

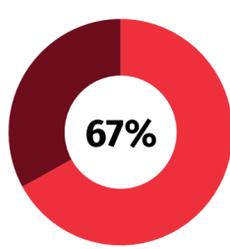
5 facts marketers must know when advertising to nurses



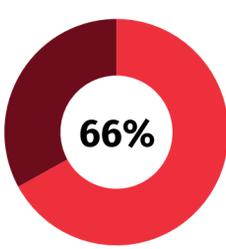
Pharmaceutical and medical device marketers who wish to engage nurses effectively must understand nurses' professional content preferences, perceptions, and needs. This infographic outlines five key facts from a recent survey.* Using these insights, marketers can create more credible and impactful messaging that resonates with the nursing community.

#1 Nurses are influenced by peer-reviewed content and case studies.

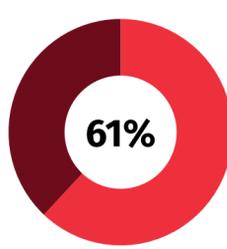
Nurses rely heavily on peer-reviewed content, real-world case studies, and best-practice guidelines to inform their clinical decisions.



of nurses say peer-reviewed content influences their treatment decisions



are influenced by practical, real-world case studies



claim they are influenced by guidelines and standards to inform decisions and improve patient outcomes

Key takeaway: Marketers should prioritize creating or sponsoring content that is backed by rigorous peer-reviewed research and real-world case studies, ensuring that their messaging is grounded in credible, evidence-based information.

#2 Nurses value concise, practice-oriented summaries.

Nurses expressed a strong interest in article summaries—especially content that highlights key points in other industry content and discusses applicability to their practice.

88% prefer text-based summaries, either print or online

44% prefer video summaries

32% prefer podcasts/audio

29% prefer infographics/article summaries

Key takeaway: Marketers should focus on developing and aligning with concise, easily digestible content formats that deliver key information efficiently, respecting nurses' limited time while still providing valuable insights.



#3 Time constraints are a major challenge for nurses.

Video and audio formats are gaining popularity among nurses as efficient ways to stay informed about the latest research and information about their specialties.

72% of nurses struggle with not having enough time to read everything

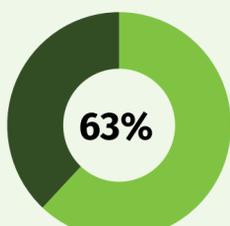
44% view webinars to stay current

38% watch videos to stay current

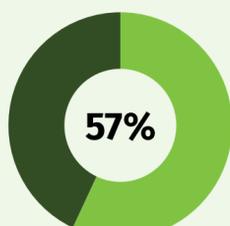
Key takeaway: Marketers should consider diversifying their content strategy to align with or include high-quality video and podcasts, ensuring these formats are optimized for mobile devices and easily accessible during nurses' busy schedules.

#4 Nurses trust educational and peer interactions.

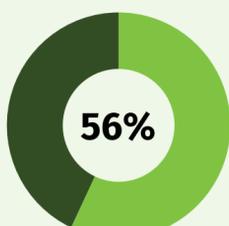
Nurses are generally skeptical about advertisements in their professional resources, instead trusting educational materials and professional interactions with peers.



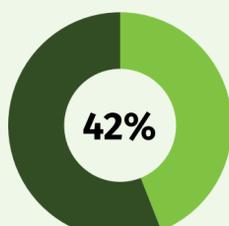
use non-conference-related CME/CE activities to stay current



rely on discussions with colleagues and mentors to stay informed about their specialties



say CME/CE resources influence their treatment decisions



use conference-related CME/CE activities to stay current

Key takeaway: Marketers should focus on creating value-driven content that educates rather than overtly promotes, and consider native advertising formats that seamlessly integrate with trusted professional resources.

#5 Nurses value credibility in industry-sponsored messages.

Including peer-reviewed research, clinical data, and appropriate context can significantly enhance the credibility of industry-sponsored messages for nurses.

56% find sponsored messages more credible and valuable when they include independent peer-reviewed support

49% say including multiple peer-reviewed evidence-based sources adds credibility and value to sponsored messages

47% say clinical data citations add credibility and value to sponsored messages

Key takeaway: Marketers should focus on developing and aligning with concise, easily digestible content formats that deliver key information efficiently, respecting nurses' limited time while still providing valuable insights.



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