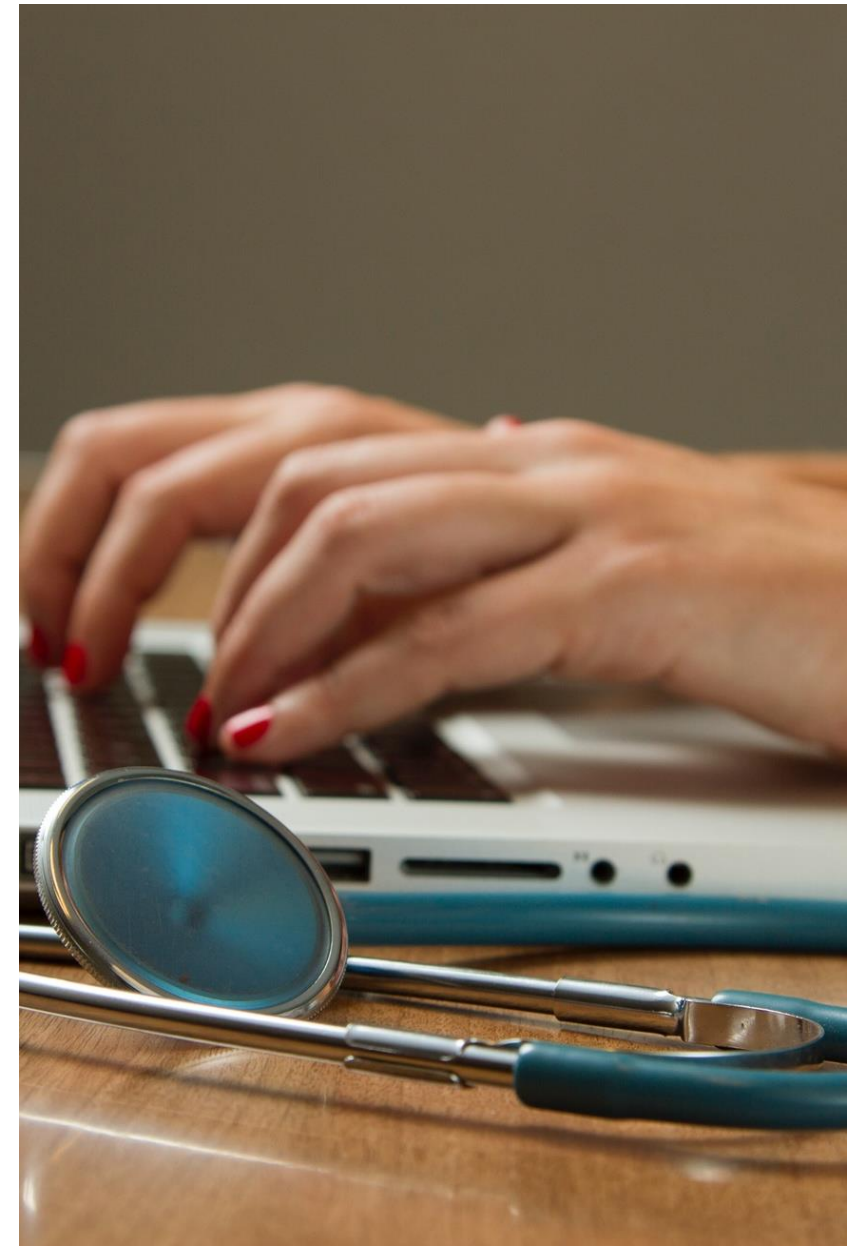




TikTok and Healthcare Professionals: Leveraging the Platform to Enhance Patient Outreach

Overview

TikTok is a powerful platform that healthcare professionals can use to reach out to patients and enhance their outreach. Leveraging the platform can help healthcare professionals build relationships with patients and provide them with valuable information.



Benefits & Challenges



Doctor

Healthcare Professional



Nurse

Healthcare Professional



Patient

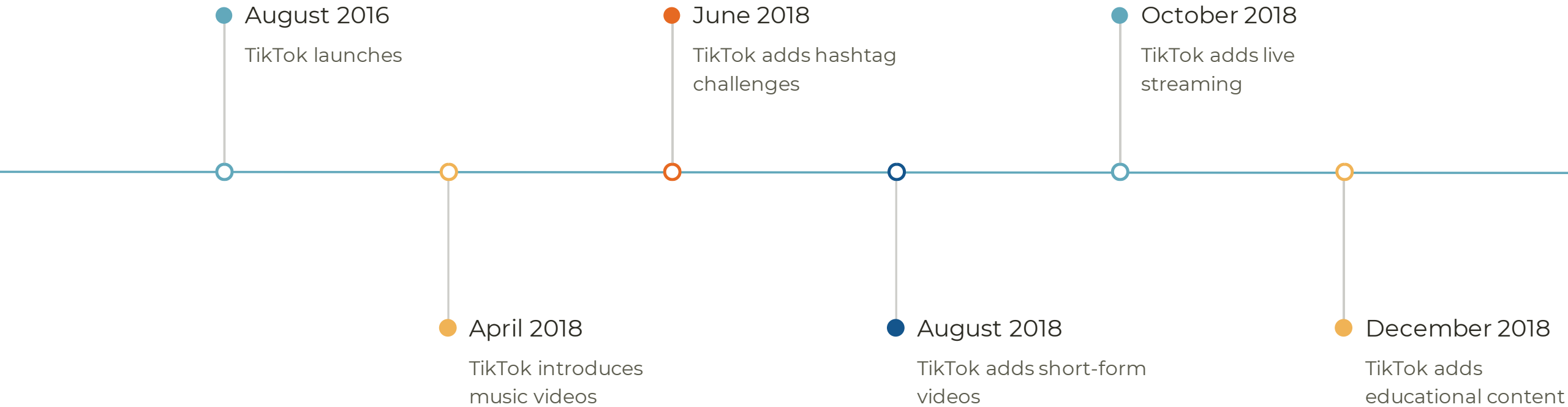
Healthcare Consumer



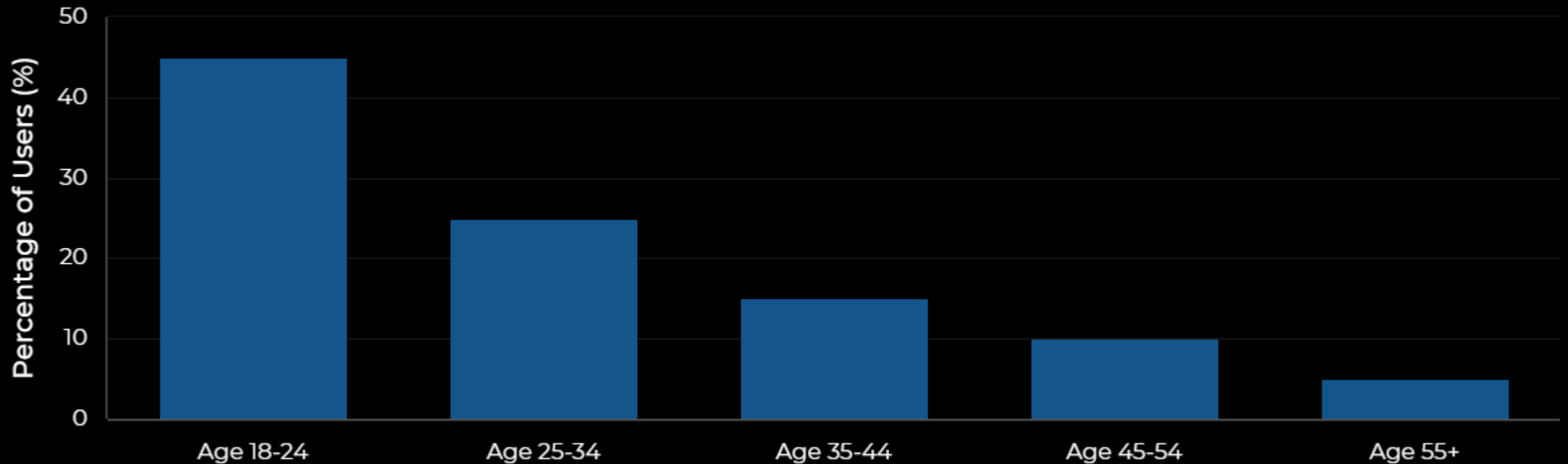
Social Media Manager

Marketing Professional

Content Types on TikTok



TikTok Usage Statistics



TikTok usage is highest among 18-24 year olds.

Aldo Gómez: TikTok Doctor

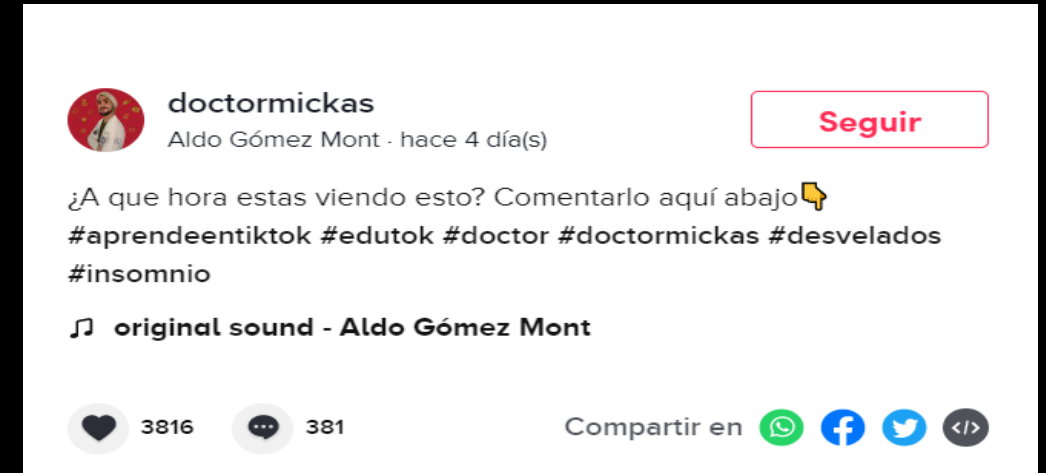


Aldo Gómez: TikTok Doctor

Aldo Gómez is a TikTok influencer and doctor who has gained a large following on the platform.

TikTok has become one of the most popular social media platforms, with over 800 million active users worldwide.

TikTok provides a unique opportunity for businesses to reach a large and engaged audience.



Source: TikTok

In just 4 days, this mini video received almost 4,000 likes and nearly 400 comments.

[Link](#)

Aldo Gómez is an example of how TikTok can be used to reach a large and engaged audience, making it an attractive platform for businesses to explore.

Pharmacy: TikTok



A Pharmacy employee is a TikTok influencer who has gained a large following on the platform.

At this point, we are certain that TikTok is a social media platform with a high potential to be considered in the marketing strategy when it comes to the youngest audiences.

At the same time, you can create a positive sentiment through educational and informative content that can be disseminated by influential health professionals with high popularity on this channel.



farmatiks

Farmacia Puerta Real

Seguir

181 Siguiendo 61.3K Seguidores 772.8K Me gusta

Salud, consejo farmacéutico, educación sanitaria, ciencia y belleza ❤️

[Farmatiksconsejofarmaceutic...](#)

Source: TikTok

Profile of a pharmacist who gives health and pharmaceutical advice and also provides health education.

[Link](#)

Users can be found making fun of themselves in embarrassing ways in public. Patients visit pharmacies to receive advice. A clear example of their influence can be found in this account.

“

Healthcare professionals are using TikTok to develop messaging that is likely **to resonate with patients in younger demographics**. Healthcare professionals are posting videos that include humor, self-deprecation, and specific health content in meme-like forms. The platform is thus becoming an integral part of social media healthcare ecosystems, allowing healthcare professionals to interact with young people on a personal level. Additionally, HCPs use the platform to further promote personal websites and YouTube channels by including these links on their account bios.

TikTok thrives on its irreverence, distinguishing itself as a platform where users can be found **making fun of themselves in embarrassing ways in public**. Few videos fell in the animated or documentary categories, except for TV programs and excerpts from **news reports**.

These results suggest that healthcare professionals are using the platform **to humanize their professions, thus avoiding rigid hierarchies between doctors and patients**.

DIY ROOM DECORATIONS
DIY GIFT WRAPPING IDEAS
DIY BEAUTY PRODUCTS
DIY GARDEN PONDS AND WATER FEATURES
DIY SCHOOL SUPPLIES
DIY CARD MAKING
DIY HAIR STYLES
DIY OUTDOOR LIGHTING IDEAS
DIY CLOTHES
DIY FACE CLEANSERS
DIY BEAUTY REMEDIES
DIY HAIR TREATMENTS
DIY HOME REMEDIES
DIY GARDEN DECORATIONS
DIY PROJECTS
DIY GIFTS
DIY SKIN CARE REMEDIES
DIY GARDEN LIGHTING IDEAS
DIY JEWELRY MAKING
DIY FACE MASKS
DIY GARDENING TIPS
DIY GARDEN STRUCTURES
DIY CLEANING HACKS
DIY GARDENING SUPPLIES
DIY GARDEN FENCES
DIY CRAFTS
DIY GARDEN PATHS
DIY SKIN CARE TREATMENTS
DIY GARDENING IDEAS
DIY HAIR STYLING TIPS
DIY HAIR MASKS
DIY HOME DECOR
DIY OUTDOOR GAMES AND ACTIVITIES
DIY HEALTH REMEDIES
DIY FACE SCRUBS
DIY ART PROJECTS
DIY NAIL ART TUTORIALS
DIY MAKEUP TUTORIALS
DIY OUTDOOR COOKING IDEAS
DIY ORGANIZATION HACKS
DIY PHONE CASES
DIY OUTDOOR FURNITURE PROJECTS
DIY OUTDOOR ENTERTAINING IDEAS
DIY OUTDOOR DECORATIONS
DIY GARDENING PROJECTS
DIY SKIN CARE PRODUCTS
DIY NATURAL REMEDIES
DIY SKIN CARE ROUTINES
DIY HOME HACKS
DIY HAIR DYES

PILLOW TALK
TRENDS
CHALLENGE
VIDEO
HASHTAG
DANCE
FUNNY
VIRAL
TIKTOK
COMEDY
CREATIVE
DUET
LIP SYNC
MUSIC

'The **Humorists**' on TikTok



Overview of Humorists on TikTok

Humorists are content creators who specialize in comedic content on TikTok, often using the platform to share jokes, skits, and other humorous content.



Popularity of Humorists

Humorists have become increasingly popular on TikTok, with many of them gaining millions of followers and becoming influencers.



Reach of Humorists

Humorists have a wide reach on TikTok, with their content often going viral and reaching a large audience.

Humorists are an important part of the TikTok landscape, and understanding their impact is essential for any market overview of the platform.

“Healthcare Professionals are the unsung heroes of TikTok, and their contributions should not be overlooked.”

Humor, Self-Deprecation, & Content

Humor and self-deprecation can be powerful tools for healthcare professionals to use when engaging with patients on TikTok. By leveraging these techniques, healthcare professionals can create content that resonates with their audience and encourages meaningful interactions.



Username & Titles



Username

Healthcare professionals should create a username that is professional and easy to remember

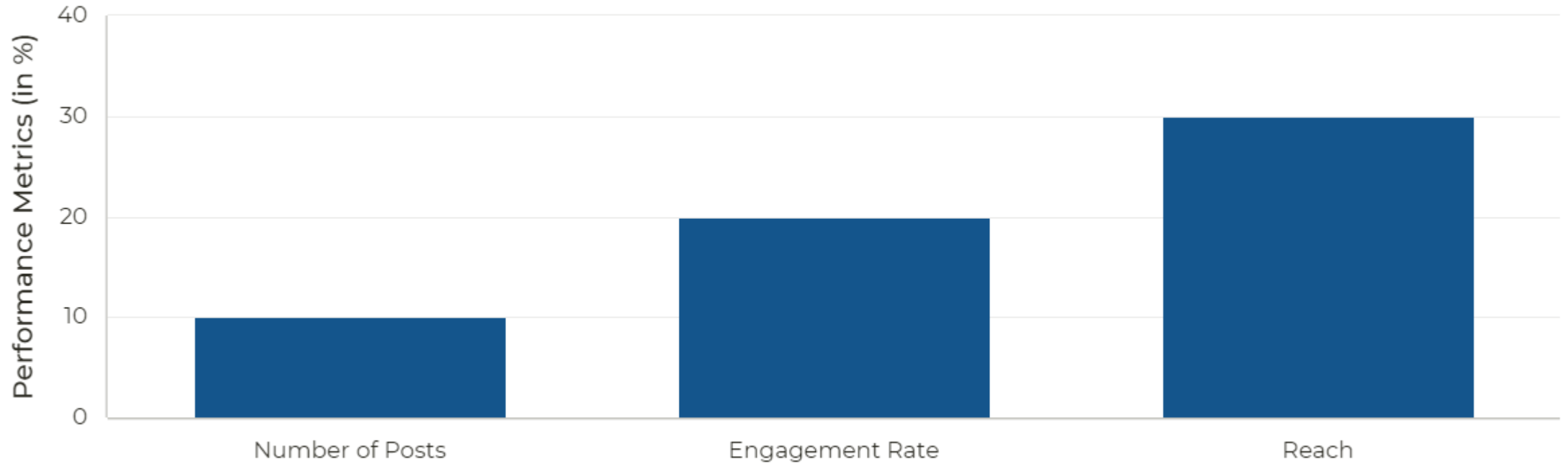


Titles

Healthcare professionals should create a title that accurately reflects their profession and credentials

Creating an appropriate username and title is essential for healthcare professionals to leverage TikTok for patient outreach.

Content Performance



TikTok can be a powerful tool for healthcare professionals to reach their patients.

*Data from TikTok Analytics

Recommended Tactics for brands®



Create Educational Content

Create content that educates healthcare professionals on the benefits of brands®



Engage with Followers

Interact with followers to build relationships and trust in the brand



Share Patient Stories

Share stories of patients who have had success with brands® to build credibility

By leveraging TikTok, healthcare professionals can effectively reach their patients and promote brands® through educational content, engagement, and patient stories.

REALIZATIONS
OUTCOMES
MAIN POINTS
LESSONS LEARNED
RESULTS
CONCEPTS
IMPLICATIONS
CORE INSIGHTS
IMPORTANT IDEAS
HIGHLIGHTS
SIGNIFICANT LEARNINGS
OVERVIEW OF TAKEAWAYS
OVERVIEW OF INSIGHTS
RELEVANT CONCEPTS
CONCLUSIONS
TAKEAWAYS
SIGNIFICANT INSIGHTS
SIGNIFICANT MESSAGES
ESSENTIAL LEARNINGS
CORE IDEAS
OVERVIEW OF CONCLUSIONS
IMPORTANT CONCEPTS
OVERVIEW OF FINDINGS
MAIN IDEAS
SIGNIFICANT IDEAS
DISCOVERIES
IDEAS
REFLECTIONS
MAIN CONCEPTS
RELEVANT POINTS
IMPORTANT POINTS
CONCLUSION
CORE MESSAGES
SIGNIFICANT CONCEPTS
OBSERVATIONS
OVERVIEW OF HIGHLIGHTS
ANALYSIS
KEY POINTS
RECAP
FINDINGS
REFLECTIONS
OVERVIEW OF MAIN POINTS
IMPORTANT LEARNINGS
KEY MESSAGES
ESSENTIAL IDEAS
MAIN INSIGHTS
SIGNIFICANT POINTS
OUTLOOKS
RELEVANT LEARNINGS
KEY LEARNINGS
MAIN TAKEAWAYS
ESSENTIAL INSIGHTS
RELEVANT MESSAGES
CORE CONCEPTS
INSIGHTFUL IDEAS
RELEVANT INSIGHTS
KEY IDEAS
SIGNIFICANT IDEAS
CORE CONCEPTS
KEY CONCEPTS
CORE LEARNINGS