

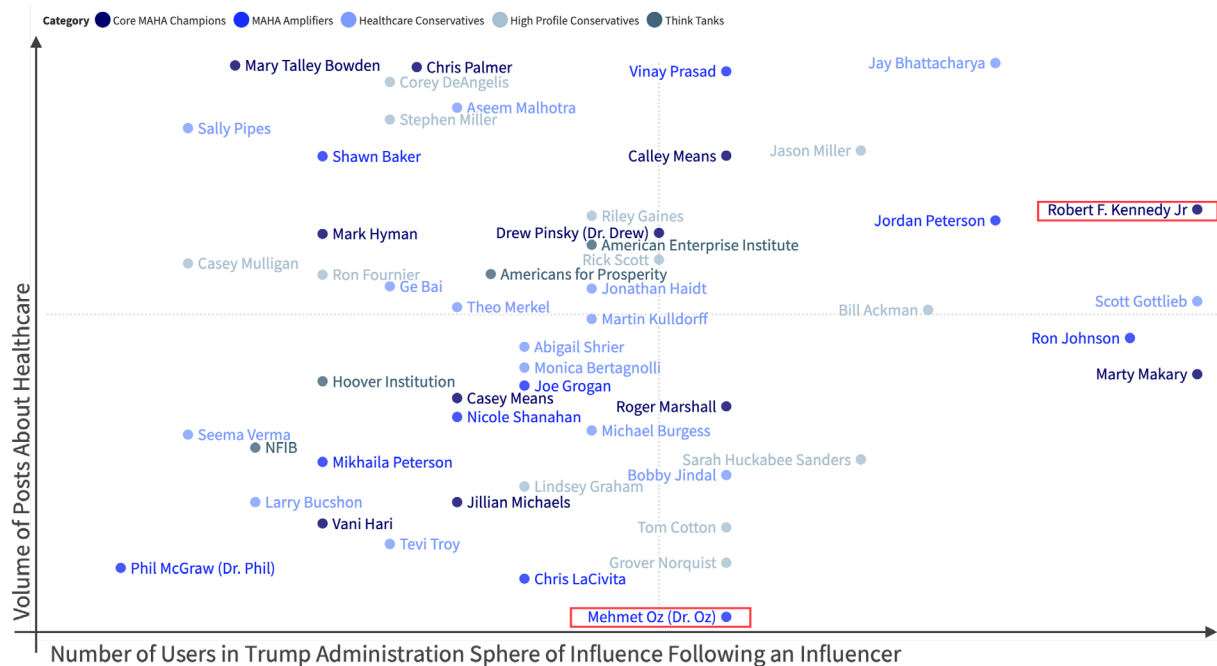
Online Influencer Analysis Shows How MAHA Themes Have Taken Over Trump Healthcare Conversation



Longtime Conservative Healthcare Experts are Increasingly Adopting the Language and Themes of Core MAHA Champions.

- MAHA concepts are quickly becoming the framework for discussions among conservatives of any healthcare policy issues. RFK Jr.'s campaign for president attracted support from activists concerned about toxins in food and the environment, vaccine safety and government accountability (Core MAHA Champions). When Kennedy endorsed Donald Trump and began using the Make America Healthy Again label, many of President Trump's supporters amplified those ideas (MAHA Amplifiers). Subsequently, some of Trump's most prominent supporters have praised MAHA even if their focus is on other issues (High Profile Conservatives).
- Recently, some additional longtime conservative healthcare policy leaders (Healthcare Conservatives) have liked or shared MAHA content online, including Johns Hopkins professor Ge Bai and former Trump White House official Joe Grogan.

RFK Jr., Marty Makary & Jay Bhattacharya Among Most Prominent Online Voices of Trump Team Healthcare Influencers

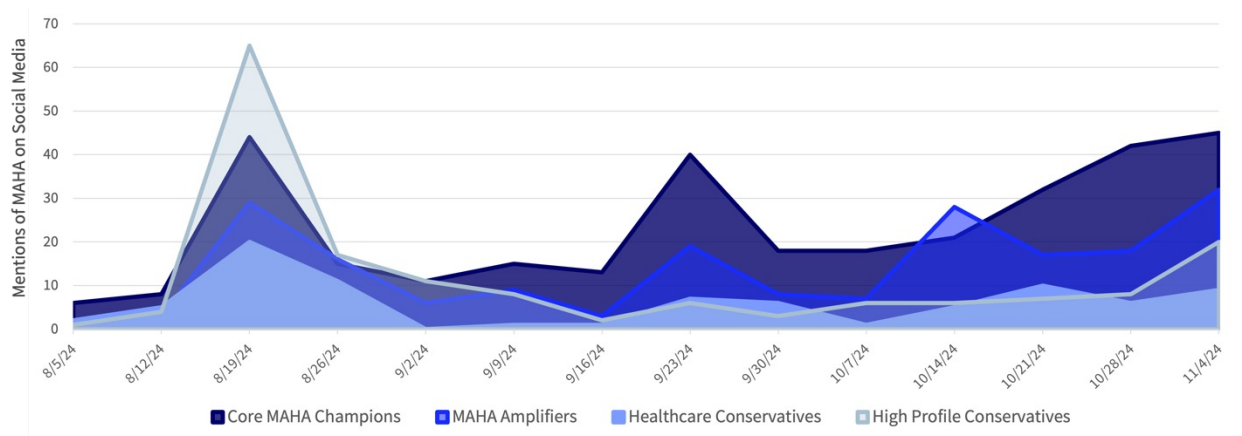


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Discussion of MAHA is New and Rapidly Evolving, Driven by a Core Group of Champions

- Since RFK Jr.'s endorsement of Trump on August 23rd, there has been a steady increase of posts on MAHA issues online. Key moments include RFK's Trump endorsement and his speech at Trump's MSG rally.

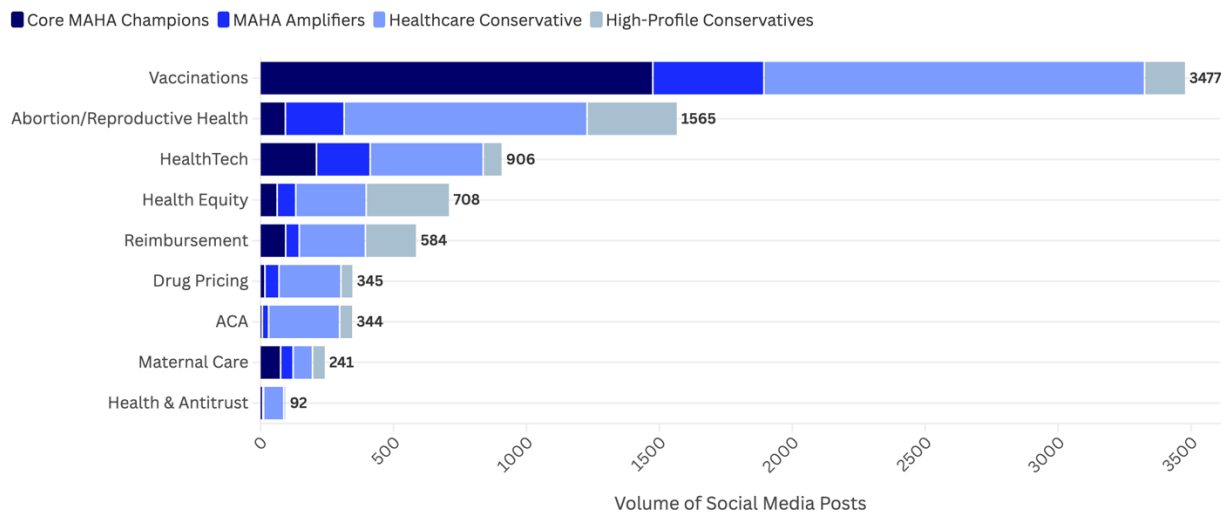


Online Healthcare Themes: Vaccinations were the Top Topic Among Trump Team Online, Followed by Abortion.

- Traditional conservatives active in healthcare discussed abortion/reproductive health most, calling for stricter abortion regulations as it became an election issue.
- High-profile conservatives not working in healthcare latched onto narratives around health equity, advocating to end “wokeness” throughout American health systems.
- Issues that have been the focus for industry during the Biden administration, including reimbursement rates, drug pricing, and the fate of the ACA, drew much less attention.

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Debate Around Vaccinations Is The Number One Driver of Healthcare Conversation Within The Trump Administration Sphere of Influence



MAHA Champions See Some Healthcare Conservatives as Barriers to Fundamental Change.

The tension between some new-to-DC MAHA Champions and established Healthcare Conservatives is highlighted by this quote from Casey Means on Joe Rogan's podcast:

"You've got people like [former FDA Commissioner], I think the people like Trump's talking about, still thinking he's going to have power... [He says] 'But we got to work with pharma. We got to work with all the stakeholders, insurance companies. We got to be incremental here'. There's a war right now between incrementalists and radical change. We are living in a great time, but we have existential threats. The question before everyone in this very important election is, do we need more incrementality or do we need a fundamental rethink of some of our major systems?"

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Methodology

Identifying the Trump Administration Sphere of Influence on Healthcare

Rational 360 identified the sphere of influence surrounding the incoming Trump-Vance administration on healthcare issues through four key methods:

- First, Rational 360 conducted manual research to identify members of the former Trump administration and relevant think tank staff working on Trump-Vance campaign priorities.
- Second, Rational 360 identified health policy staff of members of Congress and state government leaders who are strong allies of President Trump.
- Third, Rational 360 analyzed media coverage, in outlets like STAT News and POLITICO, of those affiliated with the Make America Healthy Again movement, including policymakers, medical professionals, and online influencers who may play a role in the next administration.
- Lastly, Rational 360 reviewed a list of influential Republican donors to identify those who may have a role in the new administration.

This combined list of individuals was then filtered based on who has a Twitter/X account. Next, Rational 360 identified which influential accounts were most commonly followed by these users on Twitter/X.