



REDEFINED: THE ROLE OF HEALTHCARE COMPANIES IN HCP EDUCATION



Understanding the needs of today's HCPs has never been more critical.

Today's healthcare professionals (HCPs) must manage a continually evolving healthcare system and increasing challenges in the delivery of care. These include an aging patient population with more complex conditions and comorbidities; more drug approvals, complicated therapies, and treatment protocols; tedious administrative duties that place increasing demands on their time; and a rapid expansion of information and technology. In addition to these responsibilities, HCPs must remain current on scientific data and developments to make informed and accurate diagnostic and therapeutic decisions.



HCPs need credible educational content that is independent of branding or promotion.

“Healthcare professionals have a very busy daily life. Despite the demands on their time, they must remain current on developments in their field. Content, however, is published every day and HCPs must find what’s relevant and credible among all the information that is out there.”

— Berta Abad, Commercial Sales Director-EMEALA, Elsevier





Despite vast amounts of relevant information, knowledge gaps are growing among HCPs. It is the symptom of numerous contributing factors.

TIME-CONSUMING TASKS

Studies show that for every hour spent on patient interaction, today's HCP must perform an added 1-2 hours of administrative tasks. This displaces the time HCPs would otherwise spend on clinical decision-making, research, and ongoing self-education.¹

CARE COMPLEXITY

An aging patient population means the volume of patients needing care is increasing as are the number of comorbidities, chronic conditions, and other complications. This makes the delivery of healthcare and the diagnostic process increasingly complex and time consuming.²

THE 21ST CENTURY PATIENT

Today's patients have become more active participants in their health and want to share in decisions about their care. J. Furst, MD, DABFM, DABPM-CI says that the empowered state generates more questions per patient encounter, however 60 percent of these questions go unanswered because HCPs don't have time to pursue them.³

"HCPs have only about three to four, ten-minute intervals of time each day they can devote to self-education. That means we have to provide bite-sized learning with links to more information they can delve into later."

— Lynn Nye, *President of Medical Minds*



RAPID MEDICAL ADVANCES

New knowledge, new procedures, and new technology are being developed at an unprecedented rate, leaving HCPs struggling to keep up. According to Justin Barad, MD, an orthopedic surgeon at Mee Memorial Hospital in King City, Calif., knowledge gaps can occur even for the most experienced surgeons, primarily due to rapid medical advances.⁴

THE INFORMATION BOOM

The sheer volume of information makes it difficult for HCPs to read, interpret, and digest scientific research, data, and developments—even those that impact their day-to-day clinical decisions.⁵



THE BOTTOM LINE

HCPs have very little time to keep up with the delivery of care, and even less time to learn about advances in their field, update skills, or participate in self-education.



HCPs are looking to healthcare companies to be part of the solution.⁶

HCPs want a different kind of relationship with healthcare companies—one that is based on the shared goals of improving patient care and outcomes. They want:

- A partner, not a transaction
- To be engaged with content, not overwhelmed by it
- Educational content independent of brand association or promotion



Research shows that quality non-promotional educational content is considered the most trusted information, so it's no surprise that brands providing credible content are the brands that are more likely to be prescribed.⁷



**QUALITY SCIENTIFIC CONTENT IS ESSENTIAL
TO EARNING PHYSICIAN TRUST.**



Healthcare companies must gain a deeper understanding of HCP pain points.

Decision Resources Group recently published key physician findings from its Taking the Pulse® U.S. Study, which involved 2,784 U.S. physicians across 25+ specialties.⁸

- **70%** of U.S. physicians agree “it is crucial that health companies provide education resources rooted in science to gain my trust.”
- However, **50%** of all U.S. physicians say that no pharma company is providing quality scientific content online

HCPS ARE EXPERIENCING “AD OVERLOAD”

- **62%** of physicians agree that the information health companies provide on third-party websites “are always ads for their products”
- Only **34%** trust the information health companies provide on these websites
- **54%** of cardiologists, for example, want health company-sponsored continuing medical education on non-health company websites for providers
- **46%** of urologists want disease diagnosis tools

“HCPs want research and clinical responses clearly elucidated so they are able to make informed decisions. That desire for more than just promotional messaging—being served content alongside therapeutic options—is a critical change that’s happened over the last 24 to 36 months. It’s important that healthcare companies see themselves as part of the larger environment—the ecosystem of human healthcare and not just as a drug provider.”

— Jonathan Christison, VP of Global Commercial Development, Elsevier





VIDEO CONTENT FALLS SHORT

- **49%** of physicians who watch professional online video agree it influences their clinical decisions
- Yet **52%** of physicians don't think that any health company is doing a good job at providing quality physician video content



MISSED MOBILE OPPORTUNITIES

- **86%** of physicians use a smartphone to access digital resources for professional purposes
- Yet **41%** of smartphone users don't visit health company websites more often because it takes too long to find the information they need

Healthcare companies have a tremendous opportunity to become a user-centered source of credible educational content.

“Somewhere on the road to digital innovation, pharma lost sight of its core mission to serve physicians as partners in care.”

— **Kelly Pinola, Senior Analyst, Physician Research**



According to Kelly Pinola, Senior Analyst, Physician Research, healthcare companies are getting better at providing valuable content to HCPs, however, there is still much work to be done. She suggests healthcare companies:⁸

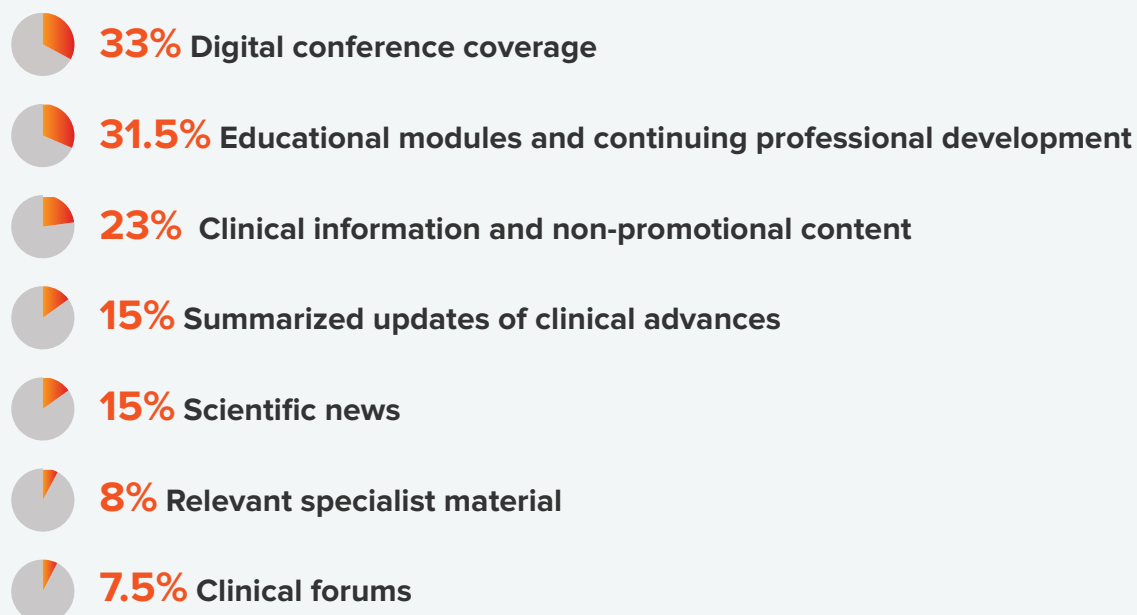
- Provide less promotional messaging and more valuable educational resources
- Focus less on tech trends and more on the content HCPs need to make better medical decisions and improve patient care

According to Furst, healthcare companies have the opportunity to:³

- Provide more access to the content HCPs want, when and where they need it
- Ensure broad but concise medical coverage of a wide range of topics and specialties
- Be a reliable and authoritative resource for content that helps HCPs perform more accurate diagnoses—even when their practice enters unfamiliar disease states
- Help monitor trends and best practices within the literature in areas they haven't been exposed to or haven't sought out because they haven't had a case in that focus area.

To better understand the information needs of HCPs, M3 conducted a listening exercise involving 250 UK-based physicians.⁹

PERCENTAGE OF HCPS WHO WANT ACCESS TO THE FOLLOWING CONTENT:





Healthcare companies must transform educational content and delivery to align with HCP needs and behaviors.

Many healthcare companies continue to use traditional push communication methods that target HCPs with branded messaging.

Incorporating a pull strategy will help healthcare companies identify knowledge gaps, unmet information needs, and preferred channels. These inputs will help inform content and engagement strategies. Importantly, HCPs will receive the information they need to make the diagnostic and treatment decisions that lead to improved patient outcomes.

Credible educational content is in demand.

For decades, Elsevier has supported the medical and scientific communities with credible, trusted, world-class content. Elsevier recognizes the need for healthcare companies to be a trusted source of information. This requires that content be both accessible and authoritative. It should fill knowledge gaps, support clinical decision making, and ultimately, improve patient outcomes.



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