

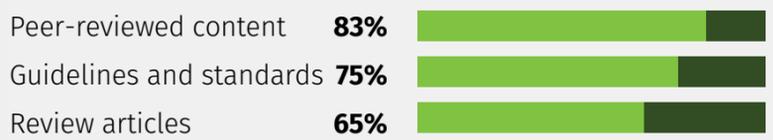
Prioritize practicality when engaging gastroenterology and hepatology specialists



To connect with gastroenterology and hepatology specialists, focus on creating valuable content in the places they love to frequent. Consider the following when planning your promotional tactics.



Like other HCPs, most gastroenterology and hepatology specialists consider **peer-reviewed content the most influential when making treatment decisions to improve patient outcomes.**



Get their attention by focusing on the digital media resources they use to stay current.



37%
Podcasts

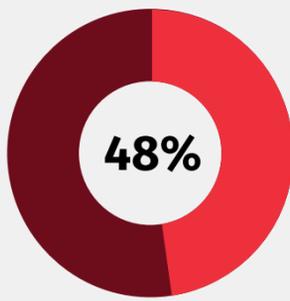


34%
Webinars

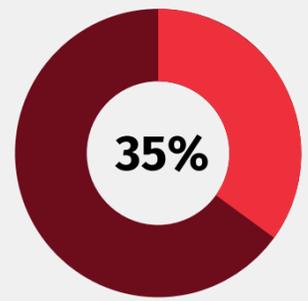


29%
Videos

With the right advertising approach, gastroenterology and hepatology specialists are open to promotional materials. Over 60% expect to see sponsored content of interest.



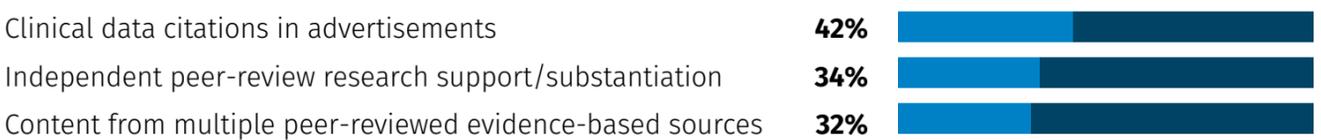
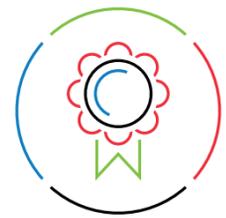
say industry-sponsored messages offer some value depending on the topic covered



say they are valuable in learning about new devices, drugs and treatment options

Add credibility to your advertisements.

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



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, 2024. Data subject to statistical margin of error.