

How to engage OB/GYN specialists with successful and contextual advertising



To effectively engage OB/GYN specialists, understanding their distinct content preferences is crucial. These preferences set them apart from other healthcare professionals and are continuously changing. It's essential that your approach to crafting and sharing promotional content evolves with these trends.

Add credibility to your advertisements.

OB/GYN specialists are greatly shaped by the professional content they engage with in their field. Enhance your marketing efforts by positioning your advertising alongside the relevant and influential content that resonates with them.

Here are the top three content types OB/GYN specialists consider the most influential on treatment decisions and improving patient outcomes.



86%

Peer-reviewed content



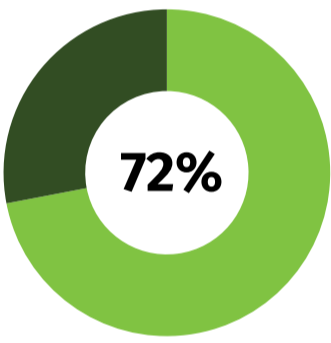
83%

Guidelines and standards



67%

Review articles



of OB/GYN specialists claim they do not have enough time to read everything they want



Get their attention by focusing on the media sources they use to stay current.

OB/GYN specialists are increasingly adopting alternative digital media resources to keep up to date on the latest research and information about their specialty.



43%

Webinars



40%

eNewsletters



33%

Podcast



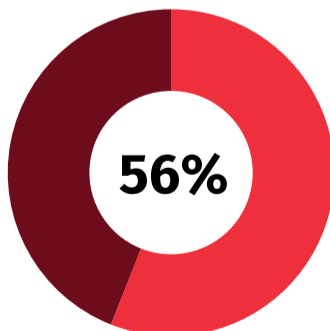
30%

Video

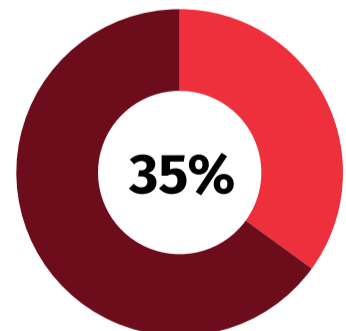
88%

of OB/GYN specialists access digital content via society websites or online journals.

Overall, OB/GYN specialists find value in industry-sponsored messages, and 69% expect to see them in the resources they use.



believe they offer some value depending on the topic covered



say they are valuable in 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, 2024. Data subject to statistical margin of error.