

# THE GUIDE TO CREDIBILITY

## in medical media



### THE HCP LANDSCAPE

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Demands on doctors' time are only expected to increase: it is projected that there will be a **shortage of up to 121,300 doctors by 2030<sup>a</sup>**



Already, less than **1/3 of HCPs spend time in direct contact with patients**: 1/2 their time is spent using EHRs or performing deskwork<sup>b</sup>

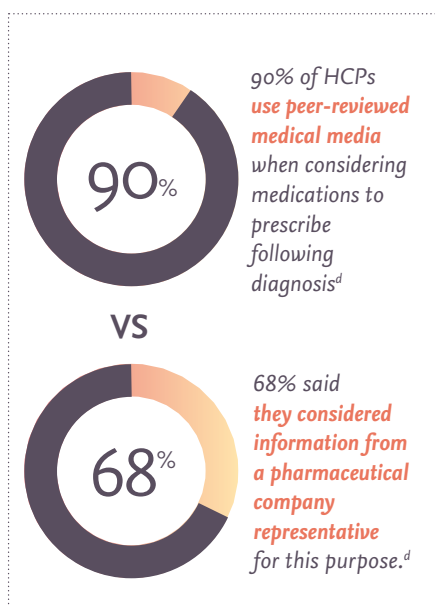


Doctors of all ages are **working fewer hours**, particularly the younger generation<sup>b</sup>

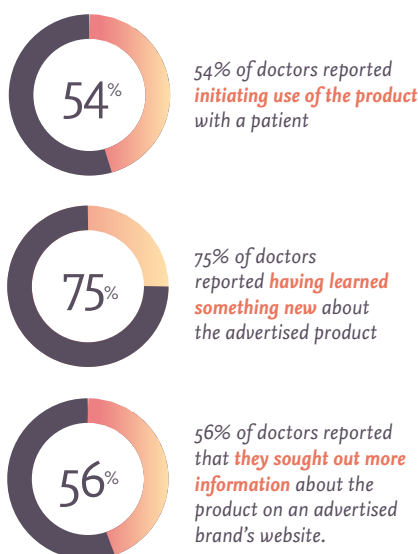
— LIMITED TIME FOR RESEARCH = HIGH DEMAND FOR TRUSTED RESOURCES —

### THE POWER OF PLACEMENT

Research shows that the credibility of a media source has a positive impact on a brand, message, and purchase intention of an audience.<sup>c</sup>



#### ACTIONS TAKEN AFTER VIEWING ADVERTISING<sup>e</sup>



### INFORMATION OVERLOAD AND UNFAMILIAR JOURNALS

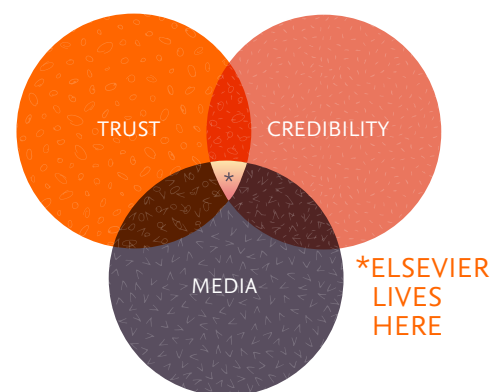


In 2020, medical knowledge is expected to double every 0.2 years or 73 days.<sup>f</sup>

There has been a rapid increase in the number of online medical journals with dubious publication and privacy practices.<sup>g</sup>

The Federal Trade Commission (FTC) warns researchers and readers to carefully investigate or consider any journal that they are not familiar with and to ensure they understand the journal's publishing process.<sup>h</sup>

### THE INTERSECTION OF TRUST, CREDIBILITY, AND MEDIA



OVER 100 YEARS,  
2,500 JOURNALS,  
AND A  
CULTURE OF  
CREDIBILITY

For more information,  
visit [FollowCredibility.com](https://www.followcredibility.com).

### AGE IS JUST A NUMBER



over 90% of HCPs across all age groups  
rely on credible medical journals for knowledge<sup>e</sup>

**REFERENCES:** a. IHS Markit Ltd. 2018 Update. The Complexities of Physician Supply and Demand: Projections from 2016 to 2030. Final Report. Prepared for: Association of American Medical Colleges. [http://aamc-black.global.ssl.fastly.net/production/media/filer\\_public/bc/ag/bcag725e-3507-4e35-87e3-d71a68717d06/aamc\\_2018\\_workforce\\_projections\\_update\\_april\\_11\\_2018.pdf](http://aamc-black.global.ssl.fastly.net/production/media/filer_public/bc/ag/bcag725e-3507-4e35-87e3-d71a68717d06/aamc_2018_workforce_projections_update_april_11_2018.pdf). b. Sinsky C, Colligan L, Li L, et al. Allocation of physician time in ambulatory practice: a time and motion study in 4 specialties. *Ann Intern Med*. 2016;doi:10.7326/M16-0961. c. Verma I. Advertising credibility: A review of literature. *International Interdisciplinary Research Journal*. 2014;21:89-199. d. Source: PhRMA. Survey of physicians about pharmaceutical and biotech research company activities and information. Nationally representative survey of 508 physicians. March 2011. [http://phrma-docs.phrma.org/sites/default/files/pdf/krcsurveyofphysicians\\_1.pdf](http://phrma-docs.phrma.org/sites/default/files/pdf/krcsurveyofphysicians_1.pdf). Accessed May 22 2019. e. Kantar Media. Sources & Interactions 2018. Medical/Surgical Edition. f. Densen P. Challenges and opportunities facing medical education. *Trans Am Clin Climatol Assoc*. 2011;122:48-58. g. Burdick A. "Paging Dr. Fraud": The Fake Publishers That Are Ruining Science. March 22, 2017. The New Yorker. <https://www.newyorker.com/tech/annals-of-technology/paging-dr-fraud-the-fake-publishers-that-are-ruining-science>. Accessed March 22, 2019. h. Lake L. Academics and scientists: Beware of predatory journal publishers. August 26, 2016. Federal Trade Commission. *Consumer Information*. <https://www.consumer.ftc.gov/blog/2016/08/academics-and-scientists-bewarepredatory-journal-publishers>. Accessed May 22, 2019.