When you have to be right.

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.

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.

Podcasts have unique appeal.
HCPs are frequent listeners.

Podcasts are an opportunity for marketers.

82% of healthcare professionals across disciplines used their mobile device to listen to podcasts in 2021.

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

Podcasts subjects span disciplines.

Podcasts have unique appeal.

HCPs are frequent listeners.

Podcasts are an opportunity for marketers.

82% of healthcare professionals across disciplines used their mobile device to listen to podcasts in 2021.

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

Podcast subjects span disciplines.

Podcasts have unique appeal.

HCPs are frequent listeners.

Podcasts are an opportunity for marketers.

82% of healthcare professionals across disciplines used their mobile device to listen to podcasts in 2021.

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

Podcast subjects span disciplines.

Podcasts have unique appeal.

HCPs are frequent listeners.

Podcasts are an opportunity for marketers.

82% of healthcare professionals across disciplines used their mobile device to listen to podcasts in 2021.

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

Podcast subjects span disciplines.

Podcasts have unique appeal.

HCPs are frequent listeners.

Podcasts are an opportunity for marketers.

82% of healthcare professionals across disciplines used their mobile device to listen to podcasts in 2021.

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

Podcast subjects span disciplines.

Podcasts have unique appeal.

HCPs are frequent listeners.

Podcasts are an opportunity for marketers.

82% of healthcare professionals across disciplines used their mobile device to listen to podcasts in 2021.

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

Podcast subjects span disciplines.

Podcasts have unique appeal.

HCPs are frequent listeners.

Podcasts are an opportunity for marketers.

82% of healthcare professionals across disciplines used their mobile device to listen to podcasts in 2021.

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

Podcast subjects span disciplines.

Podcasts have unique appeal.

HCPs are frequent listeners.

Podcasts are an opportunity for marketers.

82% of healthcare professionals across disciplines used their mobile device to listen to podcasts in 2021.

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

Podcast subjects span disciplines.

Podcasts have unique appeal.

HCPs are frequent listeners.

Podcasts are an opportunity for marketers.

82% of healthcare professionals across disciplines used their mobile device to listen to podcasts in 2021.

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

Podcast subjects span disciplines.

Podcasts have unique appeal.

HCPs are frequent listeners.

Podcasts are an opportunity for marketers.

82% of healthcare professionals across disciplines used their mobile device to listen to podcasts in 2021.

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

Podcast subjects span disciplines.

Podcasts have unique appeal.

HCPs are frequent listeners.

Podcasts are an opportunity for marketers.

82% of healthcare professionals across disciplines used their mobile device to listen to podcasts in 2021.

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

Podcast subjects span disciplines.

Podcasts have unique appeal.

HCPs are frequent listeners.

Podcasts are an opportunity for marketers.

82% of healthcare professionals across disciplines used their mobile device to listen to podcasts in 2021.

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

Podcast subjects span disciplines.