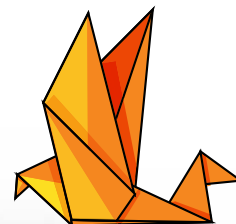
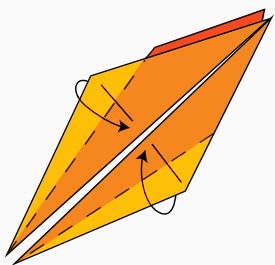


HOW TO:

RETHINK CLINICAL CONTENT RESHAPE PATIENT OUTCOMES





SUCCESSFUL HCP ENGAGEMENT

in the time-constrained, hyper-connected healthcare environment

Market conditions, advancing technologies, and the increasing adoption of a value-based healthcare system have put added pressure on healthcare professionals (HCPs) to increase the quality of patient care, improve treatment outcomes, and contain costs. These challenges are coupled with the struggle to stay up to date on an increasingly complex and prolific volume of medical information that has become more time-consuming than ever to locate, access, and digest.



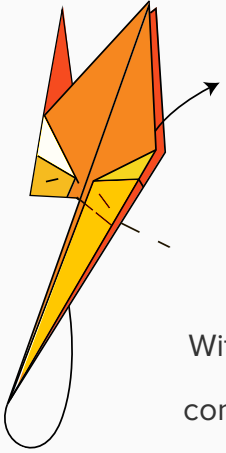
In a survey of 17,236 physicians:



80% reported being overextended or at capacity with no time to see additional patients.¹



Only **14%** reported having the time necessary to provide the highest standards of care.¹



In this environment, how can healthcare companies form more meaningful, value-added HCP partnerships?

With HCPs so clearly overworked, overextended, and limited for time, healthcare companies must shift their focus from being transactional providers of health products and services to that of strategic partner. They must align around the shared objectives of increasing the quality of patient care and improving treatment outcomes.

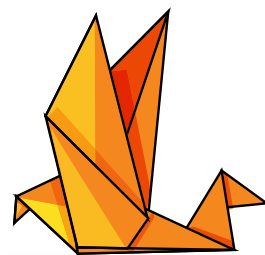
THE FIRST STEP IS GAINING INSIGHT INTO HCP INFORMATION NEEDS.

A critical first step in achieving these shared objectives is to gain a deeper understanding of the evolving content needs and consumption habits, preferences, and pain points of today's HCPs. These insights will help guide healthcare companies in providing the content HCPs need—when, where, and how they need it. They will also inform the diagnostic, therapeutic, and practice decisions they must make every day—decisions that impact the quality of patient care they provide, and ultimately, patient outcomes.



According to the blog “The Secret to Engaging HCPs — Targeted Content and Digital Channels,” Monocl, 2019:

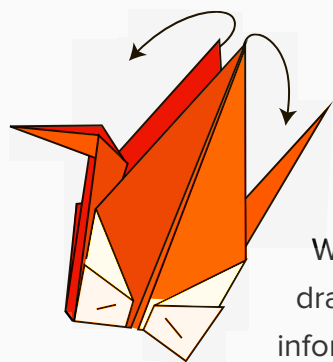
“This is where pharmaceutical companies can set themselves apart; they need to become partners of HCPs that help them manage and extract information, rather than piling more, commercially-focused information on top.”²



In previous decades, medical information doubled every **2,555** days. Today, it doubles every **73** days.³

THE ‘CONSUMERIZATION EFFECT’ HAS RAISED THE BAR FOR WHAT HCPS EXPECT FROM THEIR ENGAGEMENT EXPERIENCES.

HCPs, like all consumers, have become accustomed to online experiences that are fluid and personalized across multiple channels. As HCPs increasingly rely on the internet and other digital tools to access medical information and insights, healthcare companies will need to ensure their content is optimized for the various channels and in the formats HCPs prefer.⁴



Understanding the evolving content needs and preferences of HCPs

While the content required for HCPs to make informed clinical decisions has not drastically changed over the last decade, what has changed are the preferred ways information is accessed. Today's HCPs need content that can be found on multiple channels and in formats with features that make it easier to consume.

KNOWING WHAT CONTENT HCPs NEED— WHERE AND HOW THEY NEED IT

- What types of content do today's HCPs need from industry?
- Where do HCPs prefer to find content? In which channels?
- How do HCPs want to consume content? In which format and with what features?

THE WHAT: HCPs WANT CONTENT THAT IS MORE EDUCATIONAL AND LESS PROMOTIONAL

While HCPs have always been more influenced by evidence-based content than marketing messages, the increasing demands on their time have caused more selectivity in the types of content they consume and in the kinds of sources they trust. Overwhelmingly, HCPs want content that supports their need to update medical knowledge and to make better clinical decisions.

In an independent survey conducted by EPG Health Media, at least half of all HCPs reported needing more or better access to the following types of content:⁵

Treatment strategies and guidelines

- 2 out of 3 HCPs access weekly and 70% want better access

Diagnostic tools

- 88% of HCPs access diagnostic tools monthly, but only 31% of healthcare companies provide it

Journal articles

- 66% of HCPs access journal articles weekly, whereas 21% access branded promotional materials weekly

Medical images

- 83% of HCPs access monthly, but only 57% of healthcare companies provide them
- 68% access drug data weekly, but only 25% access drug detail aids weekly

While there will always be a place for marketing messages and branded promotional materials, research suggests that healthcare companies supply credible, unbranded educational content more frequently.⁵



THE WHERE:

HCPs want content that's optimized across multiple channels.



HCPs ARE DIGITAL OMNIVORES.⁶

Research indicates that nearly 63% of HCPs are now “**triple screen**” users, accessing medical content using multiple channels.⁶

HCPs report that this is the most effective way to access information, so it's important that healthcare companies provide HCPs with a consistent content experience that provides value, regardless of the channel.⁶

CHANNELS HCPs VALUE FOR CREDIBLE CONTENT⁵



80% of HCPs value independent educational websites

58% access these sites weekly



81% of HCPs value print materials

60% want better access



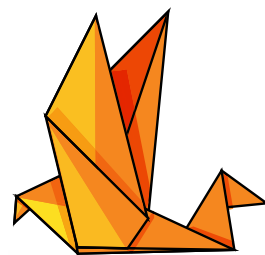
67% of HCPs value professional social networks, whereas

21% value general social media



Only **47%** of HCPs value the information provided by sales reps,

YET healthcare companies cite reps as their most significant channel for delivery of information



THE HOW:

HCPs want online content that is easy to access, digest, and save.

According to the **Pharmaceutical Industry: HCP Engagement** report published by EPG Health Media, the format and features of online content are important to HCPs. In fact, research shows that HCPs want a range of features that improve their content experience. A lack of these features was reported to have impact on convenience, which was considered a significant obstacle in accessing most types of content.⁵

FORMAT AND FEATURES MATTER FOR TIME-LIMITED HCPs.⁵



93% cite the importance of bite-sized, easy-to-digest, short-form articles and downloadable bits of data.



95% place value on the ability to download versions of presentations, reports, and research papers, often in a save-for-later capacity.



Almost all respondents identified timely, frequent updates as essential.

Regardless of channel or format,
trust and transparency remain
the currency of HCP engagement.



In an online survey of 2,784 HCPs:



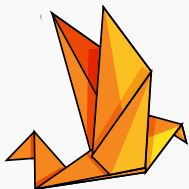
70% agreed that it is crucial for healthcare companies to provide content that is educational and based in science to gain trust.⁷



However, **51%** feel that healthcare companies miss the mark in providing these resources, as only **34%** of respondents cited content on HCP sites as trustworthy.⁷

HCPs report the following types of scientific content as most trusted when making prescribing decisions⁵:

- Treatment guidelines
- Medical books
- Medical journal articles
- Congressional reports
- Clinical trial information



CREDIBILITY:

The common denominator across all content

When asked which sources of content healthcare companies should provide to enhance engagement and reinforce trust, HCPs recommend content that is:⁵

- Led by a faculty of experts
- Peer-reviewed
- Rooted in science
- Relevant
- Educational

How reputable publishers like Elsevier are helping to reshape medical content to transform patient outcomes

For decades, Elsevier has supported the medical and scientific communities with credible, trusted, world-class content. Elsevier also recognizes the need for healthcare companies to supply HCPs with a multichannel content experience that provides both value and convenience. That's why Elsevier provides credible, peer-reviewed content optimized for the channels and in the formats HCPs prefer—content that is easier to access and consume. So healthcare companies can enhance engagement, better support HCPs in their clinical decision making, and positively influence their efforts to increase the quality of patient care and improve patient outcomes.



Learn More

Find out how Elsevier can help you provide the content experiences HCPs value. Visit <http://elsmediakits.com/us/followcredibility/> to learn more about partnering possibilities.

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