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May 2021

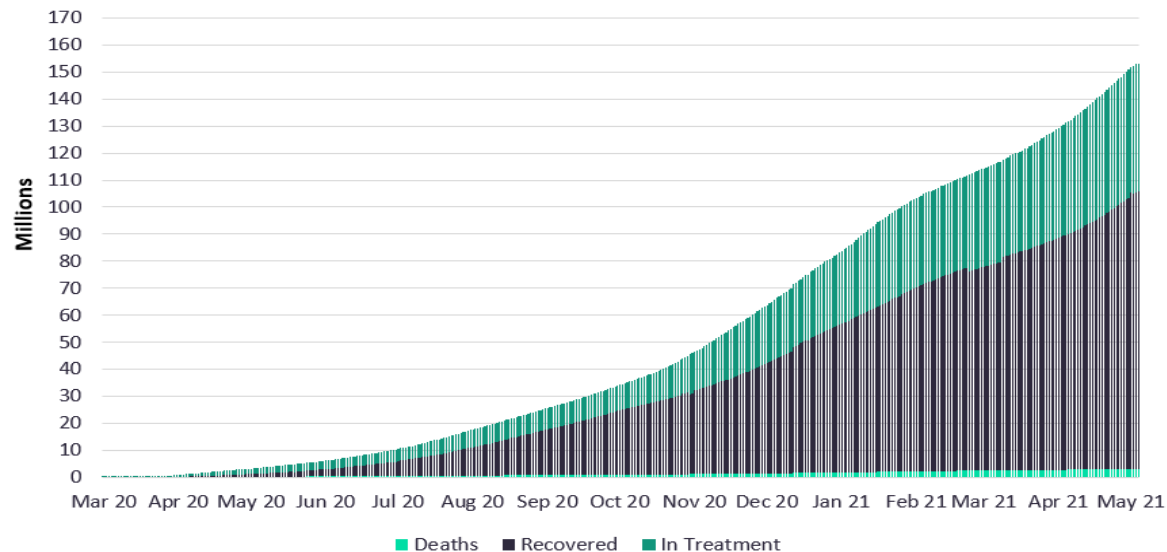
## Healthcare: Influencers analytics on Covid-19 – Q1 2020 to Q2 2021



# COVID-19: the global pandemic

## Coronavirus details

COVID-19 was first reported in Wuhan, a major travel hub in China, in December 2019. On 11 March 2020, the World Health Organization described the global outbreak as a pandemic. The pandemic has already killed more than 3.8 million people globally.



## An overview

The COVID-19 pandemic had a devastating impact on the global economy, with some sectors hit particularly hard. The cumulative loss of economic growth due to the virus is estimated at \$11 trillion over the next two years, with many economies also struggling with high levels of unemployment.

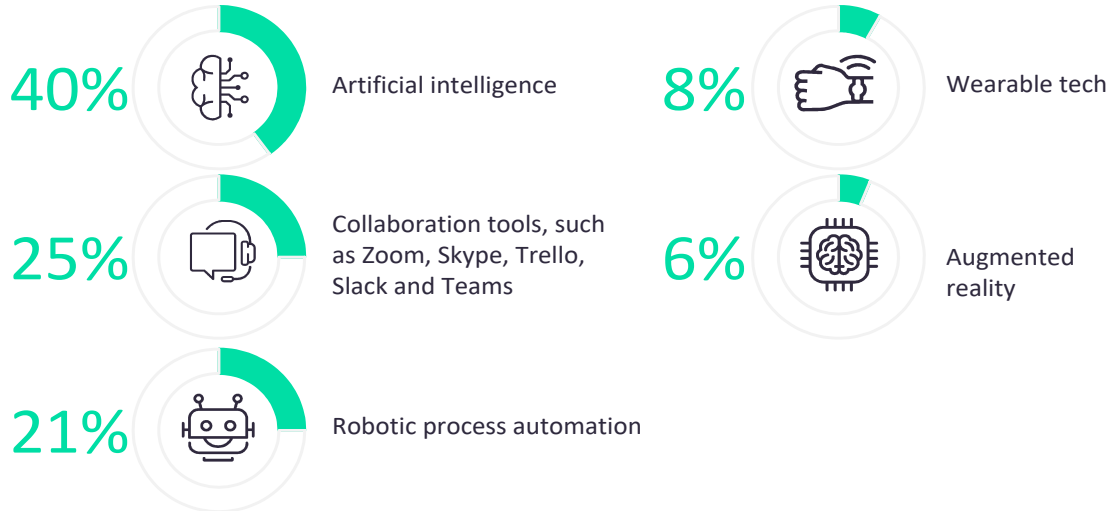


# COVID-19: the global pandemic

## Coronavirus accelerates digital transformation

Coronavirus accelerates digital transformation Beyond the short-term challenges, long-term success for a company will rely on innovation and flexibility in how it reacts to customer needs. As a result, most workers expect that technology will change the way they do their jobs going forward. Artificial intelligence is expected to be the most disruptive, followed by collaboration tools and robotic process automation (RPA).

### Which technologies will change the work you work?



## COVID impact

COVID-19 has already affected our lives forever. The way we work, shop, eat, seek medical advice, socialize, participate in sport, and entertain ourselves will all be different. Quite how different remains to be seen, but all industries must plan ahead for multiple eventualities.



# The impact of COVID-19 on the Healthcare industry

## Thematic impact assessment for Healthcare

The graphic below details the impact of COVID-19 across the Medical sector value chain.

	Service Providers & Suppliers	Providers	Payers	Patients
Short-term impact	Health technology usage is booming. Telemedicine in particular has been pivotal.	Elective procedures have fallen drastically, hurting Provider margins significantly. Increased patient and equipment burdens will continue to stress health systems.	Healthcare utilization is down due to reduced procedures. Financially, payers are in a good position.	Patient engagement with health systems is greatly reduced outside of COVID-19 cases due to lockdown. This will increase mental and chronic health burdens.
Mid-term impact	Telemedicine and digital health initiatives will have mainstream exposure and increased adoption.	Return of full elective procedures expected to be slow. Fear of second COVID-19 wave will keep equipment demand stresses high on health providers.	Significant job losses are expected to reduce member enrolment, with Medicaid enrolment increasing.	Virtual Care and Telemedicine will help speed up recovery of healthcare interaction rates. Uninsured population will rise due to job losses.
Long-term impact	Virtual Care modes of healthcare interaction will become more commonplace and supported through regulation and reimbursement.	Financial stresses will emphasize alternative delivery of care. Value-based care and population health reinforcement are expected.	Payers will need to adapt to lower enrolment rates. Increases in dependants is expected due to job loss.	Healthcare engagement will rely upon job recovery and insurance cost. Value-based care and Virtual Care will help increase engagement.

■ Significant negative impact
 ■ Moderate negative impact
 ■ No impact
 ■ Moderate positive impact
 ■ Significant positive impact

## COVID impact on Healthcare

Healthcare systems are expected to remain stressed until an effective vaccine can be deployed globally.

Providers are particularly hard hit in terms of lost revenues and overburdened demand for equipment and COVID-19 treatments But hard times are also coming for Payers.

Health technology companies have strong opportunities for growth in telehealth and virtual care.



# Influencers analytics on Covid-19 in Healthcare: Q1 2020 to Q2 2021

## Key findings



### Activity

The number of tweets relating to COVID-19 in Healthcare fell in H1 2021 over H1 2020.



### Companies/institutions

Among companies/institutions, Pfizer was mentioned most number of times in the context of COVID-19 in Healthcare.



### Concepts

Covid-19, Vaccines, and Pandemic were among the key COVID-19-related terms used by influencers in Healthcare.



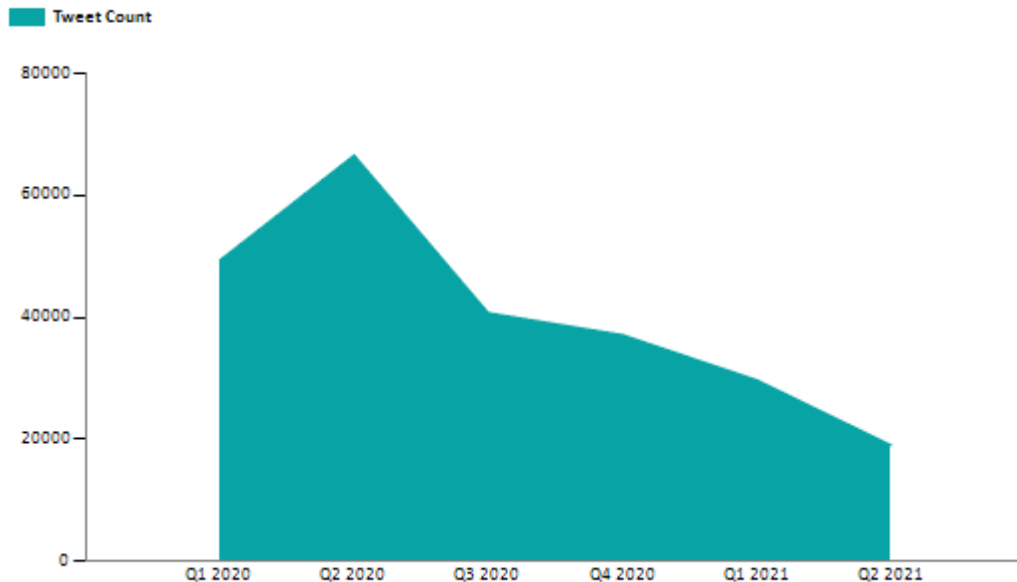
### Influencers

Liz Szabo leads our global list of key influencers tweeting about COVID-19 in Healthcare.



# Influencers analytics on Covid-19 in Healthcare: Q1 2020 to Q2 2021

Twitter activity around COVID-19 in Healthcare between Q1 2020 and Q2 2021



Source: GlobalData

## Activity

Influencer discussions on COVID-19 in Healthcare have decreased to 48,803 tweets in H1 2021 as against 116,032 in H1 2020.

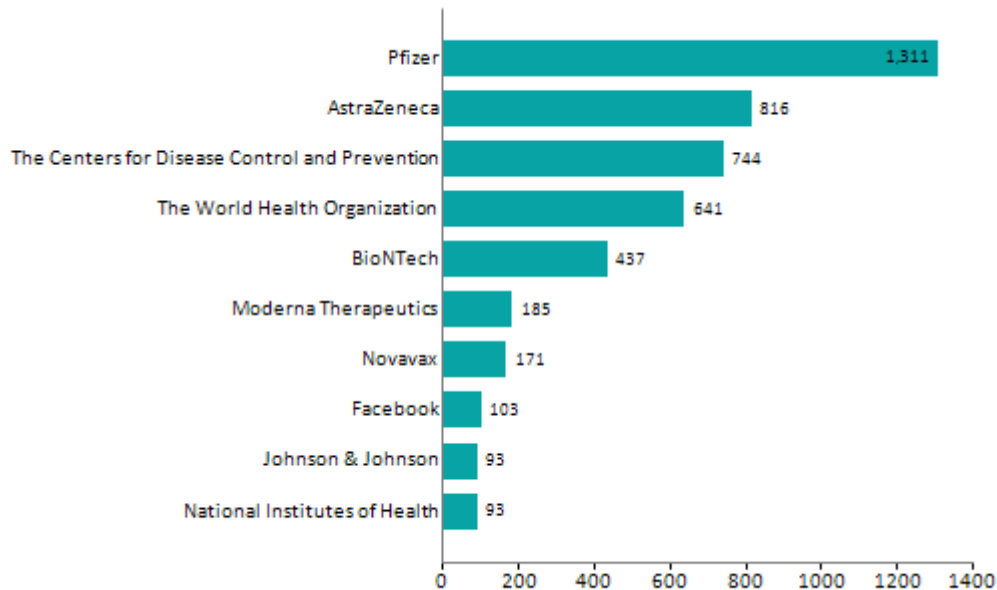
GlobalData insight

Twitter activity around COVID-19 by influencers saw its highest number in April 2020.



# Influencers analytics on Covid-19 in Healthcare: Q1 2020 to Q2 2021

Top ten companies/institutions by mentions in H1 2021



Source: GlobalData

## Companies/Institutions

Pfizer led influencer discussions on COVID-19 in Healthcare.

GlobalData insight

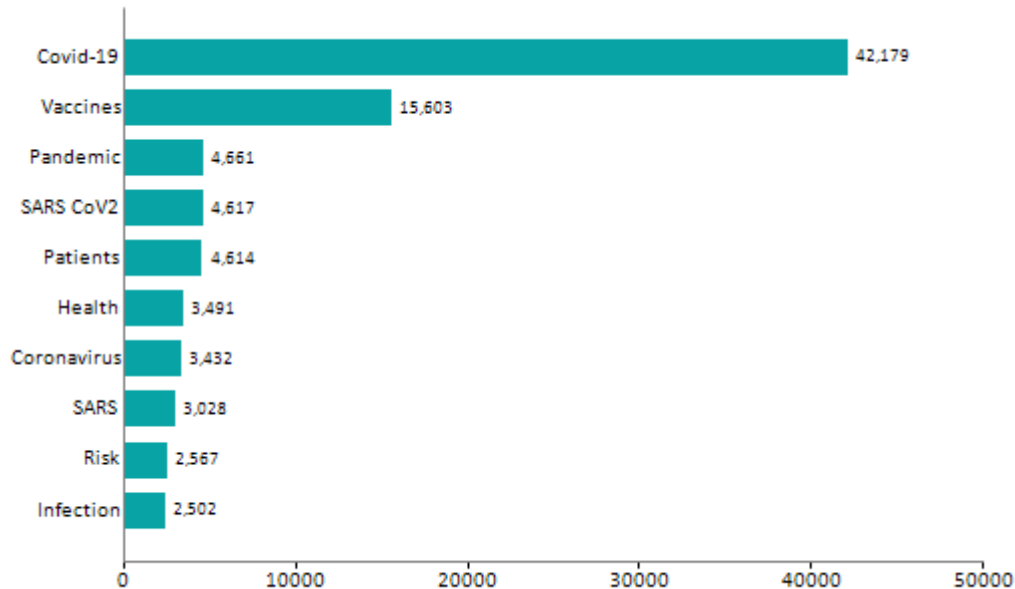
Pfizer 1,311 times while discussing COVID-19 in the Healthcare sector during H1 2021.

Other prominent companies/institutions included AstraZeneca and The Centers for Disease Control and Prevention.



# Influencers analytics on Covid-19 in Healthcare: Q1 2020 to Q2 2021

Top ten COVID-19-related Healthcare concepts tweeted by influencers in H1 2021



Source: GlobalData

## Concepts

Covid-19 was the key topic discussed in relation to COVID-19 in Healthcare sector in H1 2021.

### GlobalData insight

After Covid-19, Vaccines was the key topic discussed in relation to COVID-19 in Healthcare sector in H1 2021.











Other popular concepts included Pandemic, SARS CoV2, and Patients.





# Influencers analytics on Covid-19 in Healthcare: Q1 2020 to Q2 2021

Top ten influencers tweeting about COVID-19 in Healthcare during H1 2021

 <b>Liz Szabo,</b> Media and Publishing @LizSzabo	 <b>Laurie Garrett,</b> Media and Publishing @Laurie_Garrett
 <b>Amesh Adalja,</b> Physician/ Infectious Diseases @AmeshAA	 <b>Amanda Glassman,</b> Activist/ Advocate @glassmanamanda
 <b>Atanas G Atanasov,</b> Academia @_atanas_	 <b>Tom Varghese,</b> Physician/ Thoracic Surgeon @TomVargheseJr
 <b>Mike Thompson,</b> Physician/ Oncologist @mtmdphd	 <b>Neil Floch,</b> Physician/ Bariatric Surgeon @NeilFlochMD
 <b>Peter Hotez,</b> Academia @PeterHotez	 <b>Juan Carlos Ivancevich,</b> Academia @Aller_MD

## Influencers

Media and Publishing and Physician/ Infectious Diseases professionals were leading the twitter conversations in H1 2021.

### GlobalData insight

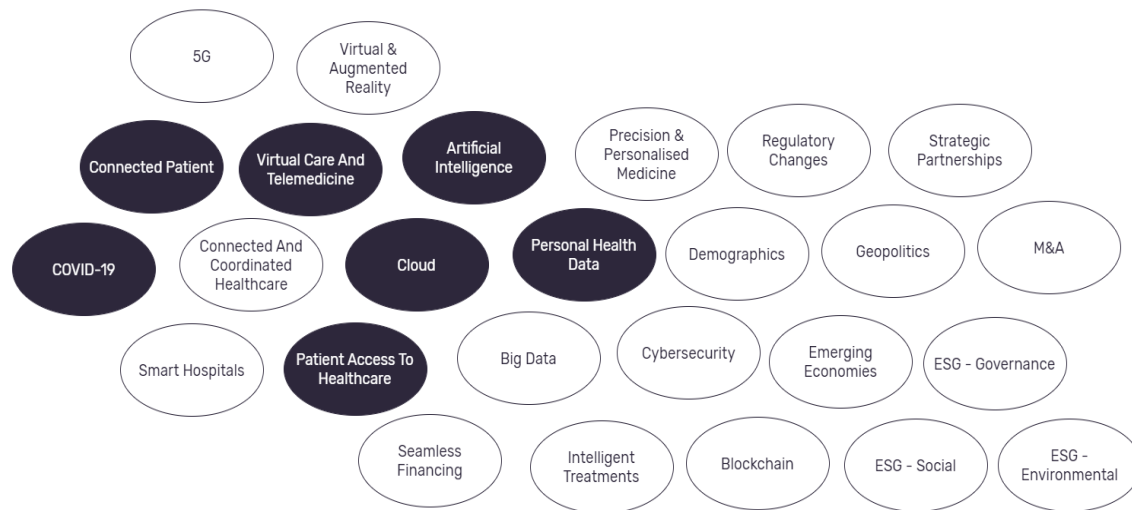
Liz Szabo topped our list of key active influencers tweeting about COVID-19 in the Healthcare sector in Q1 2021.

Laurie Garrett, Amesh Adalja, & Amanda Glassman stood next in the list of top ten influencers.



## More themes impacting Healthcare

Our 2021 Healthcare theme map below shows the big themes that will have a significant disruptive impact on all Healthcare companies over the next two years.



## Our 2021 theme map

We define a theme as any issue that keeps CEOs awake at night.

Our 2021 theme map shows the big themes driving growth in the sector.



# Discover thematic research

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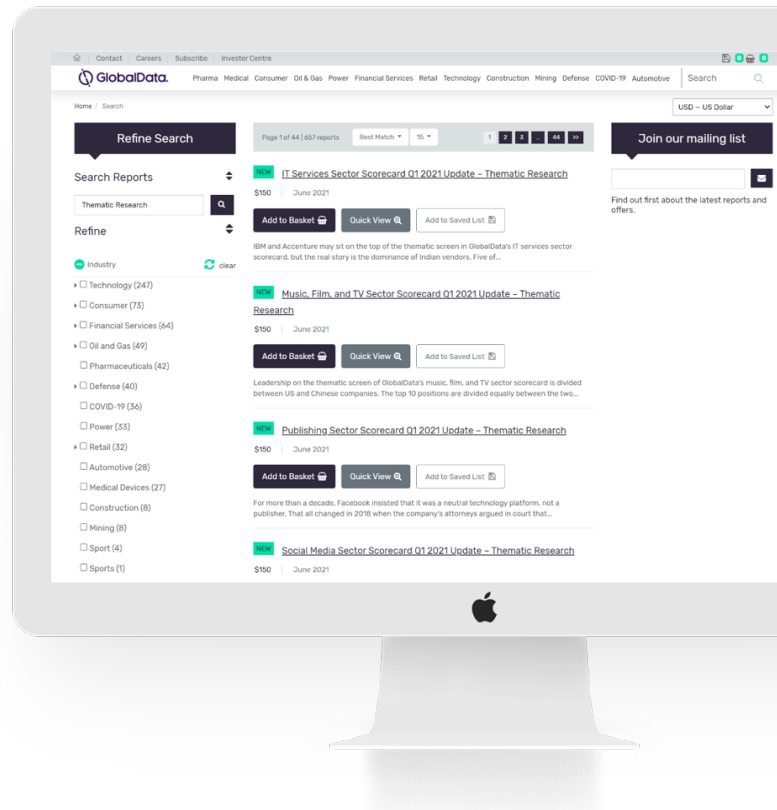
To find out more about major themes set to disrupt your industry, discover GlobalData's research reports.

We leverage the collective expertise of our in-house research analysts, consultants, and journalists, as well as thousands of external thought-leaders, to create differentiated and actionable insight.

Our thematic analysis offers a comprehensive lens into the future of your industry, enabling you to:

- Drill down into market shifts to determine strategy that drives your business forward
- Identify sector trends and themes early to protect your blindside
- Utilize forecasts and customer insight to power your product development & innovation

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