Prioritizing Practicality When Engaging Gastroenterology Specialists With Promotions

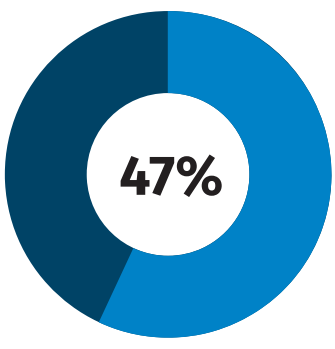
As an advertiser, your best bet is to develop value-added content across the publications and channels that gastroenterology specialists prefer. Here's what to consider when planning your promotional strategies.

Gastroenterology specialists use professional content to help them select treatment options and improve patient outcomes based upon its:

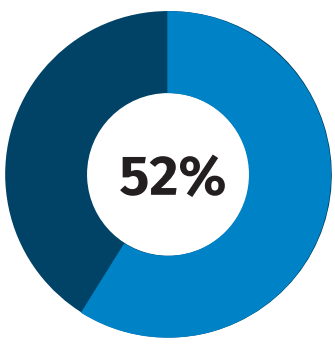
- ✓ **Accessibility**
- ✓ **Credibility**
- ✓ **Positive results**

Like other HCPs, most gastroenterology specialists consider **peer-reviewed content** and **practice guidelines** the most influential.

With the right advertising approach, gastroenterology specialists are open to promotional materials.



say industry-sponsored messages offer some value depending on the topic covered



expect to see advertisements in the resources they use

Get their attention by focusing on the medical media sources they use to stay up-to-date.

55% Print Journals

51% Online Journals

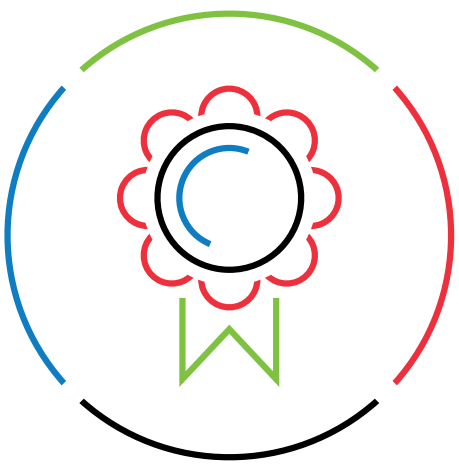
37% Videos (Including Webinars)

37% Society Websites

Add credibility to your advertisements.

Place your advertisements in the resource that gastroenterology specialists find most credible.

73% find peer-reviewed online medical journals to be the most credible online resource



Access our LATEST ADVICE for engaging gastroenterology specialists successfully.

Partner With Lippincott® HCP Access at Wolters Kluwer

The audience solution experts at Lippincott® HCP Access ensure your brand is delivering the right message, in the right format and environment, at the right time.

Contact an expert when you're ready for personalized advice on a successful advertising strategy.

Source: Wolters Kluwer Content Consumption Study, June 2023. Data subject to statistical margin of error.

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