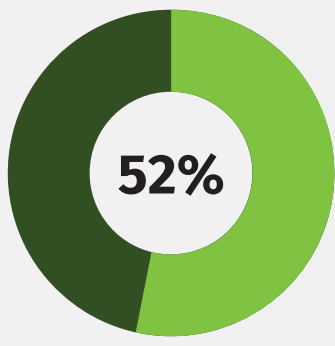


Tips for Advertising to Oncology Specialists

Let's take a close look at oncology specialists' unique expectations and preferences so you can engage them effectively.

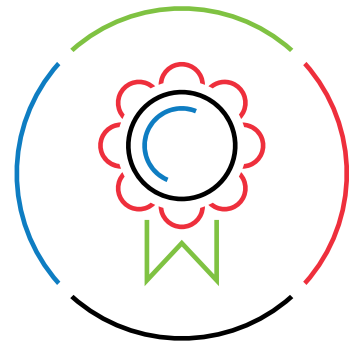


of oncology specialists expect to see **ads** in their resources and find them valuable



Add credibility to your advertisements.

Oncology specialists respond better than their colleagues to **advertisements with clinical data and peer-reviewed research**. As an advertiser, you may **surprise them—in a good way**—if you craft your message and place your advertisements effectively and in ways they find credible.



61%
of all HCPs



67%
of oncology specialists

... say that including **independent peer-reviewed research support/substantiation** adds credibility



43%
of all HCPs



51%
of oncology specialists

... want to see **clinical data** listed in advertisements



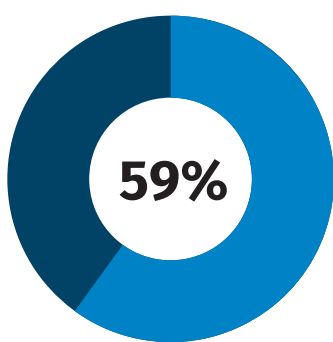
Get their attention by focusing on the right things.

Online journals are favored by oncology specialists for staying up-to-date on the latest oncology research and information.

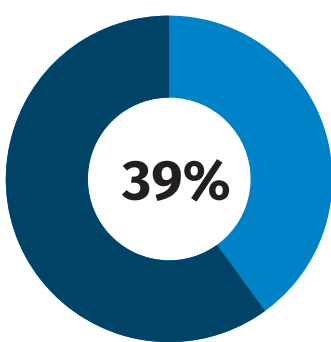
Like other HCPs, most oncology specialists consider **peer-reviewed content** the most influential.

How oncology specialists feel about industry-sponsored messages.

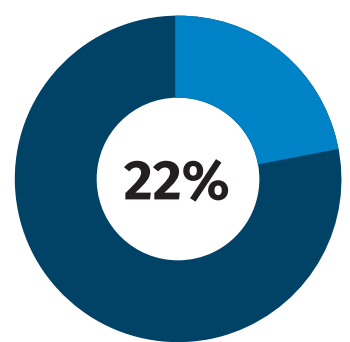
Overall, they find value in industry-sponsored messages, while 20% find them intrusive.



feel they offer some value depending on the topic covered



say they are valuable in learning about goods and services



believe they are needed to keep down the cost of resources

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, June 2023. Data subject to statistical margin of error.