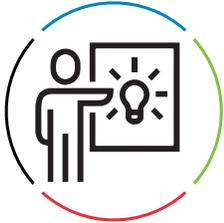


Surprising Ways Advertisers Can Engage Oncologists Successfully

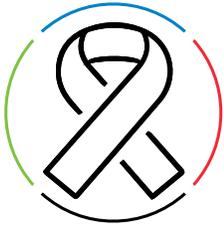


Oncologists* resemble other physicians in their preferences for professional resources. However, oncologists respond better than others to **advertisements with clinical data and peer-reviewed research**.

What else should advertisers know about oncologists? Here's a closer look at their unique expectations and preferences.



#1 Conferences and symposia are the most used source for staying up-to-date on the latest research and information about the specialty.



#1 Like other physicians, most oncologists consider **peer-reviewed content** their most influential content type.

34%

of Oncologists “expect” to see ads in their professional resources. But, most oncologists agree that sponsored messages can offer value, and very few find them intrusive.

Adding credibility to advertisements

■ Oncologists ■ Total

61%

71%

Having independent peer-reviewed research support/substantiation

Having clinical data listed in the advertisement

41%

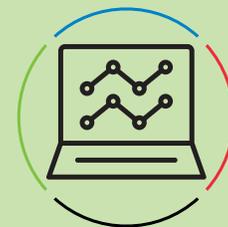
47%

General impressions of industry sponsored messages

They offer some value depending on topic covered **51%**

They are necessary in keeping the cost of resources down **34%**

They are intrusive **26%**



Advertisers may **surprise oncologists—in a good way**—if they craft their message and place their advertisements effectively.

For more unique tips on engaging oncologists with your promotions, access our article or contact us directly.

* From October 2021 to January 2022, Lippincott surveyed 1,013 qualified healthcare practitioners to establish the most trusted and influential content types among physicians of all specialties today.