

Where credibility goes,
doctors follow.



Where Credibility Goes, Doctors Follow

Doctors' Time Is Valuable

Today's doctors have a lot of demands on their time. A 2016 study looking at allocation of time among a group of doctors in ambulatory care showed that less than one-third of a doctor's time is spent in direct contact with patients. Instead, doctors are spending close to one-half of their time using electronic health records or performing desk work.^a

Demands on doctors' time are only expected to increase in the coming decades, as some projections predict doctor shortfalls of between 42,600 and 121,300 doctors by 2030. Additionally, data show that existing doctors of all ages are working fewer hours, with the decrease in work hours particularly large in younger doctors.^b

Along with this increased demand on time, the amount of available medical information is rapidly expanding. In 1950, the estimated doubling time of medical knowledge was 50 years. In 2020, medical knowledge is expected to double every 0.2 years, or 73 days.^c

When Time Is Short, Credibility Matters

Even with time at a premium, the majority of doctors still believe that staying current on medical advances is important, but with the rapid expansion of medical knowledge, doctors need to turn to trusted sources of information.

One recent study included an online survey of more than 3,500 doctors across 24 specialties and found that 93% of those surveyed read the current print issue of a medical journal when it was available; this percentage increased to 95% among responders classified as key opinion leaders.

Relying on medical journals for knowledge was a fairly consistent trend across age groups, ranging from 91% in healthcare professionals aged younger than 35 years to 94% among those aged 45 years and older.^d

Six out of 10 healthcare professionals surveyed rated their current print editions of medical journals as important sources of information that help them stay abreast of new medical developments.^d

1 100

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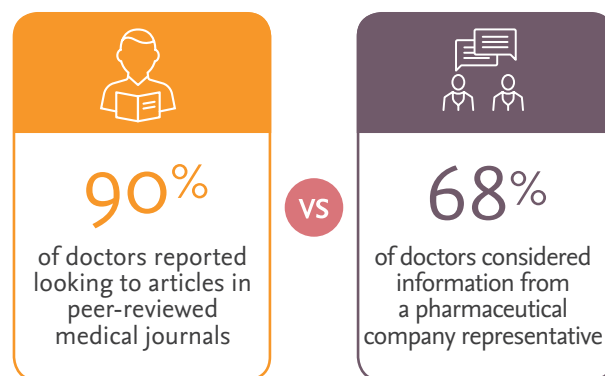
1 100

96% of KOLs rate medical journal websites as a key source of information.

Another survey of more than 500 doctors showed that almost nine in 10 doctors reported looking to articles in peer-reviewed medical journals as a factor they consider when prescribing medications to patients after a diagnosis.^e In contrast, only 68% said they considered information from a pharmaceutical company representative for this purpose.

Doctors not only rely on current medical journals for information, but also look to these sources regularly.^d About one-third of doctors reported reading the current print edition of a medical journal weekly, and another one-third reported

When prescribing medications to patients after a diagnosis...



More than one-half of doctors said that articles in peer-reviewed medical journals were very useful to them staying informed, whereas only one-quarter of doctors felt similarly about information received from pharmaceutical companies and their representatives.

reading the current print edition monthly. Doctors also revisit past issues of medical journals, with about one-third reading a past issue at least monthly.^d

Why Credibility Matters

In recent years, there has been a rapid increase in the number of online medical journals available to researchers, doctors, and other healthcare professionals. However, many of these journals are of questionable legitimacy.^f

In 2017, the Federal Trade Commission (FTC) won an initial court ruling against one publishing group that operates hundreds of online journals that the FTC said bombarded people with emails soliciting articles, misrepresented the reputation of its publications, and failed to disclose that authors had to pay fees to publish.^g Based on this suit, the FTC warned 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. Per their recommendations, a legitimate journal will clearly lay out its publishing process, peer-review practices, and author responsibilities.^g

- A legitimate journal will clearly lay out its publishing process, peer-review practices, and author responsibilities.

Recognizing Credible Journals

A cross-industry campaign launched in 2015 called Think Check Submit was designed to provide researchers with an easy-to-use checklist to refer to when evaluating whether a journal can be trusted. The initiative is led by representatives from organizations including the Directory of Open Access Journals, the International Association of Scientific, Technical and Medical Publishers, the International Network for the Availability of Scientific Publications, and several publishers.^h

Among the recommendations listed on the thinkchecksubmit.org website are asking colleagues if they are familiar with the journal, whether or not the publisher can be easily identified and contacted, a clear explanation of the peer-review process, and readily available information on any association publication fees.

Additionally, the website recommends reviewing the editorial board members and cross-checking the bios of those members to see if they mention participation with the journal in question.^h

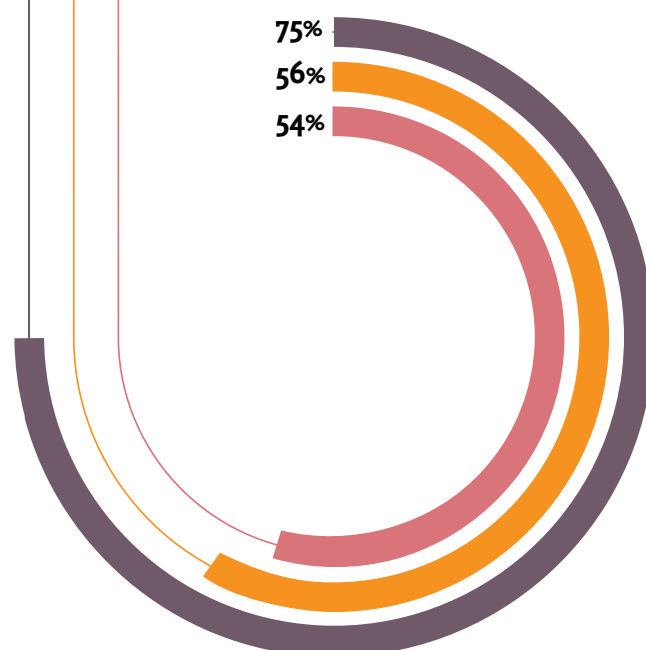
Impact of Ads in Credible Sources

Research has shown that media credibility has a positive effect on peoples' attitude towards a specific advertisement, the brand of the advertisement, and the "purchase intention." In other words, "advertisers can enhance the effectiveness of their advertisement by selecting a credible medium."ⁱ

For example, when asked in a survey about actions taken after viewing advertising in print, online, or in-person, **75% of doctors reported having learned something new about the advertised product.^d** In addition, after viewing an advertisement in print, online, or in-person, **56% of doctors reported that they went to find out more about the product on an advertised brand's website, and 54% reported initiating use of the product with a patient.^d**

Actions Taken After Viewing Advertising in print, online, or in-person

- 75% of doctors reported having learned something new about the advertised product.^d
- 56% of doctors reported that that they went to find out more about the product on an advertised brand's website.^d
- 54% of doctors reported initiating use of the product with a patient.^d



A Leader in Credibility

At Elsevier, we recognize that measurability is of increasing importance in the current world of health media spending. Accurate, reliable, and verified audience metrics for a range of measurables from open and clickthrough rates to time on site are in high demand and growing in complexity.

As the world's largest health media company, we also believe strongly in credibility.

Our credibility—as a company that has been in business for more than 100 years—has allowed us to forge uniquely strong relationships with key opinion leaders and community doctors alike.

Our credibility allows our audience to trust in the research and news they are reading and results in an outcome highly relevant to advertisers: our audience can trust the message that they are being exposed to.

• Our audience can trust the message that they are being exposed to because they trust us.

Why Elsevier

When considering your next health media advertising purchase, follow credibility—and choose the world's largest publisher of the most important sources of information to doctors.

Elsevier is a leading publisher of journals worldwide—publishing over 2,500 journals, including the largest share of articles in the highest-impact end of the journal spectrum.^j Elsevier publishes several industry-leading journals, including the *Journal of the American College of Cardiology*, the No. 1 cardiovascular journal in the world, *The Lancet*, the world's leading independent general medical journal, and *Mayo Clinic Proceedings*, one of the most widely read and highly cited scientific publications for physicians.^{k,l,m}

In addition to journals, Elsevier offers a wide variety of other high-value content to healthcare professionals. For example, the No. 1 most important sources of information for healthcare professionals are professional portals such as Elsevier's PracticeUpdate.^d

For more information on how to get your brand the exposure it needs and the credibility it deserves, contact your Elsevier Representative or visit [FollowCredibility.com](https://www.elsevier.com/health/credibility)

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