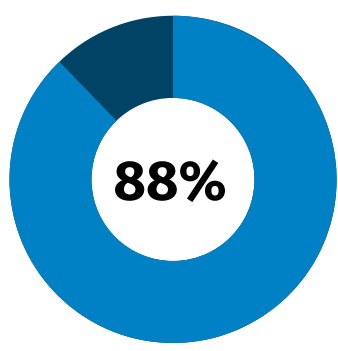


The modern orthopaedic specialist: what to know for your next advertising campaign

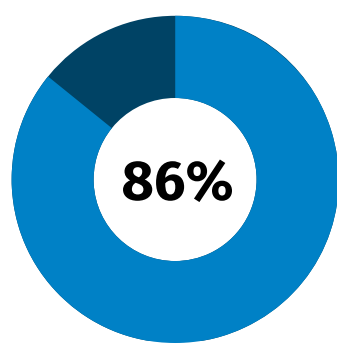
Understanding orthopaedic specialists' content preferences is crucial for creating effective engagement strategies. By tapping into these insights, you can better connect with them and boost the success of your marketing campaigns. Keep the following key considerations in mind when designing your marketing efforts.

Showcase your brand or product where it makes the biggest impact.

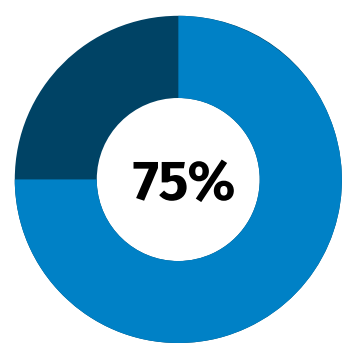
Positioning your ads alongside authoritative and credible material can significantly amplify ad effectiveness. Here's what orthopaedic specialists regard as the most influential on treatment decisions and improving patient outcomes.



access digital content through society websites and online journals, making them the most common method of accessing digital content



say peer-reviewed content is the most influential content type driving treatment decisions and improving patient outcomes



stay up to date with online journals, making them the most common method of staying current on the latest research and information about the specialty

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



42%
Webinars



40%
Videos

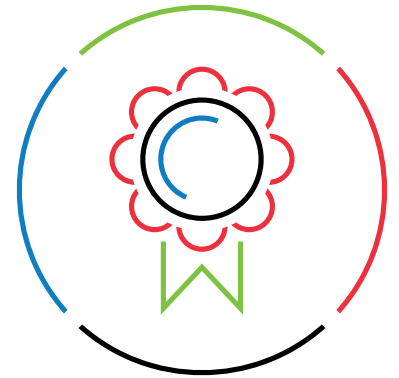


26%
Podcasts

81% of orthopaedic specialists expect to see sponsored content of interest.

Add value and credibility to your advertisements.

Over half of orthopaedic specialists state that sponsored messages offer some value based on the topic covered. Advertisers who tailor their engagement strategies to align with their content preferences have a better chance of standing out from the competition. Here's what orthopaedic specialists consider valuable:



Independent peer-reviewed research support/substantiation

50%

Clinical data listed in advertisements

43%

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.