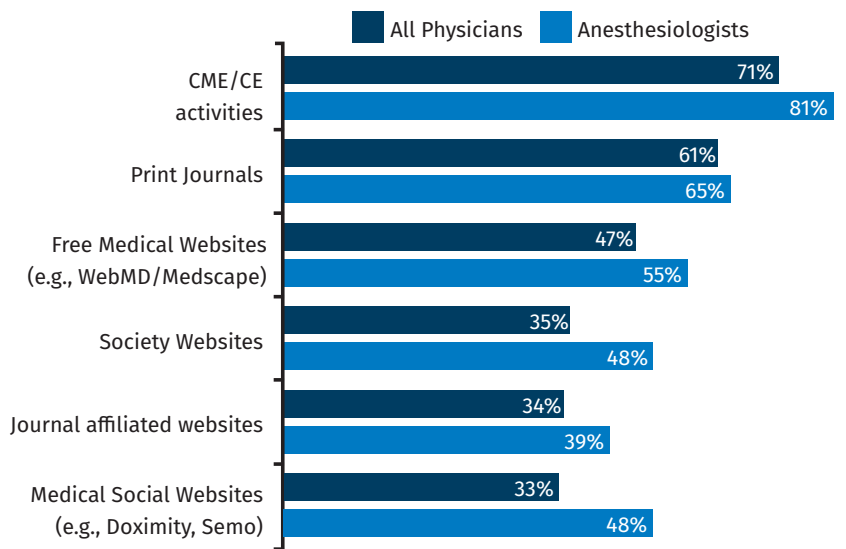


Quick Facts About Anesthesiologists' Professional Content Consumption Habits*

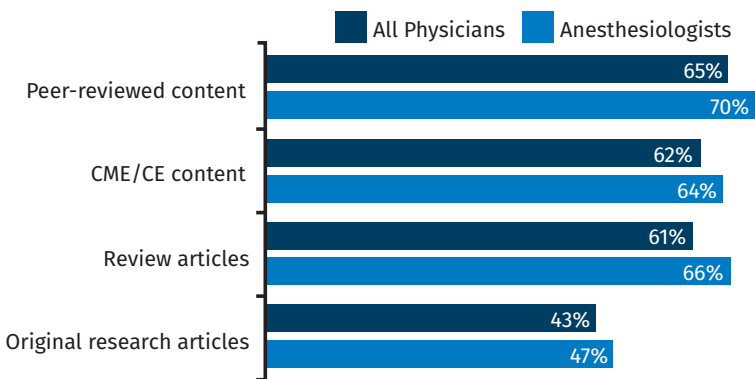
Don't sleep on these facts. More than ever, Anesthesiologists favor highly practical content, including answers to clinical questions, best practices, clinical guidelines, and evidence-based content.

THERE'S MORE — here's what Anesthesiologists prefer when they are:

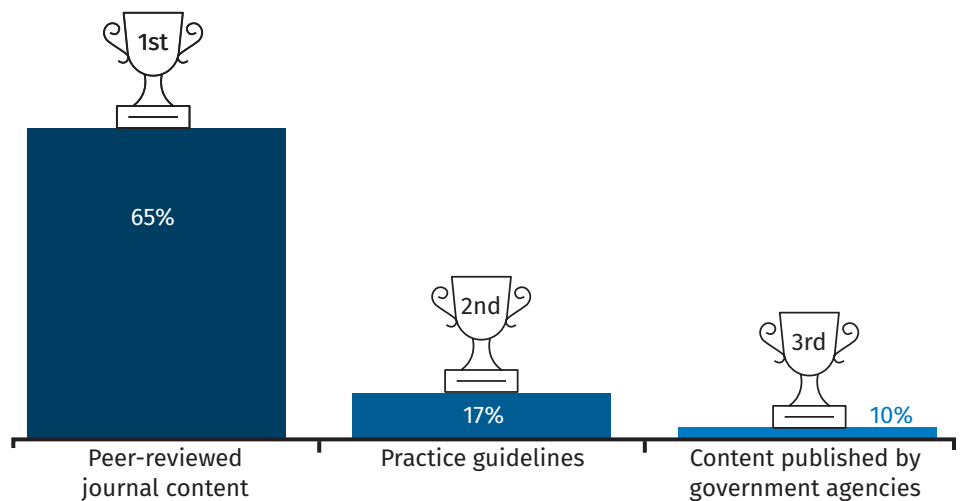
... keeping up to date on the latest **research and information about their specialty, study, or teaching.**



... accessing professional resources on **treatment options and improving patient outcomes.**



Top three **“most influential content types on treatment options/patient outcomes”.**



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

For unique tips on engaging anesthesiologists with your promotions, access our **latest article** 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.