

# Tips for advertising to oncology specialists

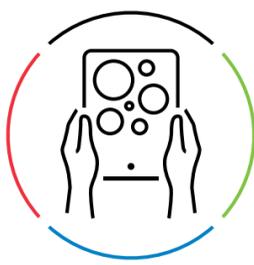


Grasping the unique advertising needs and preferences of oncology specialists is key to developing impactful engagement strategies. By understanding these insights, you can connect with them more effectively and enhance your marketing campaigns for improved results.

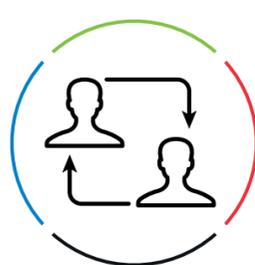
## Advertise where it matters most.



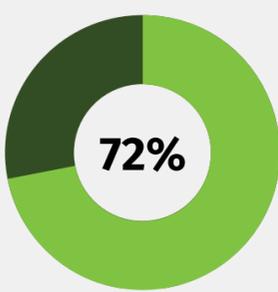
Online journals are the most used resource for staying up to date on the latest research and information about the specialty.



Society websites and online journals are the most common method of accessing digital content, followed by search engines.



Peer-reviewed content is the most influential content type driving treatment decisions and improving patient outcomes.

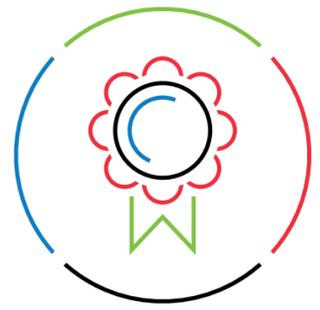


of oncology specialists expect to see ads in their resources

## Add value and credibility to your advertisements.

Advertisers can positively capture the attention of oncology specialists by strategically crafting ads in a manner that resonates with their preferences.

Independent peer-reviewed research support/substantiation  
Clinical data listed in advertisements



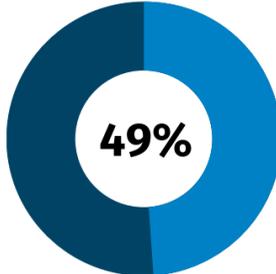
## Get their attention by focusing on the right channels.

74% of oncology specialists turn to **online journals** to stay up to date on the latest research and information about the specialty.

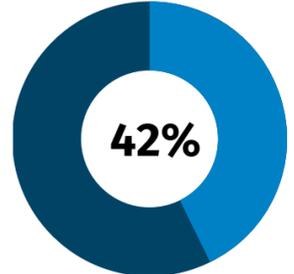
91% of oncology specialists consider **peer-reviewed content** the most influential.

## How oncology specialists feel about industry-sponsored messages.

Overall, they find value in industry-sponsored messages, while only 23% find them not useful at all.



feel they offer some value depending on the topic covered



say they are valuable in learning about goods and services

# 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.