

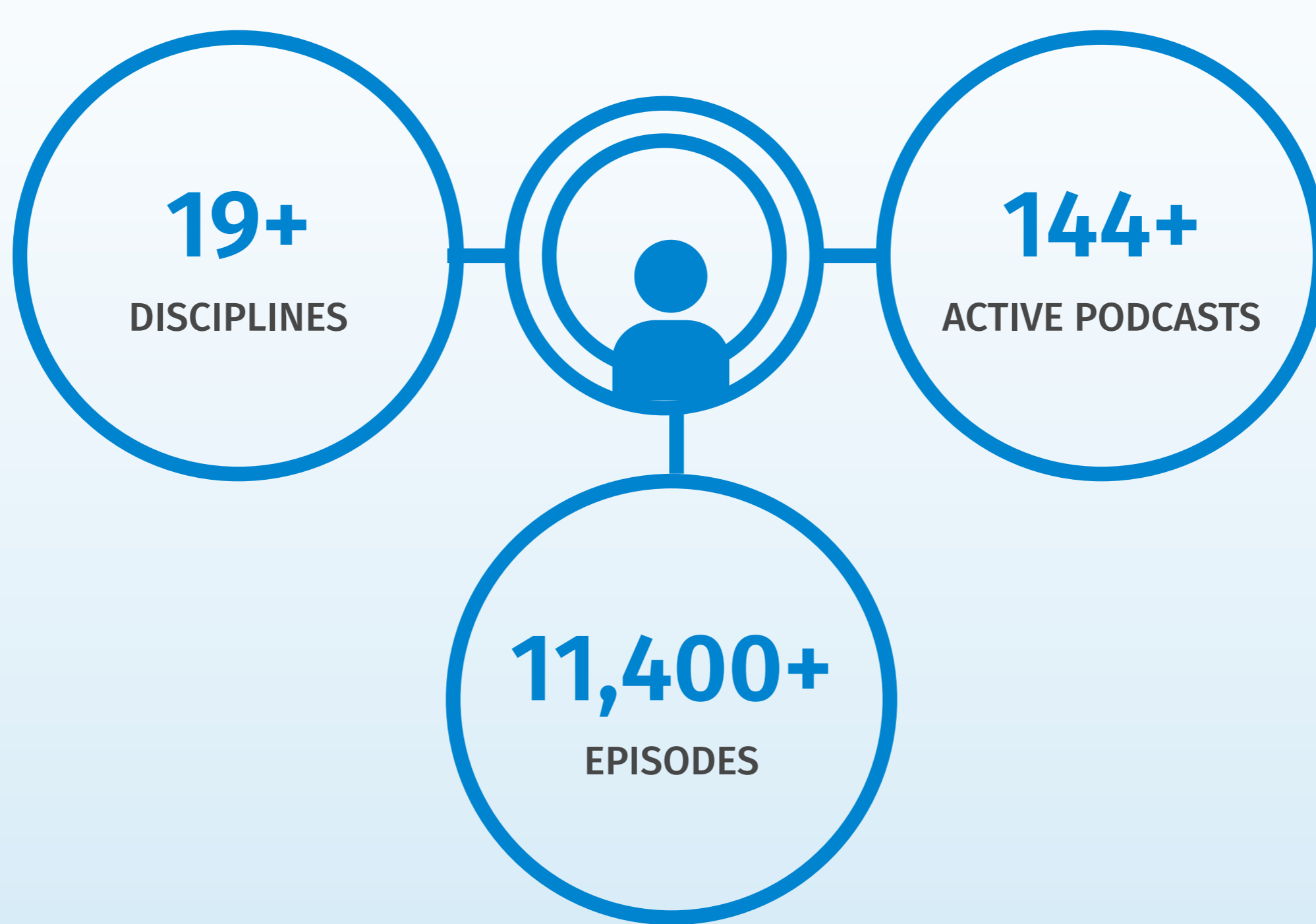
# 5 Facts Marketers Should Know About Podcasts for Healthcare Practitioners

Healthcare podcasts are growing in popularity among practitioners. Here are five things pharma and medical device marketers should know as they consider investing in podcasts as an advertising channel.



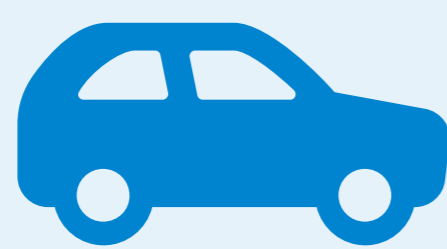
## Podcast subjects span disciplines.

A 2020 study identified thousands of active podcast episodes across 19 disciplines, including family medicine, internal medicine, emergency medicine, and others.



Cureus, 2020

## Podcasts have unique appeal.



### Convenient

HCPs can listen anywhere.



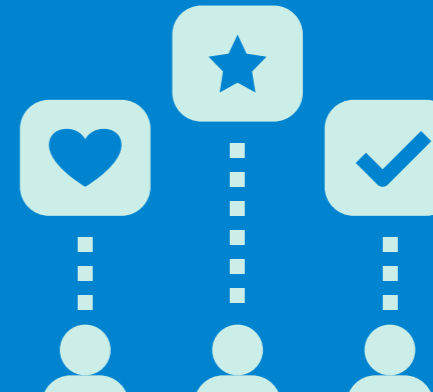
### Flexible

HCPs can customize and personalize their experiences.



### Edifying

Podcasts provide a low-stress way to learn about new concepts and language.

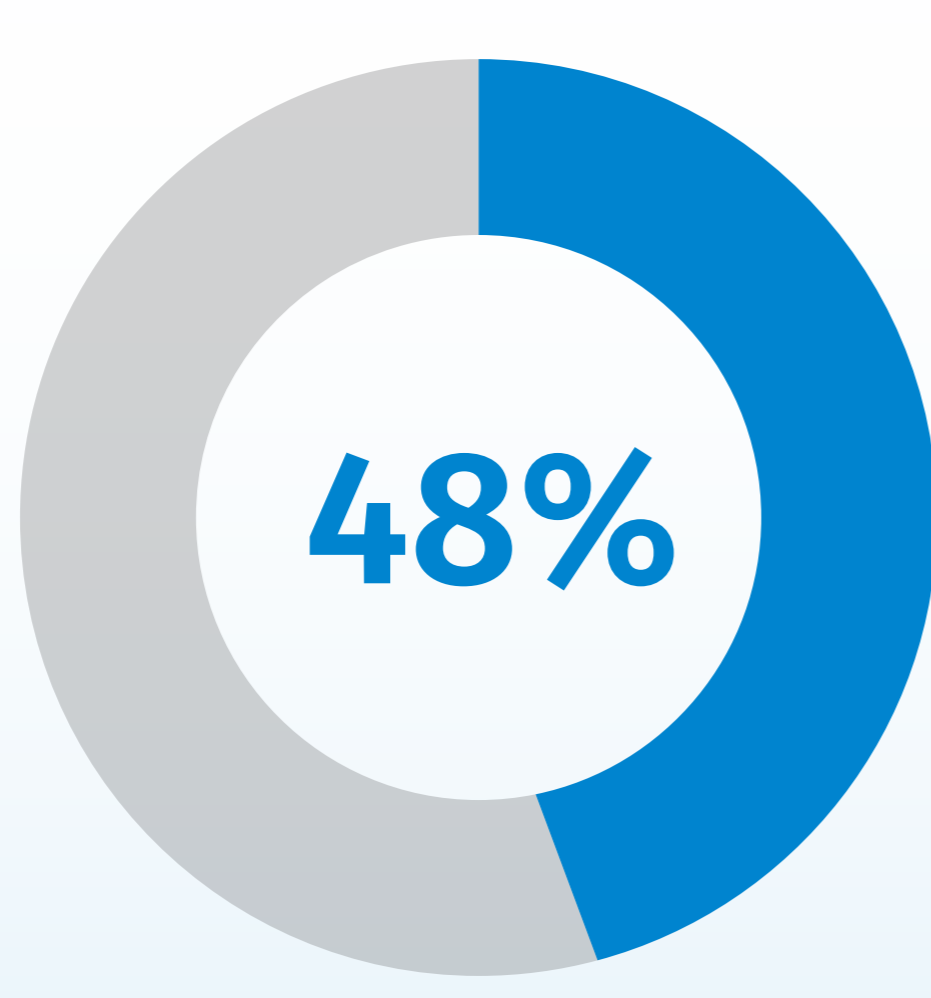


### Personal

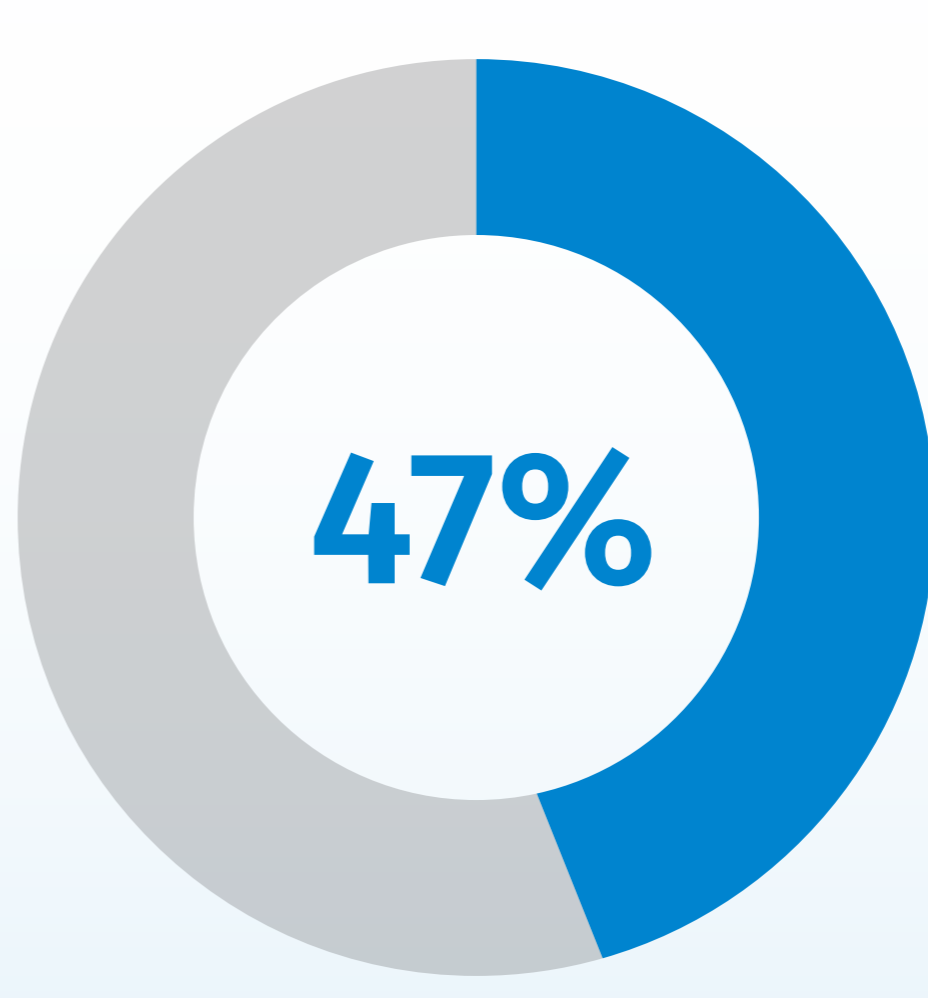
research shows HCPs listen for themselves, not simply for CME credit.

Journal of Continuing Education in the Health Professions, 2020

## HCPs are frequent listeners.



48% of HCPs listen to podcasts a month on their smartphones and tablets.



47% of HCPs that listen to podcasts a month are office based.

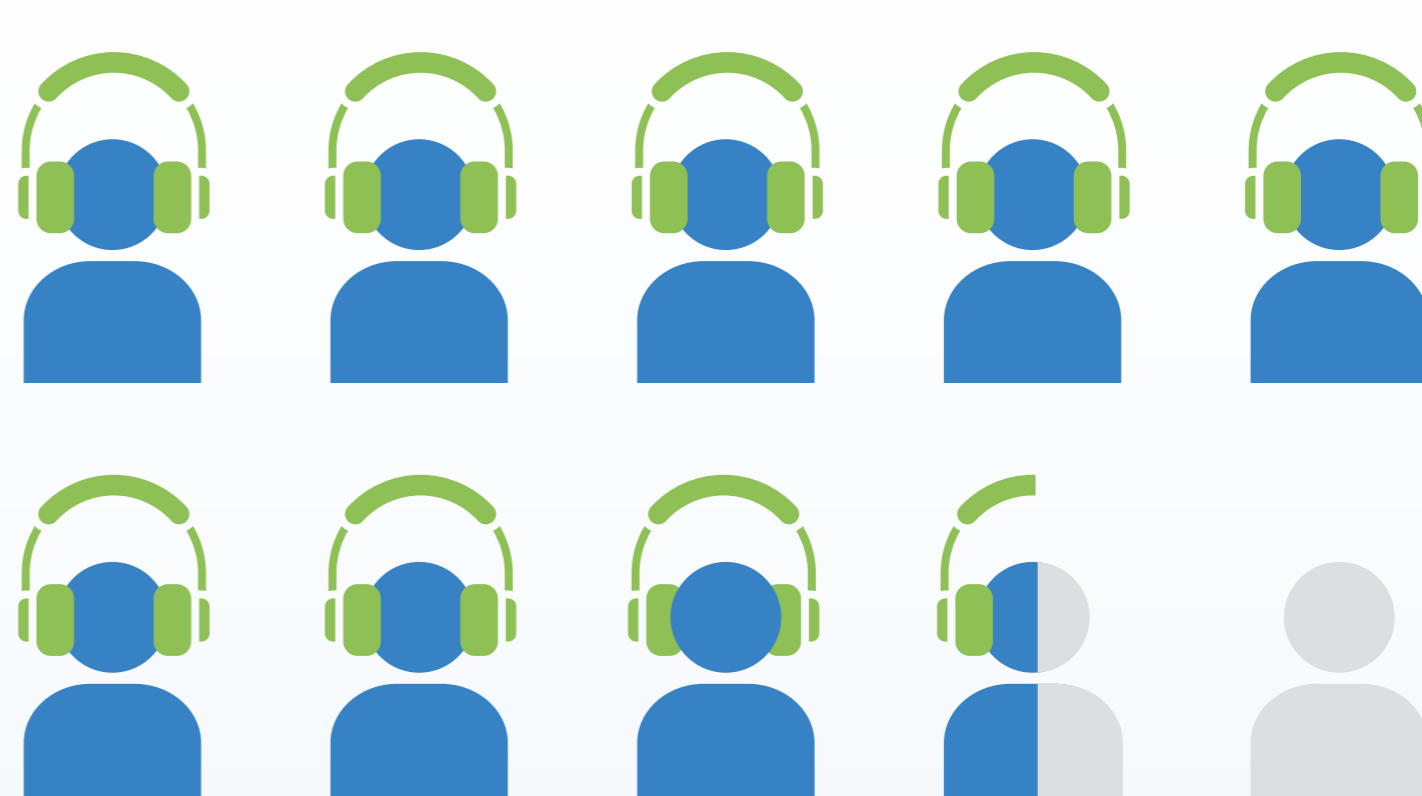
Kantar, Digital Insights Survey, 2021

## HCPs listen to medically-oriented podcasts on their smartphones.

82%

of healthcare professionals across disciplines used their mobile device to listen to podcasts in 2021.

Kantar, Digital Insights Study 2021



Listeners extend across the spectrum of practitioners and learners:



90%

Anesthesiologists



89%

Neurologists



85%

Orthopedic Surgeons



85%

Cardiologists

Kantar, Digital Insights Survey, 2021

## Podcasts are an opportunity for marketers.

81% of podcast listeners usually listen to advertising.

Midroll, 2019

81%



86% of podcasts listeners recall ads on podcasts more than any other channel, including social.

AdAge, 2021

86%



## READY TO LEARN MORE?

Take your digital marketing mix to the next level. Contact us to get additional specialty-specific data about podcasts or to learn more about our podcast advertising solutions.