OB-GYNs are widely influenced by professional content in their field — to a greater degree than all physicians in sum, in many cases.

OB-GYNs are more likely to find value propositions in promotions influential, but those promotions must be adjacent to relevant content they find credible.

OB-GYNs* have their own unique content consumption habits that distinguish them from other physicians—habits advertisers must understand if they hope to engage OB-GYNs effectively.

But most OB-GYNs don’t have enough time to read everything they want, and articles are too long for them to grasp the main points.

Among only these OB-GYNs, most are interested in article summaries authored by a thought leader in text, video, or podcast formats.

OB-GYNs are more likely to find value propositions in promotions influential, but those promotions must be adjacent to relevant content they find credible.

As the content consumption habits of OB-GYNs evolve, your methods for developing and delivering promotional content must evolve with them.

There’s more…

Access our THREE WINNING STRATEGIES for engaging OB-GYNs successfully.

... and for more unique tips on engaging OB-GYNs with your promotions, contact the experts at Lippincott® HCP Access directly.

* From October 2021 to January 2022, Wolters Kluwer surveyed 1,013 qualified healthcare practitioners to establish the most trusted and influential content types among physicians of all specialties today.