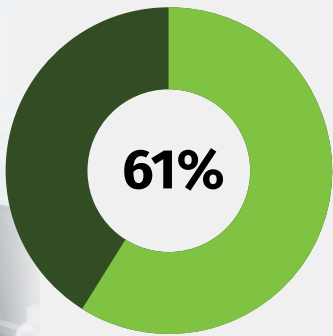


# Building credibility in advertising to engage neurology specialists successfully



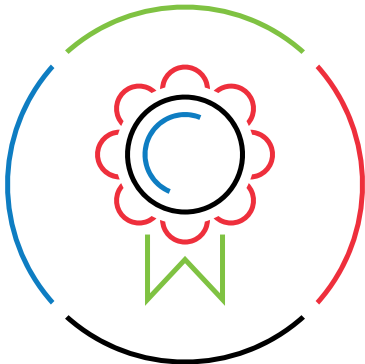
Neurology specialists have new expectations about what they consider compelling professional content. Understanding their preferences allows marketers to tailor their strategies, choosing the right channels to deliver credible messages. Below are key insights from a recent Wolters Kluwer survey.\*



of neurology specialists expect to see **ads** in their resources

## Add credibility to your advertisements.

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

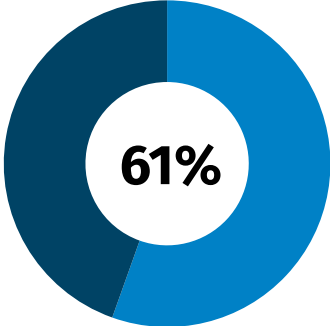


Neurology specialists consider **peer-reviewed online journals** the **most credible** media source for staying up-to-date.

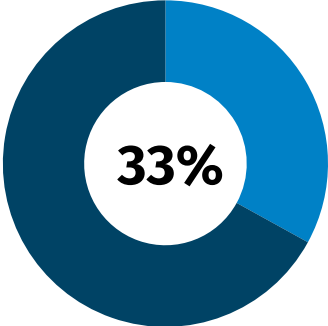
Like other HCPs, most neurology specialists consider **peer-reviewed content** and **guidelines and standards** the **most influential** resources for treatment decisions and improving patient outcomes.

## Here's how neurology specialists feel about industry-sponsored messages.

Overall, neurology specialists find value in industry-sponsored messages, while only 35% find them intrusive.



feel they offer some value depending on the topic covered



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.

\*Wolters Kluwer Content Consumption Study, 2024. Data subject to statistical margin of error.