

CLOSING KNOWLEDGE GAPS FOR HCPS

opens new opportunities for healthcare companies

Knowledge gaps are a symptom of multiple contributing factors¹



Increasingly complex diseases, therapies, and delivery of care



Rapidly expanding clinical advancements and information



More informed patients generating more questions at the point of care

Opportunity: Identify unmet needs.

In a Taking the Pulse® survey of 2,784 US physicians across 25+ specialties:²



70% say providing evidence-based content is critical to gaining their trust

50% say healthcare companies fail to do this



62% report that the content on third-party websites "are always ads" for their products

Only **34%** trust that information



49% who view professional online video say it influences their clinical decisions

52% say no healthcare company is providing quality video content



86% use a smartphone to access websites for professional purposes

41% don't visit healthcare company websites more often because it takes too long to find the content they need

Opportunity: Provide content rooted in science and independent of promotional messaging.²

Kelly Pinola, Senior Analyst, Physician Research, suggests healthcare companies:²

- Provide less promotional messaging and more valuable educational resources
- Focus less on tech trends and more on the content healthcare professionals (HCPs) need

J. Furst, MD, DABFM, DABPM-CIA, recommends healthcare companies:¹

- Ensure broad but concise medical coverage of a wide range of topics and specialties
- Be a reliable and authoritative resource for content that informs, not overwhelms
- Help monitor trends and best practices within the literature

Opportunity: Provide rapid access to evidence-based content at the point of care.³

According to Kevin Novak for 2040 Digital, HCPs turn to search engines for answers due to lack of time and difficulty accessing information quickly and easily.



When HCPs have **10 minutes** or less, they rely on the internet to answer a question



70% report that they search online daily



58% say they seek information several times per week



68% claim they do this while the patient is waiting



ELSEVIER

Learn more about opportunities to become a trusted source of information for HCPs.

Visit elsmediakits.com.

References:

1. Furst J. D. How to deal with the growing complexity of clinical care "when you don't know what you don't know" *Elsevier Connect*. April 18, 2019. <https://www.elsevier.com/connect/how-to-deal-with-the-growing-complexity-of-clinical-care-when-you-dont-know-what-you-dont-know>. Accessed September 25, 2020. 2. Decision Resources Group. <https://www.prnewswire.com/news-releases/poor-pharma-digital-marketing-damages-credibility-with-physicians-manhattan-research-study-finds-300457453.html>. Accessed September 25, 2020. 3. Novak K. Know Your Audience: HCPs Savvy Information Seeking Behaviors. 2040 Digital, 3/3/2019. <https://www.2040digital.com/matching-the-needs-of-hcps/know-your-audience-hcps-savvy-information-seeking-behaviors/>. Accessed September 25, 2020.