

Why Advertisers Should Choose Multimedia Formats for Engaging Cardiologists

Today, most cardiologists* find work and life activities **prevent them from reading all the material they would like** from their preferred professional sources.

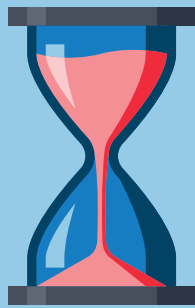
So, How Have Their Content Preferences Changed?

Here we consider how cardiologists' appeal for multimedia formats should impact your next advertising campaign.

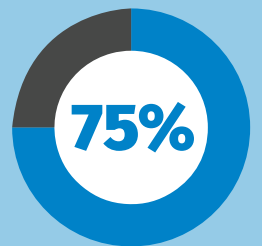


text, video, and podcasts

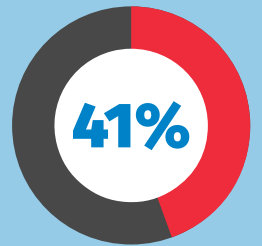
Most cardiologists **don't have enough time** to read everything they want in terms of professional content.



I do not have enough time to read everything I want



Articles are too long to understand the main points



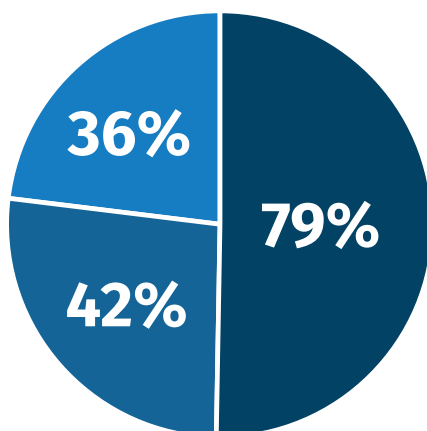
Among them, nearly all are interested **in summaries of those materials authored by thought leaders**, highlighting the main points.



87%

want thought leadership summaries

In each case, **cardiologists in this group are more interested in video and podcast formats** than physicians in any other specialties.



- Text-based
- Video
- Podcast

Cardiologists' preferences for types of content, multimedia formats, and the devices they use to access them continue to evolve, and so too must promotional strategies among advertisers.

The experts at Lippincott® HCP Access ensure your brand is delivering the right message, in the right format, at the right time.

For **more unique tips on engaging cardiologists**, access our latest article or contact us.

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