

ATS 2025 Social Media Report

SOCIAL MEDIA



INSIGHTS



SOCIAL LISTENING



LucidQuest Intelligence
Accelerate your success

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Social Media Insights at Medical / Scientific Congresses

Grow your reach

- **Data-driven hashtag strategy. Enhanced discoverability and visibility**
- Insights on which hashtags to use and which to avoid
- Opportunities identification to introduce new hashtags that can shift the discussion to your preferred topics

Tailor your content strategy

- **Content that resonates with your audience. Increased engagement and stronger connections**
- Topics identification from top performing posts that resonate with existing or new target audiences
- “Smarter” and more targeted marketing strategies and tactics based on audience interests and behavior

Stay updated with the latest advances

- **Deeper understanding of the current landscape in your space, including emerging trends and the latest scientific advancements.**
- Insights on what is considered important or controversial in the medical field at that time.
- Staying updated on key discussions helps companies anticipate changes and enables informed strategic decisions in areas like R&D and marketing

Identify “Leading Voices”

- **Clarity on who is driving online discussions and their interests to develop optimized approaches to target them.**
- Discovery of existing and new leading voices (HCPs, advocates, etc.)
- Knowledge to develop impactful Leading Voices (LV) (online) and KOL (offline) engagement and networking plans

Know the players

- Awareness of competitor company activities during conferences and throughout the year.
- Insights on their online marketing, comms and sales strategies and tactics to benchmark them against your plans
- Knowledge about clinical pipeline, expected launches and product strategy

“Feel” the sentiment

- **Feedback and sentiment about clinical trial results, drug launches or other events.**
- Insights into “Leading Voices” perspective on scientific and commercial updates discussed in the conference
- Companies can leverage positive feedback for market success and use negative sentiment to identify potential issues



Our Methodology

The LucidQuest Social Media Insights team monitored approximately 3.5K posts before, during, and after ATS 2025 to identify key hashtags, top discussion themes, top Leading Voices and audience sentiment.

Key hashtags

Our team analyzed the absolute frequency of relevant hashtags found in ~1.46K posts, and compiled a list of the top most frequent ones.

Top posts

We filtered posts in the top 40% of views to identify the top 500 ones.

Top discussion themes

The text of top 500 posts was analyzed to identify the top discussion themes and most frequent phrases and words used.

Top Leading Voices

We leveraged our LQ algorithm, which takes into account both user activity and popularity, to identify the top Leading Voices at the event.

Audience sentiment

Finally, we analyzed the text of top 500 posts to assess overall sentiment and audience perceptions of the conference



Key ATS 2025 takeaways



- **Key hashtags:** The hashtags #COPD, #Asthma, and #Pulmonology led discussions, highlighting a strong focus on chronic respiratory diseases and pulmonary medicine. Other key themes included medical education, critical care, and pulmonary training, while generic tags like #HealthforAll and #ATS2025 were excluded to spotlight more specific conversations



- **The top discussion themes were** Data and Efficacy, followed by Clinical trials/studies and Treatment, reflecting a strong emphasis on evidence generation and therapeutic outcomes. Themes such as Patients, Safety, and Education were also notably present, underscoring the importance of real-world relevance, care quality, and informed decision-making.



- **Leading Voices:** Doctors dominated the conversation with ~45% of posts, followed by education (~25%) and media (~15%). Advocates, companies, and research contributed smaller shares, while no posts came from nurses.



- **Audience sentiment was ~82% positive**, fueled by excitement around respiratory treatment breakthroughs, AI innovations, and engaging conference moments. Neutral posts (~14%) highlighted session logistics and content links, while negative sentiment (~4%) focused on safety concerns and access barriers

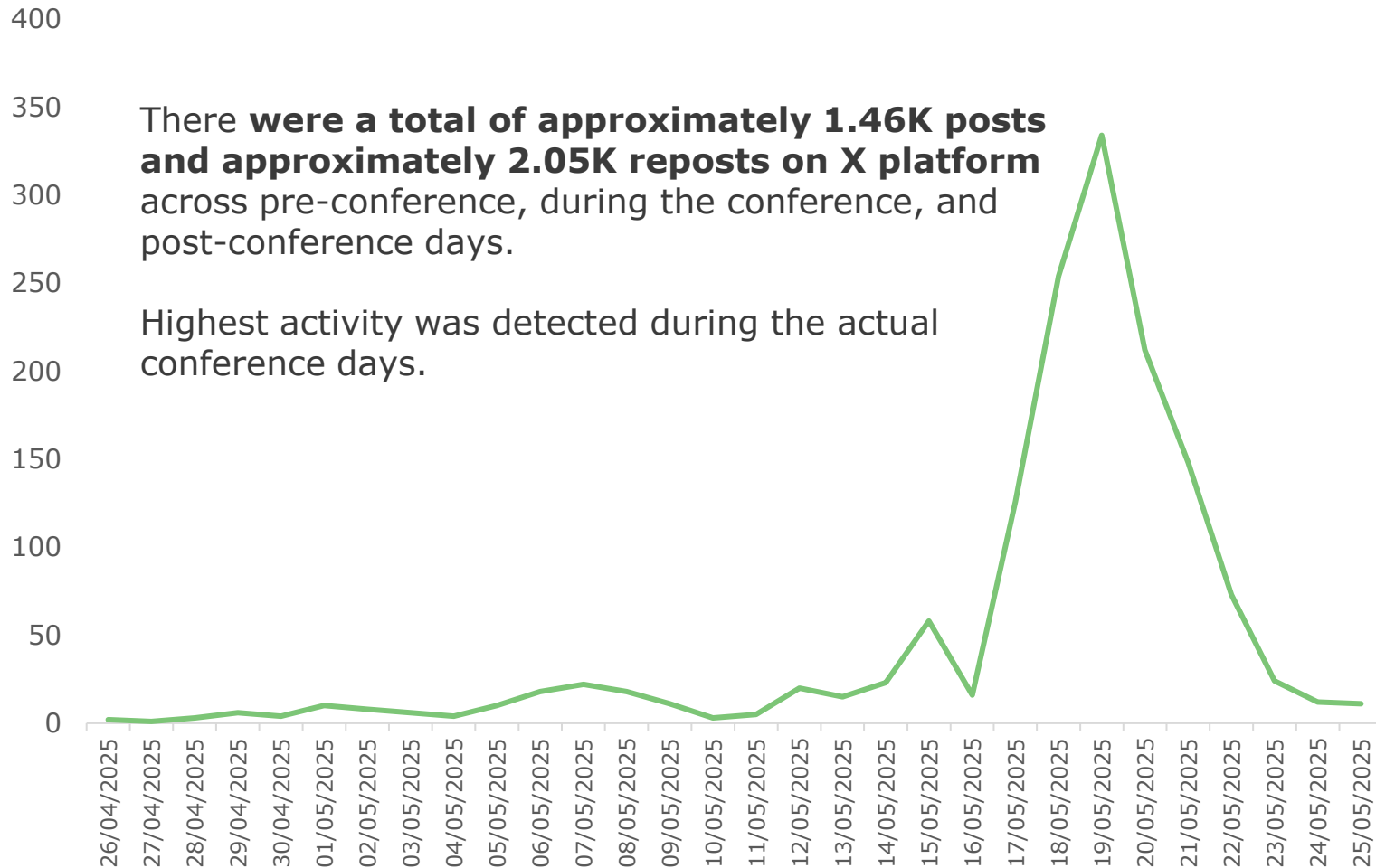


- **Text analytics:** Key ATS 2025 themes included advancing pulmonary and critical care through clinical innovation, patient-centric practices, and a strong focus on respiratory diseases and biomarker-driven research





Conference-related social media activity over time



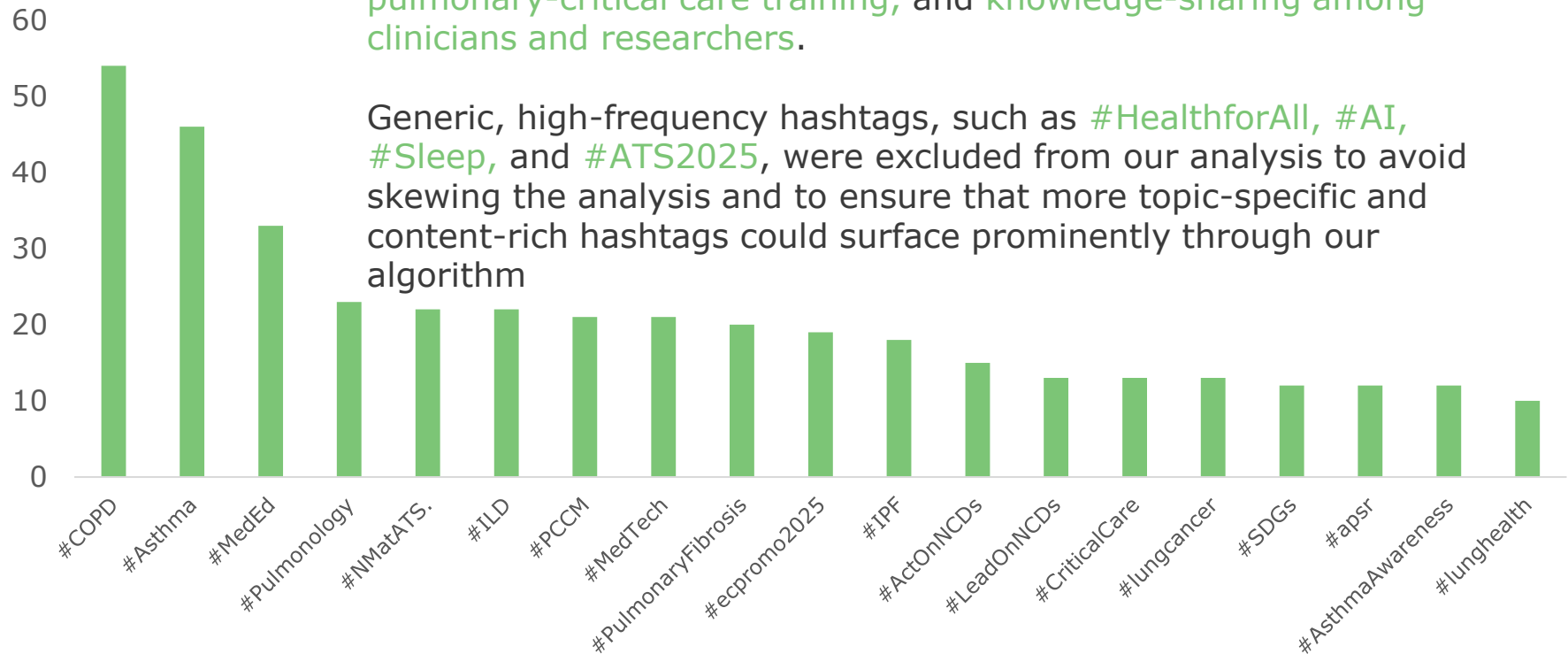


Top hashtags used during ATS 2025

The hashtags **#COPD**, **#Asthma**, and **#Pulmonology** dominated the online chatter, pointing to a central focus on **chronic respiratory diseases, particularly COPD and asthma**, and the broader pulmonary medicine field actively driving those discussions.

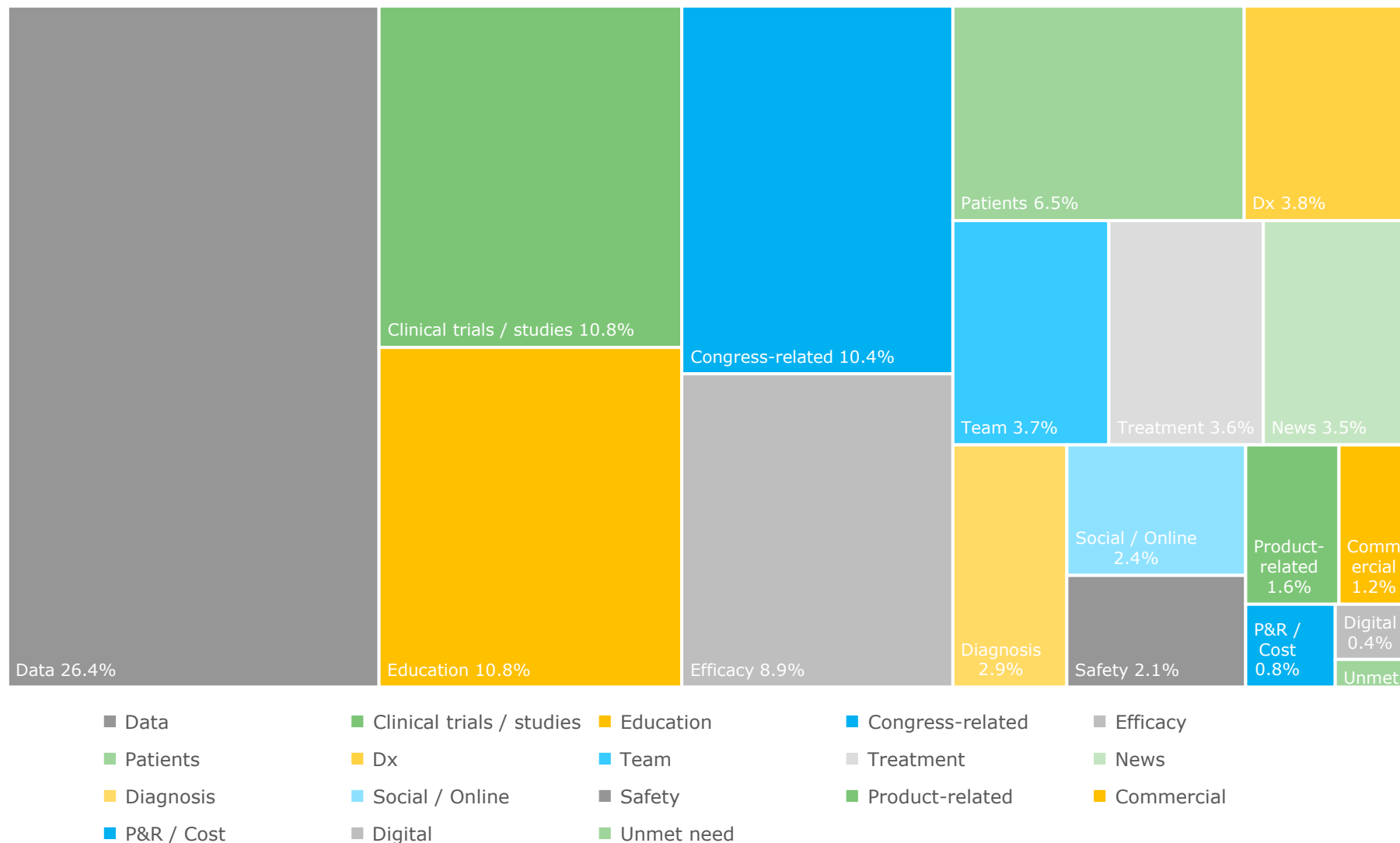
Other topics included **#MedEd**, **#PCCM**, and **#CriticalCare**, underscoring the ongoing importance of **medical education, pulmonary-critical care training, and knowledge-sharing among clinicians and researchers**.

Generic, high-frequency hashtags, such as **#HealthforAll**, **#AI**, **#Sleep**, and **#ATS2025**, were excluded from our analysis to avoid skewing the analysis and to ensure that more topic-specific and content-rich hashtags could surface prominently through our algorithm





Top discussion themes from top 500 posts

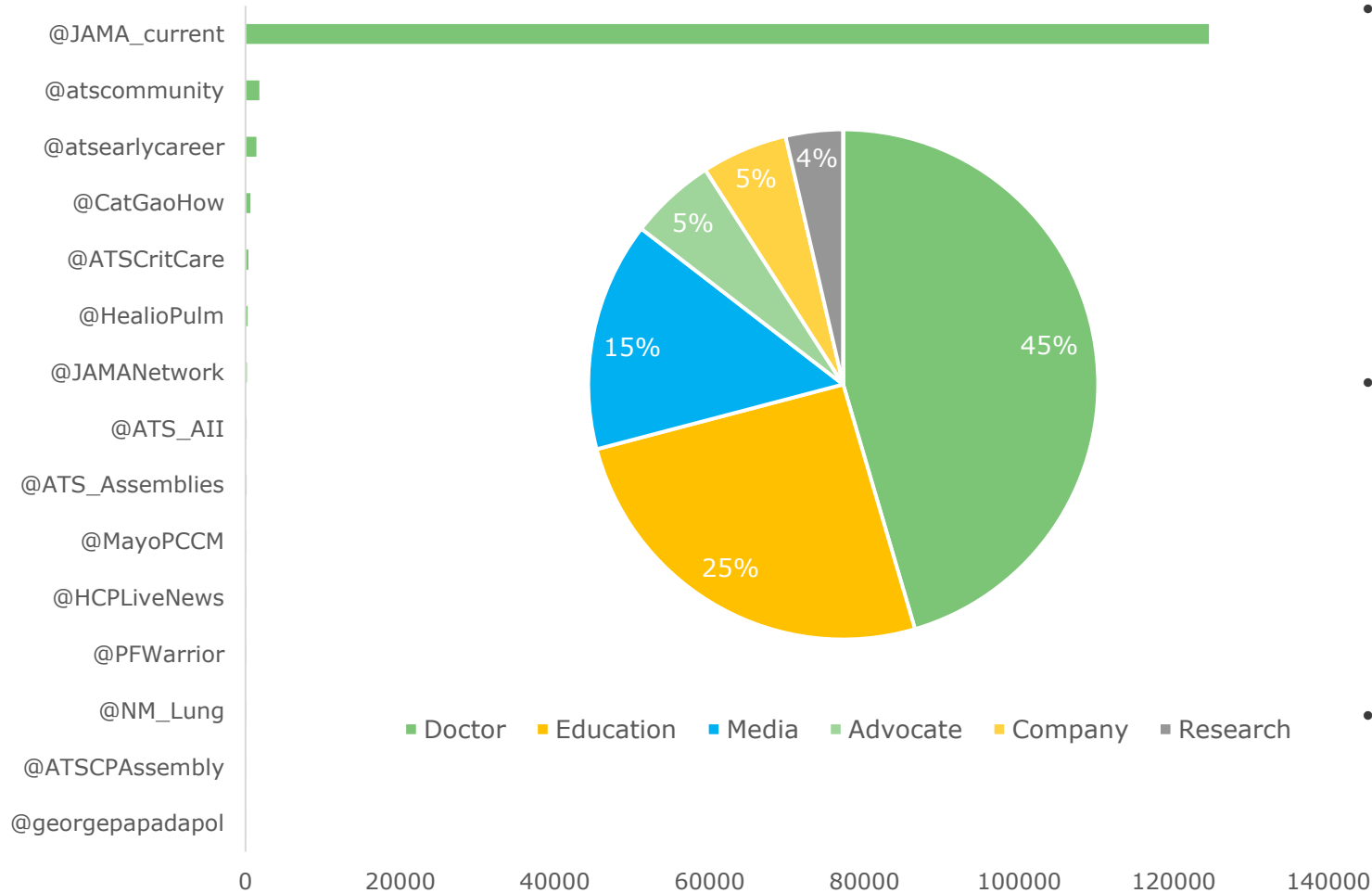




Top “Leading Voices” at ATS 2025 by LQ score*

* Identifies LVs who rank highly in both activity and popularity among the overall user sample.

LQ score



- Doctors led discussions contributing to ~45% of posts, followed by education at ~25% and media at ~15%.
- Advocates and companies each accounted for ~5%, while research contributed ~4%.
- No posts came from nurses.



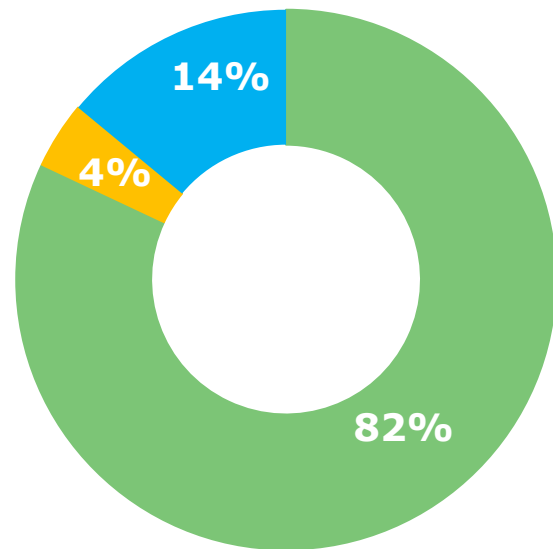
Sentiment analysis of top performing posts

~14% of posts were neutral, mostly covering:

- Abstract and trial summaries
- Schedule updates, poster info
- External links with no added opinion

~4% of posts were negative, focusing on:

- Side effect and safety concerns
- Limited biologics access
- Biomarker (eosinophil) reliability in COPD



■ Positive ■ Negative ■ Neutral

~82% of posts were positive, highlighting excitement around advancements, and respiratory breakthroughs:

- Asthma: #Benralizumab, #Rademikibart
- COPD: #Ensifentrine, #Dupilumab, #Mepolizumab
- IPF: #Nerandomilast, #FIBRONEER
- PAH: #OPSYNVI
- AI & digital tools: Radiology AI, adherence tech, predictive models
- Conference vibe: Praise for sessions, speaker energy, early-career support
- Equity & access: #HealthForAll, multilingual ICU, gender equity

Word cloud analysis of top performing posts

Scientific and Clinical Innovation

High engagement around clinical trials, abstract presentations, and scientific sessions reflects excitement about advancing pulmonary and critical care research

Diseases and Conditions Focus

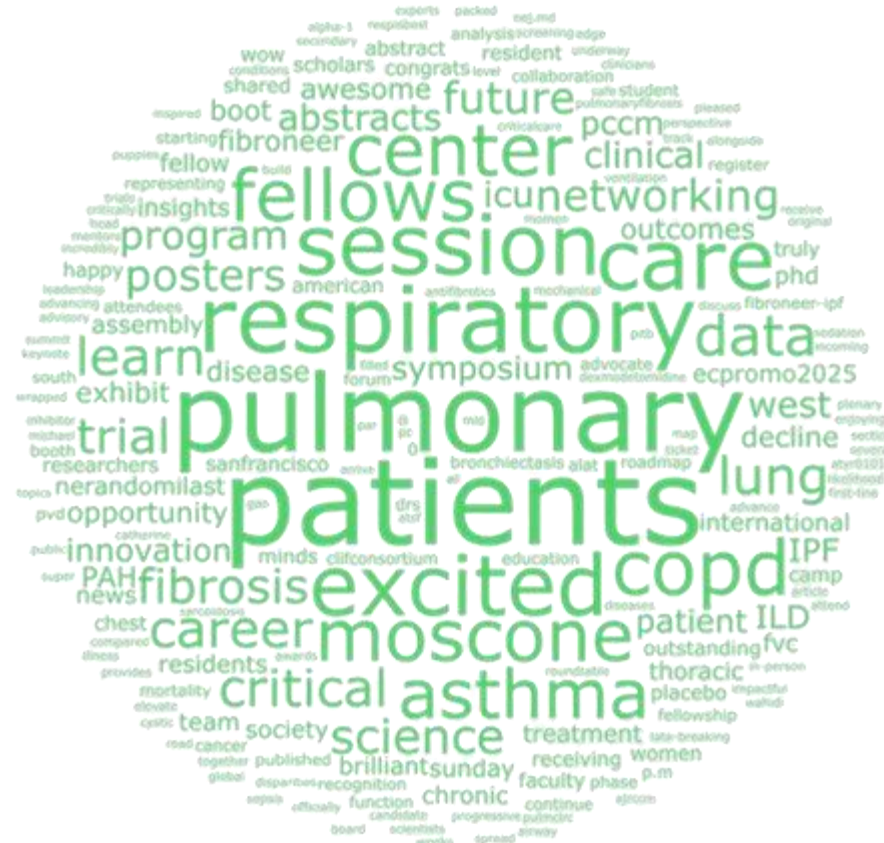
Continued focus on chronic respiratory diseases, interstitial lung disorders, and rare pulmonary conditions was evident across content

Patient-Centric Care and Practice

Emphasis on critical care delivery, clinical education, and improving patient outcomes, especially in ICU and respiratory management

Translational Research & Biomarkers

Researchers and trainees shared significant interest in biomarker discovery, novel mechanisms, and translational pulmonary research





LucidQuest SM capabilities

- **Comprehensive Event Coverage:** We offer in-person or virtual conference and tradeshow coverage with seamless integration of social media and primary intelligence.
- **Expertise in Social Media Research & Strategic Intelligence:** We specialize in integrating social media insights with strategic intelligence for comprehensive analysis.
- **Extensive Social Media posts Database:** Access to a database of over 2.5 million filtered and curated social media posts from June 2018 to June 2025, covering major international congresses across all therapeutic areas.
- **Competitor Monitoring & Online KOL Identification:** Track competitor online activities, identify and profile online key opinion leaders / "Leading Voices", and cover events on social media.
- **Key Player Identification:** Identify key pharma companies, patient advocates, and influencers within therapeutic areas and gain deep insights into the communication strategies and tactics employed by your competitors.
- **Advanced Social Media Mining:** Utilize "smart" mining techniques to build research hypotheses, target primary research efficiently, and reduce overall research costs.

Get in touch at info@lqventures.com to discuss options for bespoke
Social Media reports

More about what we do: www.lqventures.com

Strategic Insights and Strategy Development is our focus



COMPETITIVE STRATEGY
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