

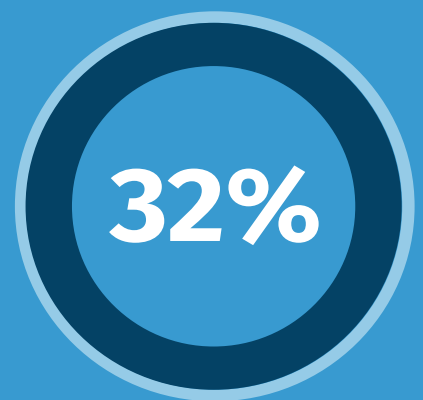
# Prioritizing Practicality When Engaging Gastroenterologists With Promotions

Today, gastroenterologists\* prioritize professional content based on its **accessibility, credibility, and positive results**: improving patient outcomes and helping them to select treatment options. Advertisers' best bet is to develop value-added content across the publications and channels that gastroenterologists prefer most.

## How Should Advertisers Adapt to These Preferences?

Here's what advertisers should consider when planning their content strategies.

Gastroenterologists ranked peer-reviewed journal content and practice guidelines as their most influential content types.

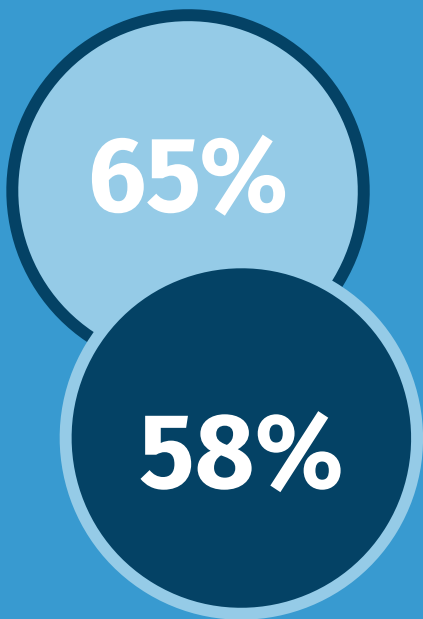


● Peer-reviewed journal content

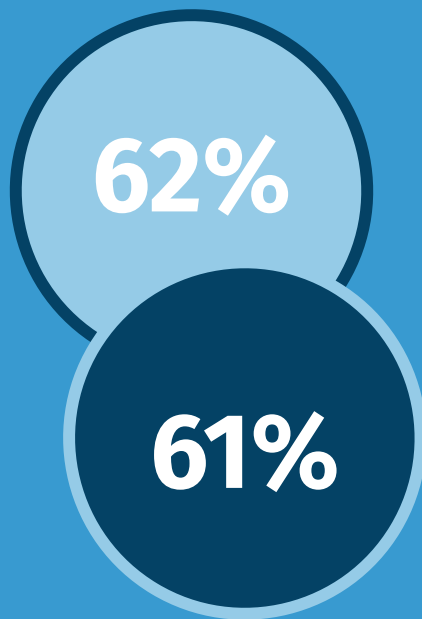
● Practice guidelines

How do the top three medical sources of Gastroenterologists compare to physicians in total?

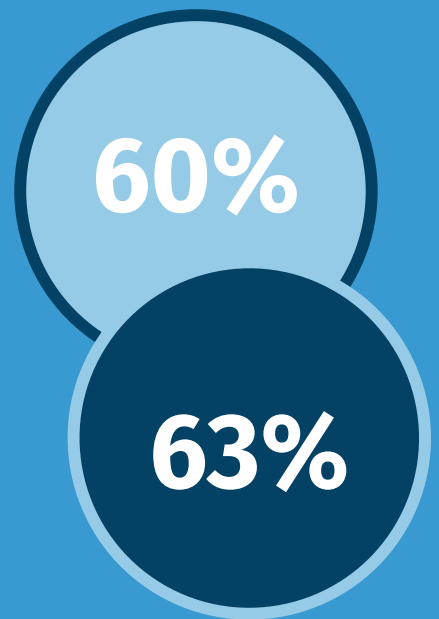
Top three medical sources used



Peer-reviewed content



CME/CE content



Review articles

● Total

● Gastroenterologists

**With the right advertising approach, gastroenterologists are often more open to promotional materials than physicians in other fields.**



state industry sponsored messages offer some value depending on the topic covered.



"expect" to see advertisements in the resources they use.



**Access our LATEST ADVICE for engaging gastroenterologists successfully or contact us.**

\* From October 2021 to January 2022, Wolters Kluwer surveyed 1,013 qualified healthcare practitioners to establish the most trusted and influential content types among physicians of all specialties today.