

Essential Facts HCP Marketers Must Know About Podcast Advertising

Healthcare podcasts are increasingly popular among HCPs, and the habits and attitudes HCPs have about podcasts are evolving. Marketers must evolve, too. Here are four facts pharma and medical device marketers need to know when considering podcast advertising.

Podcast subjects span disciplines.

A 2020 study¹ identified thousands of active podcast episodes across 19 disciplines, including family medicine, internal medicine, emergency medicine, and others.

19+

disciplines

144+

active podcasts

11,400+

episodes



HCPs listen to podcasts for various reasons.

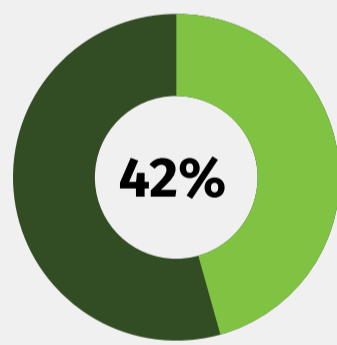
We asked HCPs what types of information they like to get from podcasts. Below are the top 6 answers.²

- 1 Deeper understanding of specific conditions
- 2 Continuing medical education (CME)
- 3 Experiences of other physicians with similar patients
- 4 Learning about new products, procedures, or innovations
- 5 Data presenting evidence of a treatment's efficacy (benefits vs. risks)
- 6 Comparison to treatment alternatives

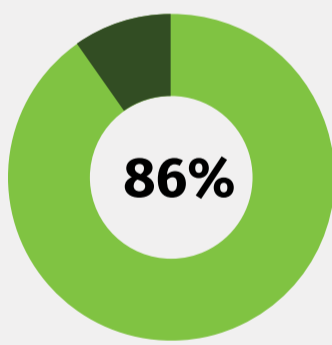


HCPs listen often, retain content, and implement changes.

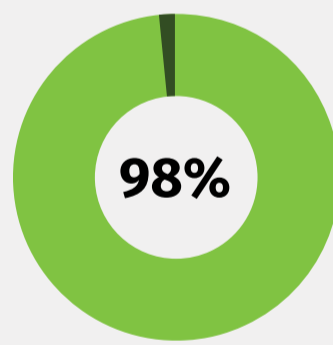
HCPs listen often to podcasts and remember the ads they hear more so than ads in other channels, including social media. They also say podcast ads influence changes they implement in their practices.



listen to podcasts at least once a month³



recall ads on podcasts more than any other channel⁴



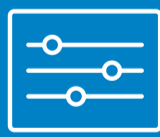
say they would implement changes to their practice after listening to a podcast⁵

Podcasts have unique appeal.⁵



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 just for CME credit

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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 for additional specialty-specific data about podcasts or when you're ready for personalized advice on a successful podcast advertising strategy.

Sources: 1 Cureus, 2020; 2 Kantar Media Healthcare Research, Sources & Interactions, 2023; 3 Kantar Media Healthcare Research, Digital Insights Survey, 2023; 4 AdAge, 2021; 5 Journal of Continuing Education in Health Professions, 2023