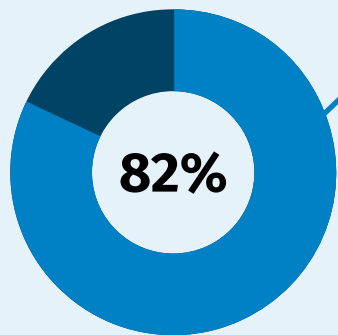


# 5 Critical Cardiologist Content Habits to Know for 2024

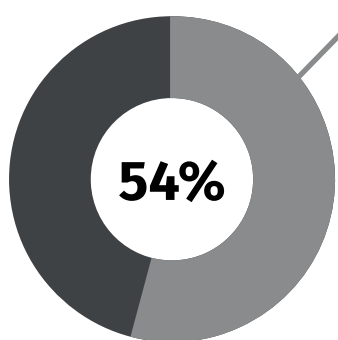
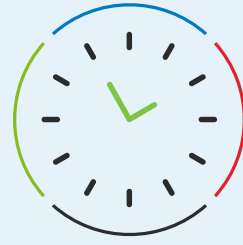
Cardiologists' professional content habits are changing. These **year-over-year insights from Wolters Kluwer cardiologist surveys\*** reveal how you can effectively engage these professionals.

Cardiologists are much more likely to read **shorter review articles** and **abstracts** rather than the entire original research articles.



#### have limited time

The majority of cardiologists say they don't have time to read everything they want to when accessing journal content—**up from 75%** the previous year.

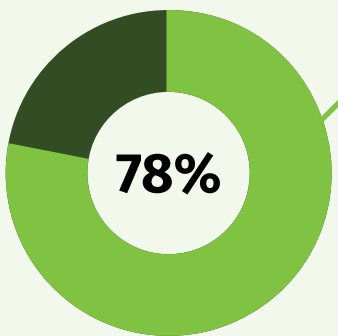


#### access trusted content online and “on-demand”

More cardiologists are accessing online journals in 2023—a substantial 23% increase compared to 2022. Similarly, 38% of cardiologists use society websites to stay current in 2023, compared to only 34% in 2022. Cardiologists' print content habits are consistently high.

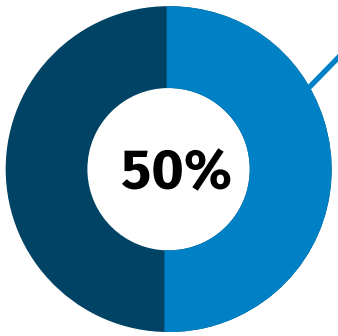


**71%** prefer a text-based article summary—whether print or online—rather than a video, infographic, or podcast.



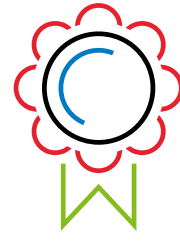
#### want the full picture

Just make it succinct! More than three-quarters of cardiologists are interested in article summaries authored by thought leaders highlighting each article's main points and discussing its applicability.



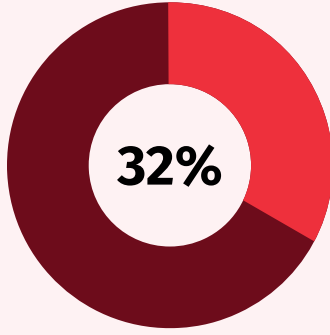
#### say advertisements featuring peer-reviewed content and clinical data add credibility

Half of cardiologists believe clinical data citations add credibility and value to industry-sponsored messages. And nearly half (44.4%) believe supporting or substantiating peer-reviewed research also adds credibility to the message.

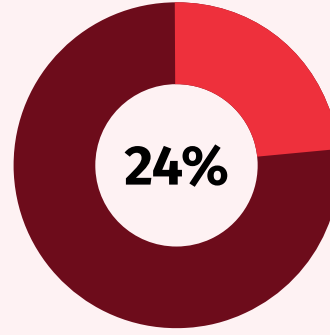


## Here's how cardiologists feel about industry-sponsored messages.

More than one-third of cardiologists 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 gives marketers a competitive edge

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

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

Source: Lippincott conducted a survey of qualified cardiologists from Q4 2022 – Q1 2023 (“2023”) to uncover insights. The infographic compares several of these results to those from Lippincott’s near-identical survey during the same period one year before (“2022”). Some percentages with decimal places have been rounded to whole numbers for brevity.