



# Coronavirus

Top Healthcare Professionals



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# Coronavirus - COVID-19

Since December 1st, there have been **264 million** Tweets around the Coronavirus, and the numbers are still growing. We're still only at the beginning of this upheaval. Healthcare organizations need to start engaging with people who can deliver their messages, in the manner required, to the people who need to hear them - influencers are the way to do this.

Cutting through all of the noise has been a huge challenge for health organizations around the world, as they try to get a handle on the conversation and communication element of this healthcare crisis. So to help, we've combed through all of this information and disinformation to bring you the Top 100 Healthcare Professionals influencing the Coronavirus conversation.

There are 2 people of note who are having a large influence on the conversation, but do not have active twitter accounts:

**Dr John Campbell** - Whose YouTube videos are being watched thousands of times in 2  
Reddit threads

**Michael Osterholm** - Director of CIDRAP, who appeared on Joe Rogan's podcast on the 10th of March, and has received more than 10 million views

Almost all people on this list are either healthcare professionals or scientists with a background in a subject that is related to the Coronavirus (from Networks, to Public Health, even Law), or where they are not, they are in a senior position of a Medical/Healthcare/Epidemiology Organization. Journalists (or persons whose role is now predominantly as a speaker/journalist/author) have been excluded from this list and will be on a subsequent list.

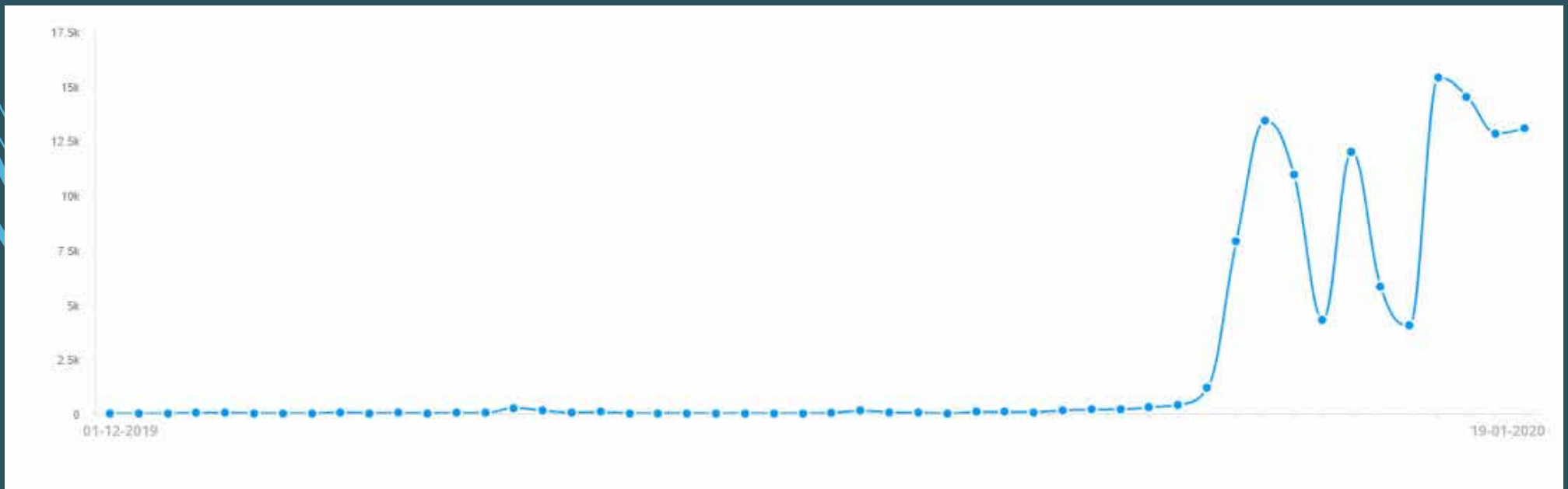
# Analysis

The outbreak began at the beginning of December 2019, but got little attention on Twitter until the 4th of January.

The first peak of conversation being 10th of January when [WHO](#) and news outlets began to speak publicly about the situation.

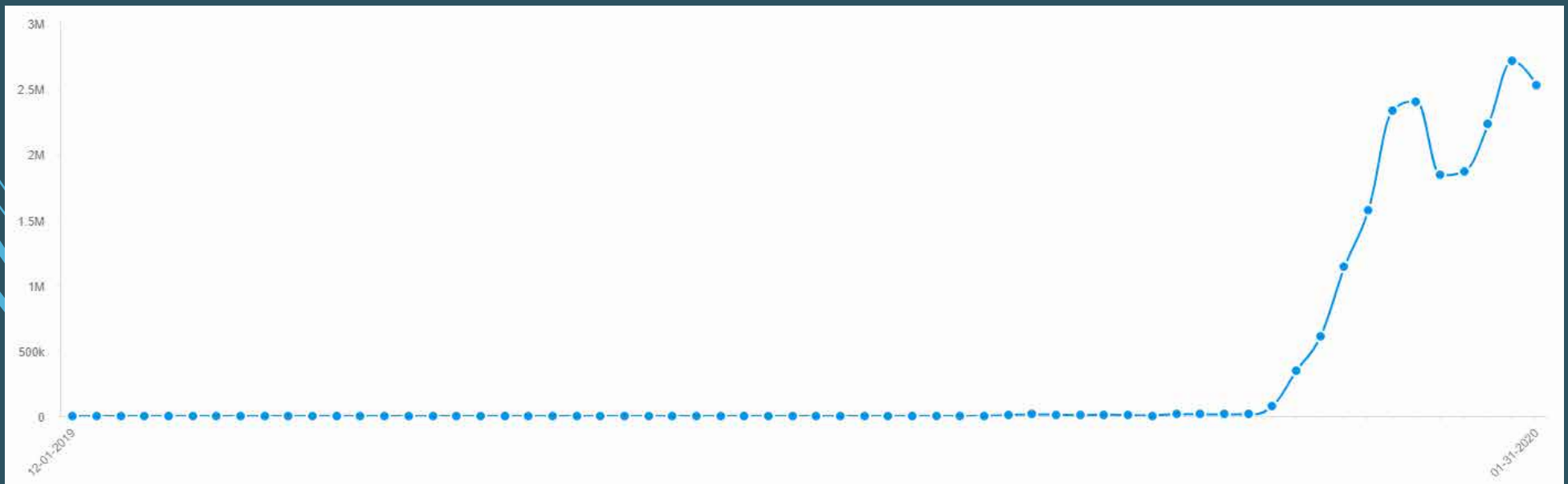
Another on the 13th, when the developing international situation was causing initial advice to be given.

Then again on the 16th, another spike as Japan confirmed its first case.



But all in all, less than 120K tweets about COVID at this point. On the 20th of January, the news soared, and by the 26th of January there were over 2.4 million Tweets per day on the topic, totalling 19.8 million over the whole month, largely driven by five stories:

- The death of [Dr. Liang Wudong](#), The 62-year-old doctor who died after treating patients
  - Videos emerging of Nurses in China breaking down crying with [exhaustion](#)
- Stories of a husband (Keding Cheng) and wife (Xiangguo Qiu) researchers, removed from a Canadian infectious disease lab in [mid 2019](#)
  - China building a hospital in [10 days](#)
- Johnson and Johnson's announcement that they are working on developing a [vaccine](#)



But even this situation didn't last long, the excitement settled down to around 1.1 million Tweets per day until the 21st Feb 2020. As more videos and stories came flooding out of China, from Dr Li Wenliang's death on the 7th of February, to people being welded into their own homes, drones being used to diagnose people, China's new hospital flooding, the news just didn't stop, day after day more stories, showing more facets to this crisis, bursting out of China.

Milan fashion week played out to empty rooms, and the first hints of the crisis starting in Italy, the numbers start to climb to a new peak on the 28th at 7 Million Tweets in 1 day.

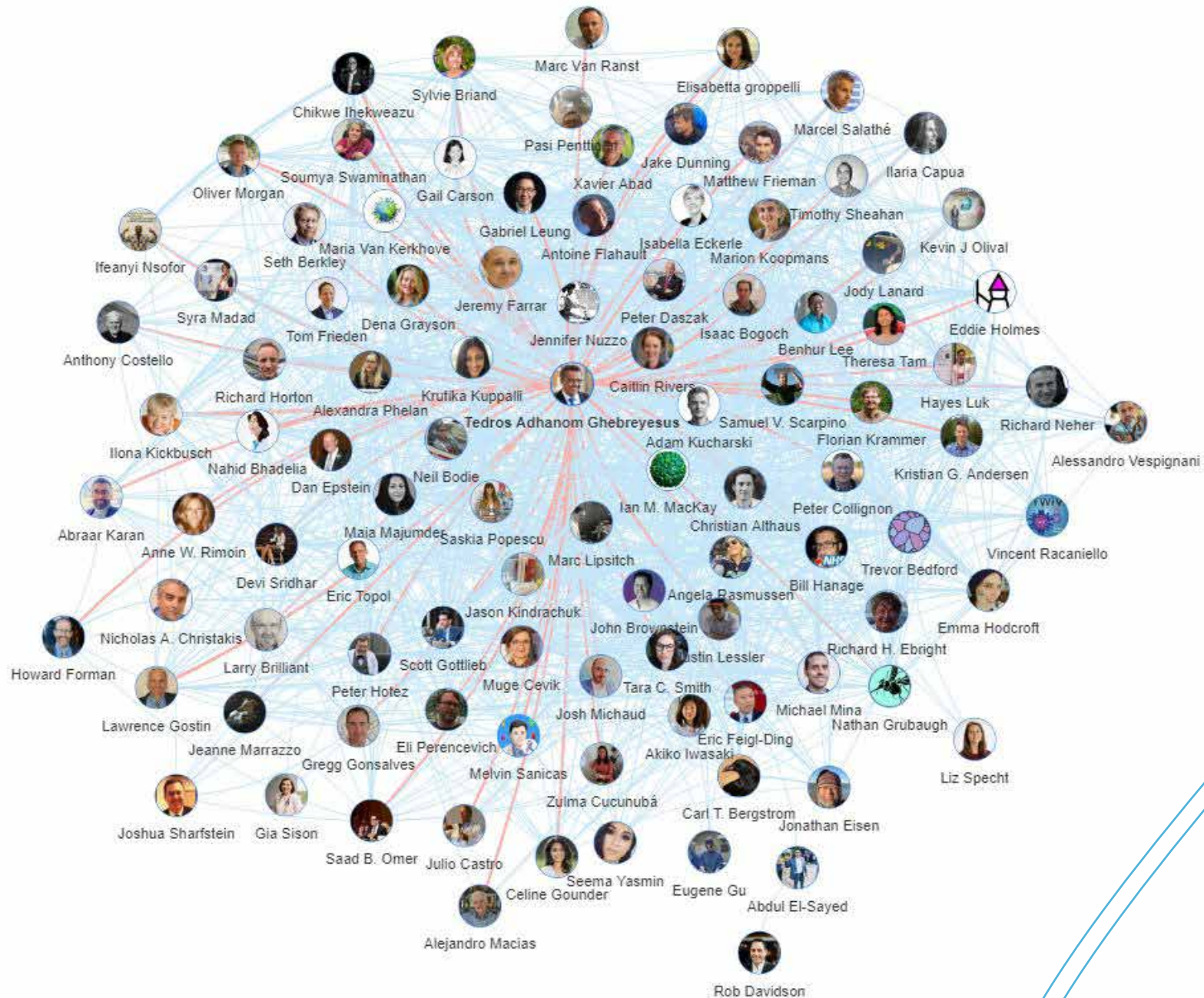
The number of stories on this day defies the scope of this analysis, but front and centre, were the conversations around Corona Beer.

And then on the 8th of March, at 6 Million Tweets, this begins to climb, peaking on the 13th of March at just shy of 28 Million.





# Network Map



# Influencers: 1-25

Rank	Name	Twitter Handle	Organization	Influencer Score
1	Tedros Adhanom Ghebreyesus	DrTedros	World Health Organisation	100
2	Eric Feigl-Ding	DrEricDing	Federation of American Scientists	61.45
3	Scott Gottlieb	ScottGottliebMD	American Enterprise Institute	51.33
4	Marc Lipsitch	mlipsitch	Center for Communicable Disease Dynamics at Harvard	51.20
5	Jeremy Farrar	JeremyFarrar	Welcome Trust	49.38
6	Dena Grayson	DrDenaGrayson	MedExpert Consulting, Inc.	47.40
7	Vincent Racaniello	profvrr	University of Columbia	46.54
8	Ian M. MacKay	MackayIM	University of Queensland	45.03
9	Maria Van Kerkhove	mvankerkhove	World Health Organisation	42.25
10	Trevor Bedford	trvrb	Fred Hutchinson Cancer Research Center	40.36
11	Sylvie Briand	SCBriand	World Health Organisation	41.56
12	Eugene Gu	eugenegu	Cool Quit (TeleMedicine)	39.74
13	Chikwe Ihekweazu	Chikwe_I	Nigeria Centre for Disease Control	38.19
14	Soumya Swaminathan	doctorsoumya	World Health Organisation	38.66
15	Tom Frieden	DrTomFrieden	ResolveTSL	37.13
16	Devi Sridhar	devisridhar	University of Edinburgh	37.24
17	Florian Krammer	florian_krammer	Icahn School of Medicine at Mount Sinai	34.38
18	Adam Kucharski	AdamJKucharski	London School of Hygiene & Tropical Medicine	32.08
19	Isaac Bogoch	BogochIsaac	University of Toronto & University Health Network	31.91
20	Theresa Tam	CPHO_Canada	Public Health Agency of Canada	31.75
21	Michael Mina	michaelmina_lab	Harvard School of Public Health & Medicine	31.21
22	Peter Hotez	PeterHotez	Baylor College of Medicine - National School of Tropical Medicine	31.03
23	Caitlin Rivers	cmyeaton	Johns Hopkins Center for Health Security	28.86
24	Marion Koopmans	MarionKoopmans	Erasmuc MC	28.13
25	Jennifer Nuzzo	JenniferNuzzo	Johns Hopkins Center for Health Security	27.82



# Influencers: 26-50

Rank	Name	Twitter Handle	Organization	Influencer Score
26	Kristian G. Andersen	K_G_Andersen	Scripps Research Institute	26.56
27	Gabriel Leung	gmleunghku	University of Hong Kong	26.66
28	Angela Rasmussen	angie_rasmussen	University of Columbia	25.84
29	Tara C. Smith	aetiology	Ken State University	26.09
30	Carl T. Bergstrom	CT_Bergstrom	University of Washington	25.67
31	Lawrence Gostin	LawrenceGostin	Georgetown University Law Center	24.95
32	Alexandra Phelan	alexandraphelan	Georgetown University Law Center	24.89
33	Peter Daszak	PeterDaszak	EcoHealth Alliance	25.04
34	Ilaria Capua	ilariacapua	University of Florida	25.35
35	Seth Berkley	GaviSeth	Gavi, the Vaccine Alliance	24.43
36	Justin Lessler	JustinLessler	Johns Hopkins	24.02
37	Seema Yasmin	DoctorYasmin	Stanford University	22.72
38	Nicholas A. Christakis	NACristakis	Yale University	23.28
39	Jake Dunning	OutbreakJake	Public Health England	22.90
40	Zulma Cucunubá	ZulmaCucunuba	Imperial College London Centre for Global Infectious Disease Analysis	23.88
41	John Brownstein	johnbrownstein	Harvard School of Medicine	23.68
42	Alejandro Macias	doctormacias	Universidad de Guanajuato	23.10
43	Liz Specht	LizSpecht	Good Food Institute	23.04
44	Richard Neher	richardneher	University of Basel Biozentrum	22.77
45	Saskia Popescu	SaskiaPopescu	George Mason university / Honor Health	22.10
46	Isabella Eckerle	EckerleIsabella	Geneva Centre for Emerging Viral Diseases	22.33
47	Alessandro Vespignani	alexvespi	Northeastern University	22.58
48	Celine Gounder	celinegounder	New York University	22.26
49	Josh Michaud	joshmich	Kaiser Family Foundation / John Hopkins	20.60
50	Christian Althaus	C_Althaus	University of Bern	21.48

# Influencers: 51-75

Rank	Name	Twitter Handle	Organization	Influencer Score
51	Eddie Holmes	edwardcholmes	National Health and Medical Research Council Australia	21.42
52	Emma Hodcroft	firefox66	University of Basel Biozentrum	21.68
53	Maia Majumder	maiamajumder	Harvard University	21.16
54	Marc Van Ranst	vanranstmarc	Katholieke Universiteit Leuven and the Rega Institute for Medical Research	21.16
55	Rob Davidson	DrRobDavidson	ER Doctor Michigan	20.94
56	Richard Horton	richardhorton1	The Lancet Medical Journal / London School of Hygiene and Tropical Medicine	21.03
57	Iлона Kickbusch	IлонаKickbusch	Graduate Institute of International and Development Studies	20.65
58	Gregg Gonsalves	gregggonsalves	Yale University	20.94
59	Benhur Lee	VirusWhisperer	Icahn School of Medicine at Mount Sinai	20.30
60	Neil Bodie	neil_bodie	Paradigm Immunotherapeutics	20.57
61	Joshua Sharfstein	drJoshS	Johns Hopkins	20.47
62	Jason Kindrachuk	KindrachukJason	University of Manitoba	20.12
63	Matthew Frieman	MattFrieman	University of Massachusetts Boston	20.25
64	Eric Topol	EricTopol	Scripps Research Institute	19.56
65	Anthony Costello	globalhlthtwit	University College London (Ex-World Health Organisation)	19.94
66	Peter Collignon	CollignonPeter	Australian National University	19.86
67	Howard Forman	thehowie	Yale University	19.60
68	Jeanne Marrasso	DrJeanneM	University of Alabama Birmingham	19.75
69	Marcel Salathé	marcelsalathe	École Polytechnique Fédérale de Lausanne	18.95
70	Antoine Flahault	FLAHAULT	University of Geneva & Swiss School of Public Health	19.56
71	Bill Hanage	BillHanage	Harvard University	19.33
72	Richard H. Ebright	R_H_Ebright	Rutgers University	19.08
73	Abraar Karan	AbraarKaran	Brigham and Women's Research Hospital	19.10
74	Syra Madad	syramadad	NYC Health and Hospitals	18.96
75	Eli Perencevich	eliowa	University of Iowa	19.20

# Influencers: 76-100

Rank	Name	Twitter Handle	Organization	Influencer Score
76	Timothy Sheahan	timothysheahan	University of North Carolina	18.62
77	Kevin J Olival	nycbat	EcoHealth Alliance	18.88
78	Krutika Kuppalli	KrutikaKuppalli	Stanford University	18.49
79	Dan Epstein	epstein_dan	Washington International Consultants (ex-World Health Organisation)	18.60
80	Anne W. Rimoin	arimoin	UCLA Fielding School of Public Health	18.51
81	Gia Sison	giasison	Makati Medical Center (ex-World Health Organisation)	18.76
82	Akiko Iwasaki	VirusesImmunity	Yale University	19.47
83	Oliver Morgan	OWMorgan	World Health Organisation	18.35
84	Abdul El-Sayed	AbdulElSayed	Southpaw Michigan	18.21
85	Julio Castro	juliocastrom	Central University of Venezuela	18.01
86	Hayes Luk	hayesluk	University of Hong Kong	17.66
87	Nathan Grubaugh	NathanGrubaugh	Yale University	17.72
88	Jody Lanard	EIDGeek	University of Souther Calafornia (ex-World Health Organisation)	17.89
89	Samuel V. Scarpino	svscarpino	Northeastern University	17.38
90	Jonathan Eisen	phylogenomics	University of California, Davis	17.29
91	Ifeanyi Nsofor	ekemma	EpiAFRIC / The Atlantic Institute	16.94
92	Nahid Bhadelia	BhadeliaMD	Boston Medical Center	17.08
93	Melvin Sanicas	Vaccinologist	London School of Hygiene & Tropical Medicine / Royal Society of Tropical Medicine and Hygiene	17.10
94	Larry Brilliant	larrybrilliant	Skoll Global Threats Fund / Council on Foreign Relations	17.25
95	Gail Carson	gail_carson	World Health Organisation & International Severe Acute Respiratory & emerging Infection Consortium	17.24
96	Xavier Abad	XavierAbadMdG	IRTA-CReSA - Animal Health Research Center	17.14
97	Muge Cevik	mugecevik	University of Saint Andrews	16.79
98	Pasi Penttinen	ppenttin	European Centre for Disease Prevention and Control	16.46
99	Saad B. Omer	SaadOmer3	Yale University	15.96
100	Elisabetta groppelli	ViralRNA	St Georges University	15.45

# Methodology

Onalytica's PageRank based methodology is used to extract influencers on a particular topic and takes into account the number and quality of contextual references that a user receives – this allows us to identify Topical Authority (reference) – our priority influence metric.

We analyze topical authority via social engagement on Twitter and how much influencers have been referenced in association with topics surrounding COVID-19 on Instagram, Facebook, YouTube, Forums, Blogs, News and Tumblr content. These calculations also take into account a user's resonance (topical engagement) relevance (number of posts on topic, and % relevance - the proportion of their social content on the topic) and reach (number of followers).

If you want to learn more, check out our article that outlines [influencer identification](#).

Hi, we're Onalytica, we're known for our award-winning influencer marketing platform which allows you to discover, activate and manage influencers. Fancy getting a demo? Get in touch!

Get in Touch

We've also recently released our very own influencer strategy builder, which means in just 5 minutes you can build your own influencer marketing strategy.

Build a Strategy