

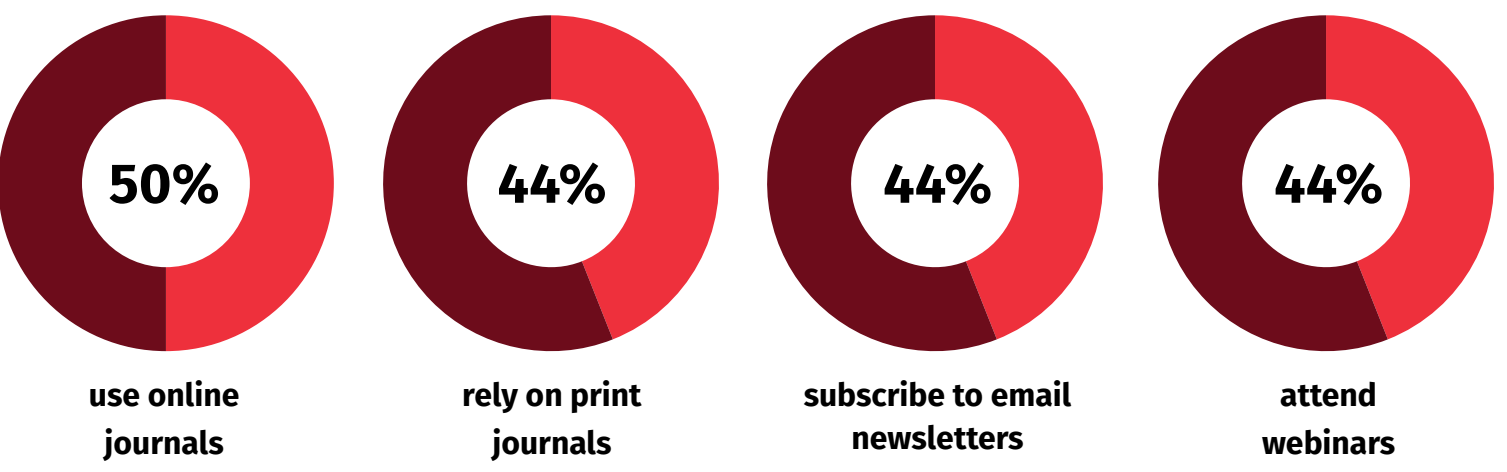
5 key insights for marketing to psychiatry specialists



Successful marketing to psychiatry specialists requires understanding their content preferences, challenges, and decision-making influences. Explore five key insights to create campaigns that capture attention, build trust, and foster meaningful connections.

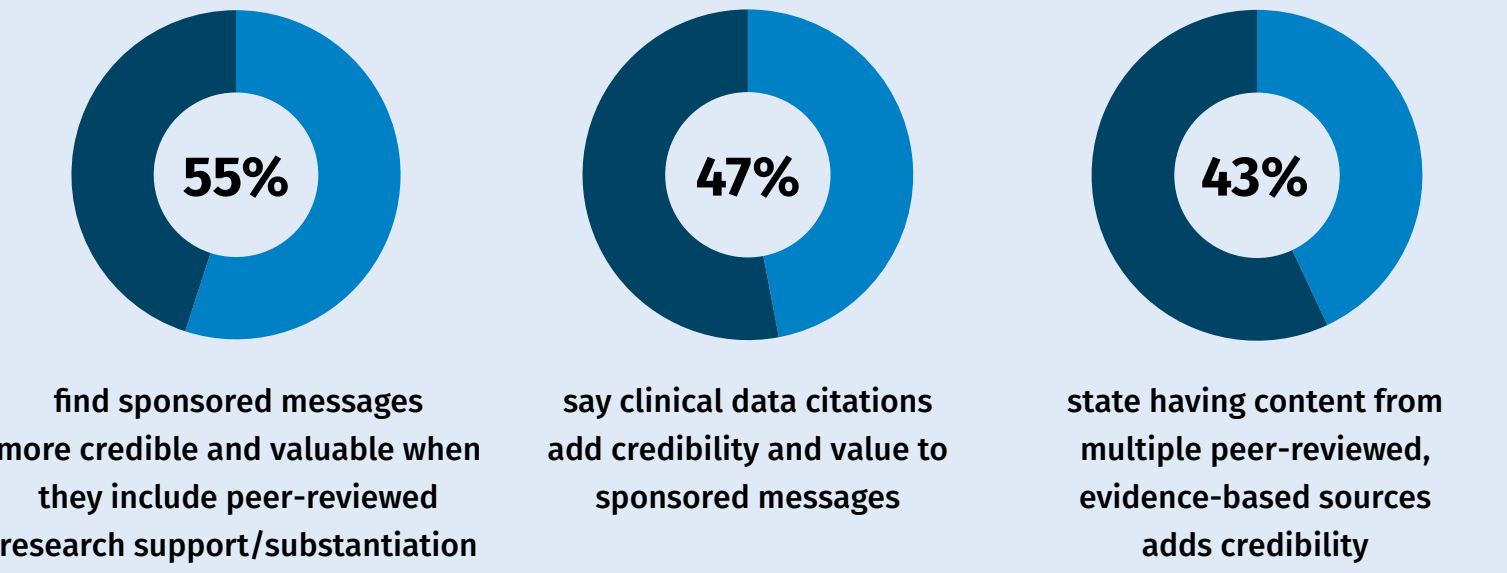
#1 Psychiatry specialists rely on a variety of media resources to stay ahead in their field.

Psychiatry specialists stay informed about the latest research and information about their specialty by turning to various trusted media resources, relying on both digital and print channels.



Key takeaway: Marketers can engage psychiatry specialists by tailoring content to each channel. This can involve interactive webinars, concise email newsletters, and in-depth journal analyses, all designed to meet their preferences and encourage deeper engagement.

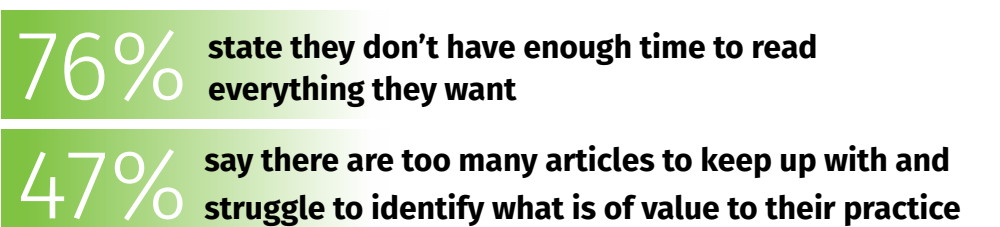
#2 Clinical data and peer-reviewed evidence builds trust in industry-sponsored messaging.



Key takeaway: Marketers need to move beyond generic claims and prioritize clinical data and peer-reviewed evidence in their messaging. Sharing well-supported insights from credible sources helps brands establish themselves as trusted partners in evidence-based care.



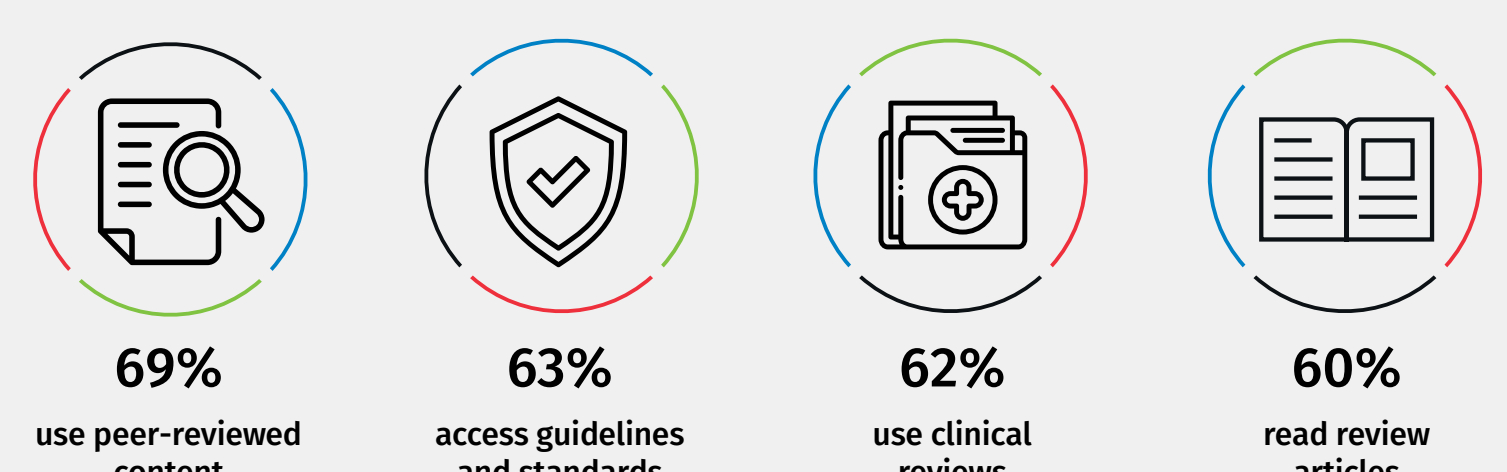
#3 Psychiatry specialists are crunched for time.



Key takeaway: Marketers should focus on concise, high-value summaries or curated content to save time and deliver key insights efficiently.

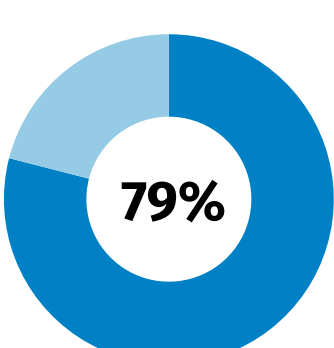
#4 Evidence-based content shapes treatment decisions and patient outcomes.

Psychiatry specialists constantly seek reliable content to guide treatment decisions and improve patient outcomes.



Key takeaway: To effectively engage psychiatry specialists, marketers should align their messaging with evidence-based content. This approach meets their information needs, builds credibility, and shows a genuine commitment to improving patient care.

#5 Resource centers are highly valued.



Key takeaway: Marketers should consider creating or promoting resource centers that provide trusted, centralized information.

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