update Guideline Committee until September 2022, and he has even set up his own podcast, The Talking Type 1 Podcast, to talk to guests who have diabetes and other health conditions.

Cardiovascular Disease

Mavens

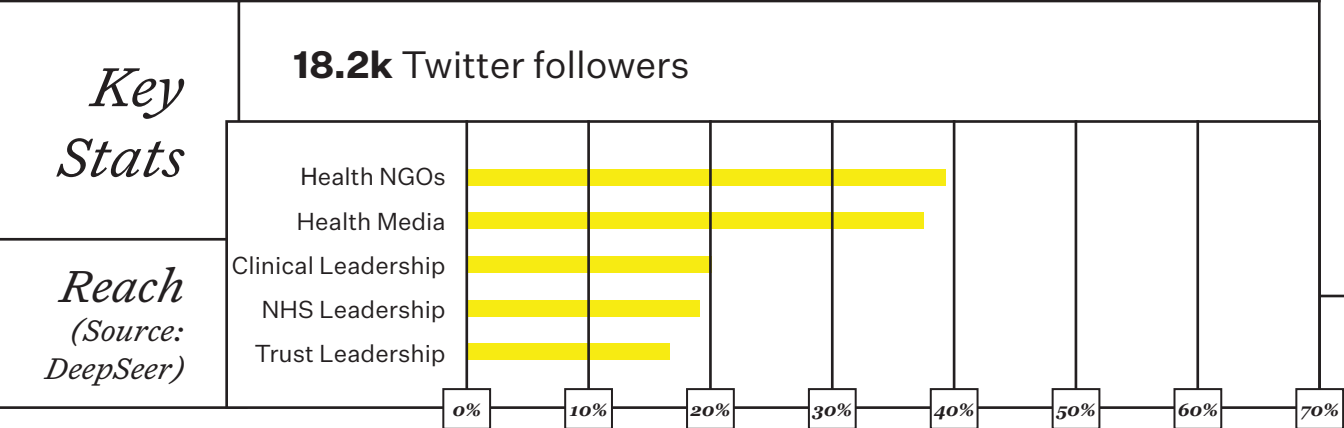


Twitter - @kamleshkhunti

Kamlesh Khunti CBE

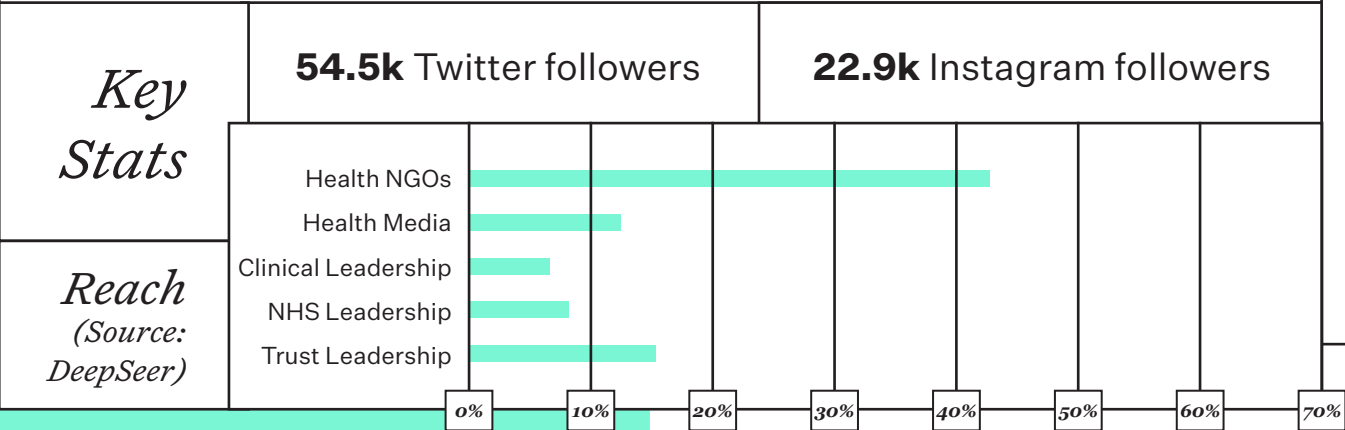
Kamlesh Khunti is the Professor of Primary Care Diabetes and Vascular Medicine at the University of Leicester. Professor Khunti is a member of the Government’s Scientific Advisory Group for Emergencies (SAGE) and led a programme of work during the COVID-19 pandemic. Mr Khunti has won various awards, including the ‘Primary Care Diabetes Society Lifetime Achievement Award’, Expertscape’s ‘Top T2 diabetes researcher’ globally, and was awarded a CBE in 2022 for his services to health. Mr Khunti’s Twitter relays information regarding diabetes.

Best known for: His research on diabetes.



Professor Amitava Banerjee

Professor Amitava Banerjee is a professor of Clinical Data Science at University College London, and honorary consultant cardiologist at University College London Hospitals and BARTS Health NHS Trust. Professor Banerjee specialises in heart failure and cardiology outpatients.



Twitter - @amibanerjee1

Respiratory Disease

Micro

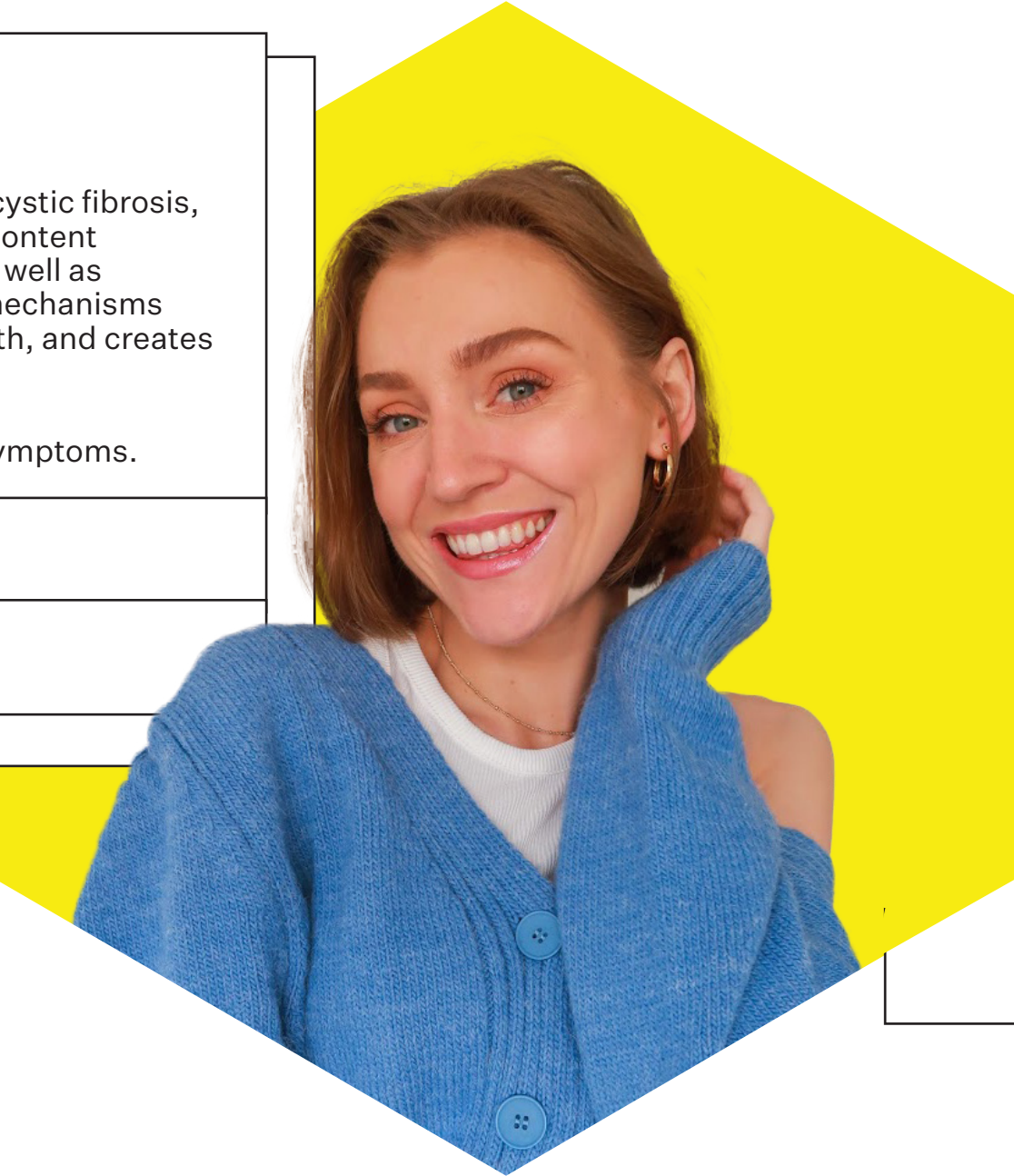
Someone with the power to affect the actions or buying habits of others in the respiratory community by uploading some form of original, often sponsored, content to social media platforms.

Kate Eveling *(thevftos)*

Kate Eveling aka thevftos (the view from the other side) has cystic fibrosis, which primarily affects her lungs and digestive system. Her content documents the raw unfiltered experience of cystic fibrosis as well as offering support videos that walk audience through coping mechanisms like meditation. She also shares my journey with mental health, and creates comedy skits.

Best known for: Raising awareness of Cystic Fibrosis and its symptoms.

Key Stats	16k Social reach
	8% Engagement rate



Twitter - @thevftos
Instagram - @thevftos
Facebook - thevftos
Tiktok - @thevftos

Respiratory Disease

Mavens

Professor James Chalmers

Twitter - @ProfJDChalmers

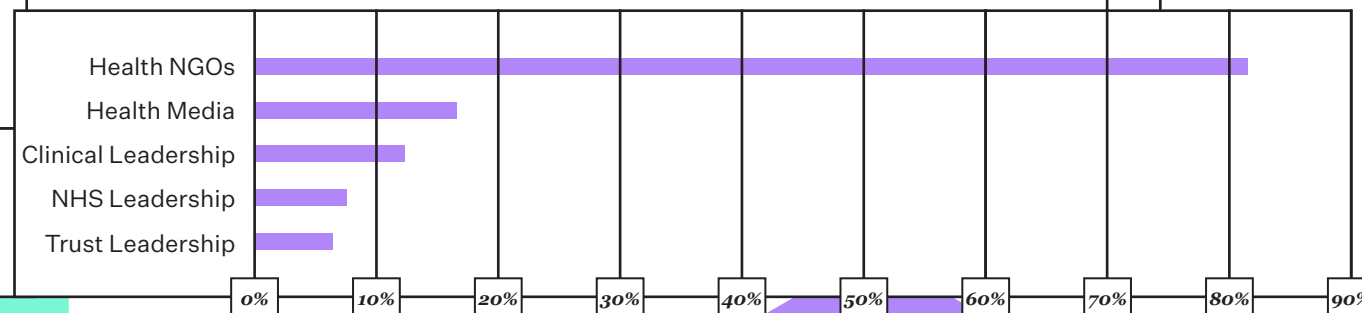
Professor James Chalmers is the Asthma and Lung UK Chair of Respiratory Research at the University of Dundee, as well as the chief editor of the European Respiratory Journal. Of particular interest to Professor Chalmers is bronchiectasis, COPD and COVID-19. James uses his Twitter to share all information regarding respiratory diseases, ranging from articles from the aforementioned journal to work of other academics, to links to talks and conferences surrounding respiratory diseases.

Best known for: Academic research on a variety of Respiratory diseases.

Key Stats

6.6k Twitter followers

Reach (Source: DeepSeer)



Dr John Park

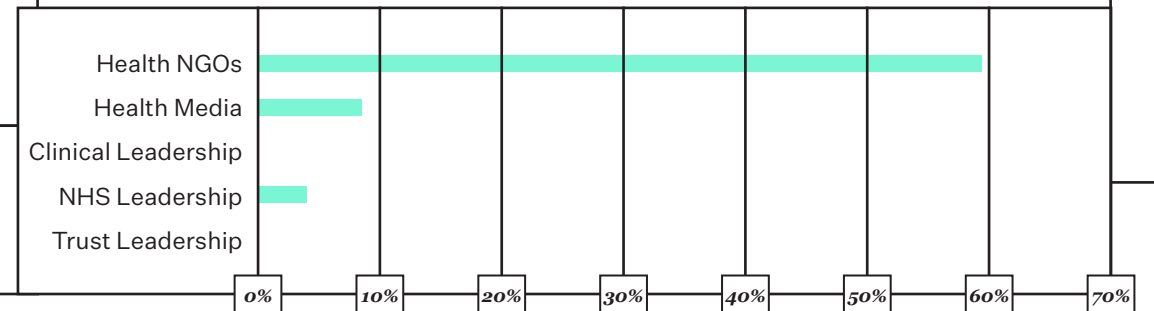
Twitter - @jp_jespark

Dr John Park is a respiratory consultant at Oxford University Hospitals and a board member of the British Thoracic Society. His reach profile is similar to James Chalmers, high across his clinical specialism (59%) but then fairly low for the other segments. Like James Chalmers, he is someone who would move the dial with the clinical respiratory community but is not a public-facing influencer.

Key Stats

0.8k Twitter followers

Reach (Source: DeepSeer)



How will you harness the power of influencers in 2023?

This list demonstrates the amazing power social media influencers have in health – from patient awareness and support, right through to mobilising the inception of policy change.

For any health brand or organisation, its essential that you quickly build an understanding of how influencers could affect you, and the opportunities they present – even if you don't have immediate plans to launch public facing content

As a first step, you should create an influential voices map to understand the channels and individuals with influence in your health area. This can be used to monitor and understand the real-time sentiment, keywords, and perspective of your audience.

Once you understand the opportunity, we can work on influencer content strategies; from

one-off partnerships; to creative integrated campaigns; through to selecting long term ambassadors.

We work with influencers and advocates to connect brands with the right audience via the right platform.

Our team of experts combined with industry leading tools allow us to apply rigor and science to our influencer strategy work; through to selection and vetting, to briefing and content creation. Our experience in the health sector also ensures best in class compliance and risk mitigation.

We can work with you to understand your objectives, identify the best influencers to connect with your audience in a meaningful way , working on the campaign narrative, managing the execution and finalise with tracking and in-depth reporting.

Speak to us: health@mhpgroup.com

References

ⁱ *Influencer tools used: Klear, Traackr, Meltwater*

ⁱⁱ *Izea. 'Top Mental Health Influencers on Instagram'. Available at: <https://izea.com/resources/instagram-mental-health-influencers/#:~:text=Common%20treatments%20range%20from%20therapy%20sessions%20to%20medication%2C,some%20advice%20and%20comfort%20to%20those%20in%20need>. Last accessed 21.02.23*

ⁱⁱⁱ *MedlinePlus. 'Women's Health'. Medical Encyclopaedia. Available at: <https://medlineplus.gov/ency/article/007458.htm>. Last accessed 21.02.23*

^{iv} *Rebekah Harding. 'Gynecologists Are the New 'It Girls' of Instagram. She Knows. Available at: <https://www.sheknows.com/health-and-wellness/articles/2156464/obgyn-health-influencers-instagram/>. Last accessed 21.02.23*

^v *Werner Geyser. 'What is an Influencer? – Social Media Influencers Defined [Updated 2023]'. Influencer Marketing Hub. Available at: <https://influencermarketinghub.com/what-is-an-influencer/>. Last accessed 21.02.23*

About MHP Group

MHP Group is the integrated communications agency built for the Networked Age – a world that’s increasingly connected, complex, polarised and activist. We lead the way in the application of behavioural science to solve communications challenges across a range of sectors and disciplines, including health, public affairs, financial services, capital markets, consumer brands and corporate reputation. With 200 specialists in London and San Francisco, we are trusted by many of the world’s leading businesses and brands.

Our health team’s mission is to enhance and extend people’s lives by building campaigns which change the way that patients, professionals, and policy makers think and act. We combine expertise in government affairs, health systems policy, patient advocacy, PR and digital activation to help our clients’ campaigns deliver tangible outcomes. Our clients, whether global pharmaceutical companies, patient advocacy groups or small providers, work with us because we help them look around corners and navigate an ever-changing, complex environment.

Our digital team is an multi-award-winning handpicked team of influencer experts - strategists, creative storytellers, content creators, influencers and planners with the know-how to supercharge comms with influencer activations. We deep dive into audience mapping to identify influencer partners from nano to high reaching, forming an insight-led influencer strategy. Our strategy maps long-term partners to develop an inter-connected network of influencers to deliver exponential share of voice for brands and initiatives amongst the target demographic.

About DeepSeer

DeepSeer generate unique insight on influence. They analyse what’s being shared into the social media timelines of audiences, like healthcare decision-makers, by their personal and professional networks. AI-driven analytics are then applied to surface the key influencers, media outlets and articles that are shaping opinion. The result is unprecedented granular insight: the who, what and how of influence at the level of each individual decision-maker.