

# 5 Facts Marketers Must Know When Advertising to Nurses

Nurses' habits and attitudes about professional content are evolving. Marketers who intend to engage nurses through advertising in environments—such as peer-reviewed journals, clinical studies, nursing news publications, and others—must evolve as well. Based on a recent survey of professional nurses, here are the **five most important facts marketers must know** to engage nurses effectively in these contexts:

## #1 Peer-reviewed and data-driven content continues to be the most influential.

**Traditional professional resources** including peer-reviewed journals, case studies, and clinical reviews continue to be the most influential sources among nurses regarding their impact on treatment options and improving patient outcomes.

**64%** consider case studies among their most influential content types

**62%** consider clinical reviews among their most-influential content types

**55%** claim peer-reviewed journals are their most influential or second-most influential content type over six others



## #2 Most nurses lack the time to read all the journal content they would like.

Nurses are increasingly willing to turn to alternative types of content, including an article summary authored by a thought leader that discusses the article's most valuable insights and applications.

**71%** → **84%**

claim they do not have enough time to read everything they want

of those nurses are interested in an article summary authored by a thought leader that highlights the article's main points and discusses applicability

## #3 Nurses increasingly use professional videos and podcasts to stay up to date.

Podcasts and videos provide a consistent way for nurses to stay informed about developments in their fields without using a substantial amount of their precious personal or professional time.

**25%** → **38%**

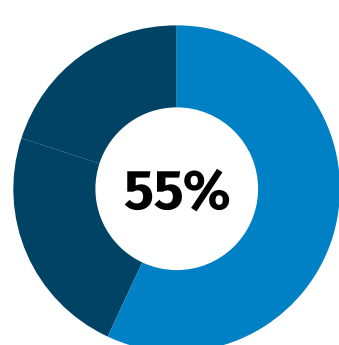
now use podcasts to keep themselves up to date on the latest research and information about their specialties

of those nurses interested in an article summary authored by a thought leader prefer that summary appear in video format

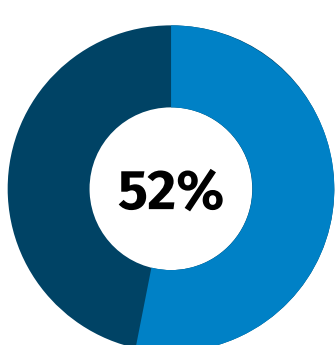


## #4 Nurses are skeptical about promotional content in their publications.

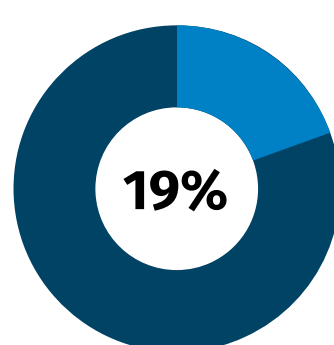
Most nurses are deeply skeptical about professional advertisements or "industry-sponsored messages." Some find them intrusive, unhelpful, or out-of-place in medical literature.



do not expect to see advertisements in their professional resources



disagree that "advertisements offer some value, depending on the topics covered"



believe professional advertisements are not useful at all

## #5 Nurses respond well to ads with peer-reviewed research, clinical data, and context.

There are opportunities for marketers to reach nurses despite this skepticism. For example, nurses are more likely to respond favorably to advertisements if the content of those ads fits the context of the publications in which they appear and if the ads include empirical evidence.

Nurses believe advertisements have greater credibility when they:

... include independent peer-reviewed research to support or substantiate their claims **58%**

... list supporting clinical data **41%**

... appear as links within a professional article **26%**

... appear adjacent to relevant articles within a professional publication **25%**

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### About the Research

Wolters Kluwer conducted an online survey of 1,135 nurses in September 2022. Researchers obtained the survey sample from Wolters Kluwer's internal list of nurses. Respondents were incentivized with the chance to win one of two personal gift items or the rough cash equivalent of a \$300 gift card.

Respondents included staff, advanced practice, managing, and executive nurses from teaching hospitals, non-teaching hospitals, and private practices. Most nurses in the study had 11 or more years of professional experience.