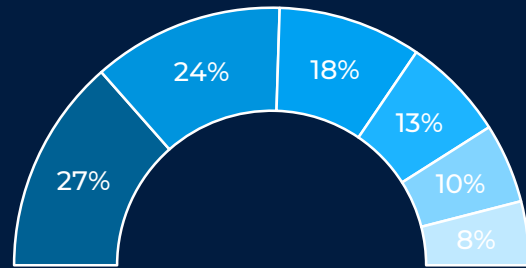


From Celebrities to Critical Debates: Understanding the Media Narratives in Diabetes Treatments

Amidst a surge in media coverage linking celebrities and social media influencers to diabetes treatments for weight loss, the diabetes landscape has witnessed a profound shift in public attention. This newfound media spotlight poses both opportunities and challenges for healthcare PR professionals.

Topics in the diabetes debate by share of voice



- Drug shortages (27%)
- Pricing and accessibility (24%)
- Innovation and medical advancements (18%)
- Research findings (13%)
- Regulation and policy (10%)
- Nutritional information and diets (8%)

Top 10 diabetes treatments by media impact score



Top 10 Organisations in the diabetes debate by media impact score

