

5 marketing trends for engaging nurse practitioners and physician associates



Nurse practitioners (NPs) and physician associates (PAs) are at the forefront of patient care, making them an essential audience for your marketing. This infographic reveals five trends to help you craft engaging, credible content for this influential group. Discover their digital habits, purchasing power, and more to transform your marketing into effective, tailored strategies.

#1 Digital content is king.

NPs and PAs depend on various digital resources to keep current and connected within their profession.



Key takeaway: To effectively reach NPs and PAs, prioritize content and messaging through the trusted digital channels and platforms they already use for professional development.

#2 Peer-reviewed content drives decisions.

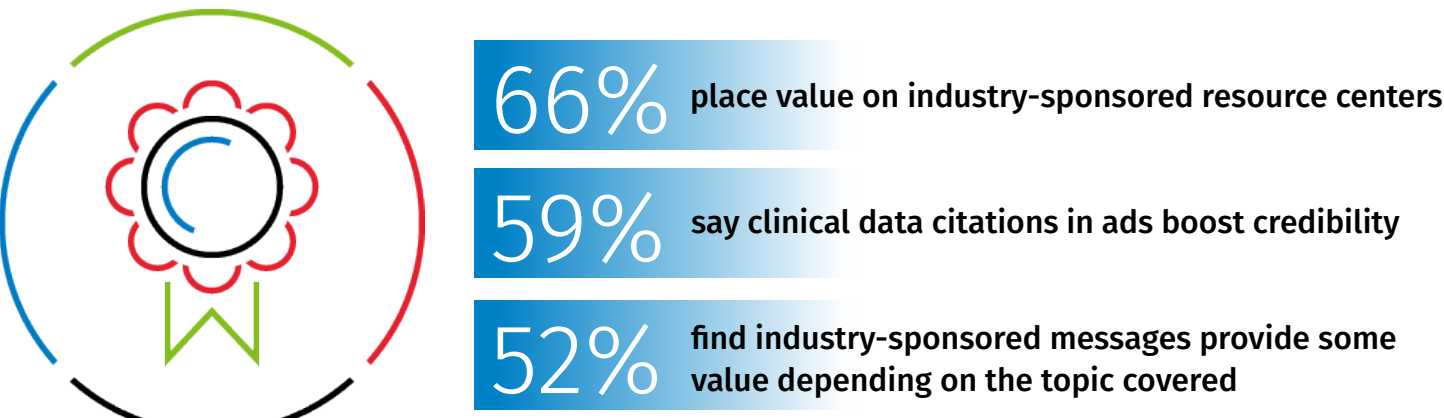
Evidence-based, peer-reviewed content is the gold standard for influencing clinical decisions.



Key takeaway: Ensure your materials are backed by evidence-based, peer-reviewed research to build credibility and trust.

#3 Industry-sponsored content must add value.

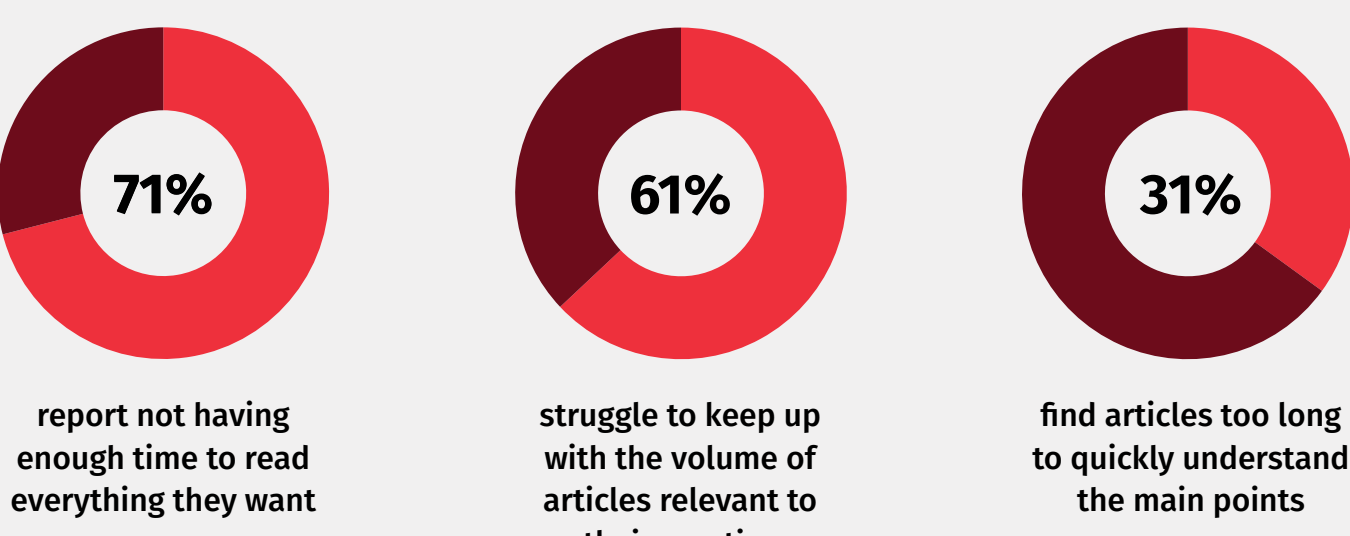
NPs and PAs are open to industry-sponsored content, but it must be credible and relevant.



Key takeaway: Partner with specialty-specific societies or organizations to boost the credibility of your campaigns.

#4 Time constraints demand concise messaging.

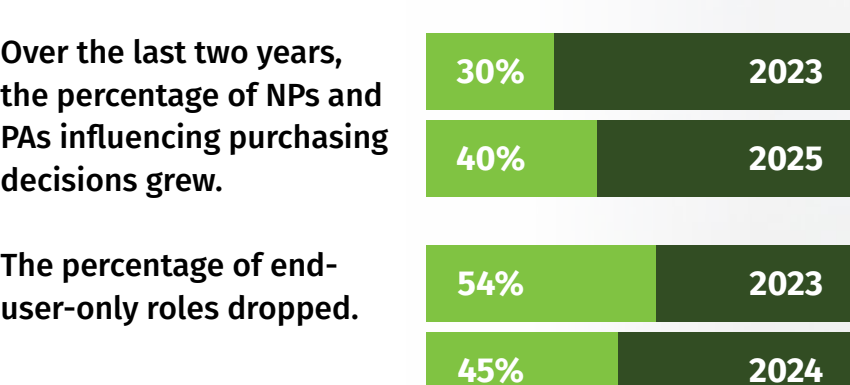
NPs and PAs face significant challenges managing their time and staying up to date.



Key takeaway: Create concise, digestible content that highlights main points and saves time for busy professionals.

#5 Purchasing influence is shifting.

The roles of NPs and PAs in purchasing decisions are evolving, and they now have greater influence over institutional choices. Aligning with their preferences ensures better engagement.



Key takeaway: Marketers should target NPs and PAs not just as end users but also as key influencers in purchasing decisions, tailoring messaging to highlight product value and institutional benefits.



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*Source: Wolters Kluwer Content Consumption Study, 2025. Data subject to statistical margin of error.