THE SCIENCE OF TRUST. THE POWER OF CONNECTION

Emotional engagement fuels long-term brand loyalty.

Zeno Group's ***Brand Love & Demand: Health & Wellness*** study, based on insights from U.S. healthcare professionals (HCPs)—including doctors, physician assistants (PAs) and nurse practitioners (NPs)—revealed what truly drives trust and loyalty.

For the future of health and wellness, the question isn't whether science will keep advancing; it's whether connection can keep up. The next decade's greatest risk isn't a failure of science. It's a failure of connection.

Chemistry Matters. Connection Decides.

73% of doctors, 88% of nurse practitioners, and 88% of physician assistants say **personal connection influences their prescribing decisions;** and across HCPs, **71% say the same about the company behind those products.**

It's not only what a treatment *does*; it's who stands behind it, how they show up, and whether that story feels human and true.

Reps Talk. Peers Persuade.

Nearly four-in-five HCPs (77%) cite **colleagues as a top information source,** far outranking conferences, ads or reps.

Love at First Script.

88% of doctors, 80% of nurse practitioners, and 86% of physician assistants **continue prescribing treatments they first learned of during training.** That's not inertia. *That's loyalty born from early trust—a connection that endures.*

The Economics Behind Every Rx.

While efficacy and safety remain essential, 76% of HCPs say **access and pricing significantly influence their prescribing choices.** Affordability isn't an afterthought; it's a primary driving factor behind their decisions.

Generational Cues. Emotional Views.

Gen Z and Millennial HCPs lead with empathy and values. 71% cite value alignment and 75% consider patient empathy as key reasons they love a brand.

Gen X HCPs are brand-led pragmatists. 84% say feeling connected shapes prescribing decisions, and over half resist switching from trusted brands.
Boomers and older HCPs lean on familiarity. 72% default to familiar brands and 79% cite long-term trust as the foundation of brand love.

The Prescription for Brand Love: Six Things to Know

1 **Emotional Equity is Real and Measurable**
Building emotional trust with HCPs creates brand staying power more than clinical data alone.

2 **Win Them Early**
Early exposure among HCPs builds loyalty that's hard to break.

3 **Trusted Voices: Peers Lead the Way**
Activate key opinion leaders for peer-to-peer engagement.

4 **Patient Access and Cost Considerations are Critical**
Patient support programing and access are at the forefront of HCP minds and decisions.

5 **Connection Hits Different by Generation**
Understand which drivers matter to each.

6 **Company Reputation Shapes Trust**
HCPs consider corporate transparency, responsiveness, affordability and personal experience when evaluating products.

Be the brand HCPs can't quit.
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