

Building Credibility in Advertising to Engage Neurologists Successfully

As an advertiser, **providing neurologists with inherent value in your promotions** positions your brand as an asset and genuine partner to their professional efforts. Let’s examine neurologists’ unique expectations and preferences.





41%

of neurologists expect to see **ads** in their resources and find them valuable



Neurologists consider **peer-reviewed online journals** the **most credible** media resource in staying up-to-date.

Add credibility to your advertisements.

Your advertisements may be more effective if you craft your message and place your advertisements in ways neurologists find credible.

57%

say that including independent peer-reviewed research support/ substantiation adds credibility

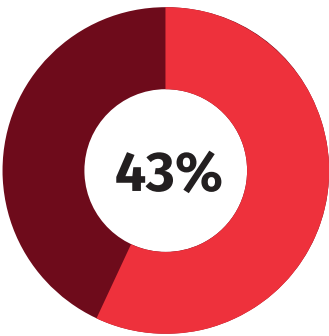
46%

want to see clinical data listed in the advertisement

Like other HCPs, most neurologists consider **review articles and peer-reviewed content** the **most influential** resources for treatment decisions and improving patient outcomes.

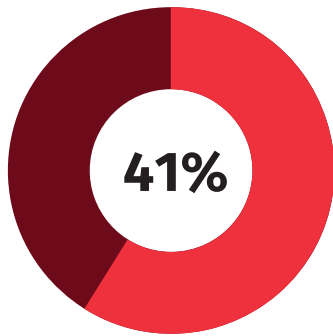
Here’s how neurologists feel about industry-sponsored messages.

Overall, neurologists find value in industry-sponsored messages, while 35% find them intrusive.



43%

feel they offer some value depending on the topic covered



41%

say they are valuable for learning about new devices, drugs and treatment options

Partner With Lippincott® HCP Access at Wolters Kluwer

The audience solution experts at Lippincott® HCP Access ensure your brand is delivering the right message, in the right format and environment, at the right time.
Contact an expert when you’re ready for personalized advice on a successful advertising strategy.

Source: Wolters Kluwer Content Consumption Study, June 2023. Data subject to statistical margin of error.