

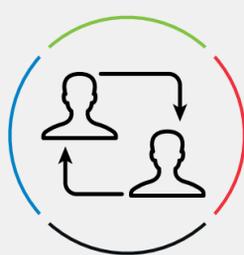
5 facts to know about anesthesiology and pain specialists' professional content consumption habits



Don't sleep on these facts! More than ever, anesthesiology and pain specialists favor practical content—including answers to clinical questions, best practices, clinical guidelines, and evidence-based information.

#1 Peer-reviewed content is the most influential.

Anesthesiology and pain specialists are deeply influenced by professional content in their field, so add value to your promotions by placing them adjacent to relevant content. Here are the top three content types they use to select treatment options and improve patient outcomes.



78%
Peer-reviewed content



63%
Review articles



61%
Guidelines and standards

#2 Most anesthesiology and pain specialists are crunched for time.

Anesthesiology and pain specialists increasingly turn to alternative content types that summarize valuable insights and applications.

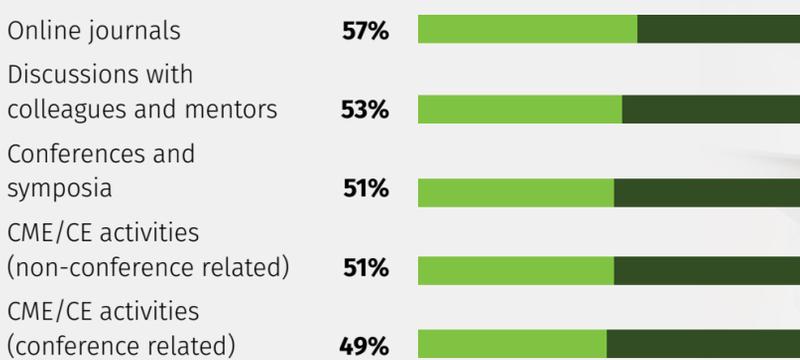


62%
say they don't have enough time to read everything they want

95%
of anesthesiology and pain specialists are interested in an article summary authored by a thought leader that highlights the article's main points and discusses the applicability to their practice

#3 Anesthesiology and pain specialists access online journals to stay updated.

Online journals are the go-to resource for anesthesiology and pain specialists to obtain the latest research and information about the specialty.



#4 Search engines are the most common method of accessing digital content, closely followed by society websites.

#5 Overall, anesthesiology and pain specialists find value in industry-sponsored messages and expect to see them in the resources they use.

44%
say that including clinical citations in the advertisements adds credibility and value

44%
say including independent peer-reviewed research support/substantiation adds credibility

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Source: Wolters Kluwer Content Consumption Study, 2024. Data subject to statistical margin of error.