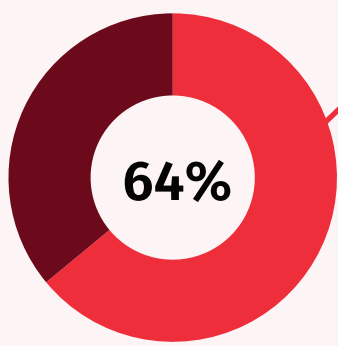


Five content habits about cardiology specialists to know for 2025

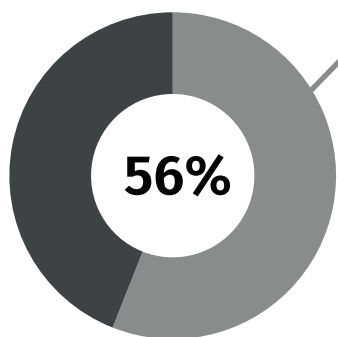


Cardiology specialists are increasingly pressed for time, and their content habits are constantly changing. It becomes harder for them to stay informed and keep up with important content from the resources they value most. Learn how you can effectively engage them in this new environment with insights from a recent Wolters Kluwer survey.*



have limited

The majority of cardiology specialists say they don't have time to read everything they want when accessing journal content.

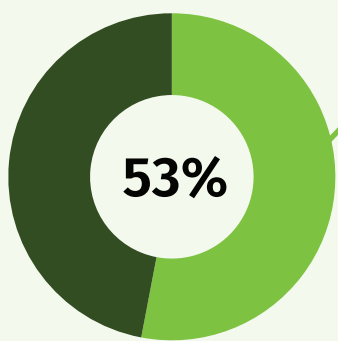


access online journals to keep up to date

More cardiology specialists are accessing online content to stay current on the latest research and information about the specialty. 44% of cardiology specialists use society websites and 31% watch webinars.

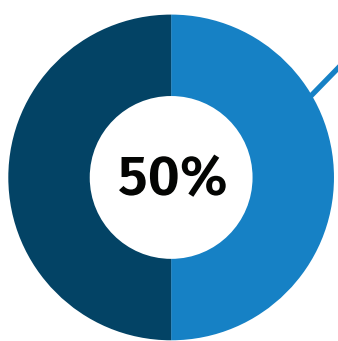


78% indicate peer-reviewed content is among the most influential content in treatment decisions.



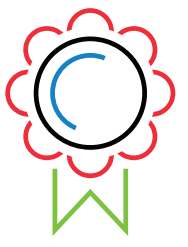
do not trust AI-generated articles

Only 12% of respondents trust AI-generated articles. However, their trust increases significantly if these articles undergo a peer-reviewed process.



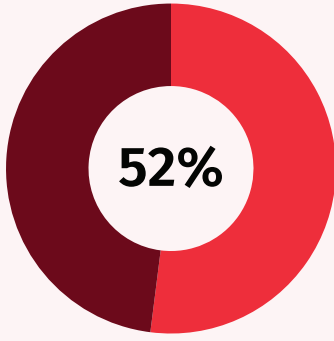
say having clinical data citations drives an advertisement's credibility

Half of cardiology specialists believe clinical data citations add credibility and value to industry-sponsored messages. And nearly half (42%) believe supporting or substantiating peer-reviewed research also adds credibility to the message.

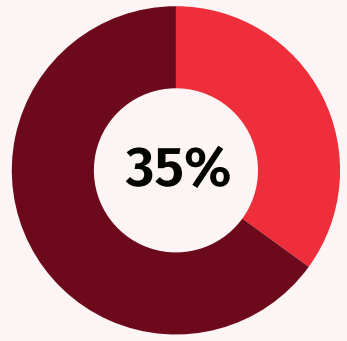


Here's how cardiology specialists feel about industry-sponsored messages.

More than half (56%) of cardiology specialists expect to see relevant advertisements in the resources they use.



feel they offer value depending on the topic covered



believe they are useful in learning about new devices, drugs, and treatment options

Partnering with Lippincott® HCP Access gives marketers a competitive edge

Lippincott® HCP Access is an unparalleled resource for marketers aiming to engage cardiology specialists effectively. Our combination of consulting, research, and unique sponsorship opportunities helps you create timely, trustworthy, and engaging experiences for cardiology specialists, maximizing the impact of your messaging.

Start your new marketing journey—contact one of our audience specialists today. Or, visit us online for more.

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