

RESHAPE HEALTHCARE
PROFESSIONALS ENGAGEMENT
WITH CREDIBLE CONTENT AND
TRANSFORM PATIENT OUTCOMES



ELSEVIER

REACH AND ENGAGE HEALTHCARE PROFESSIONALS WITH ELSEVIER'S RICH LIBRARY OF CREDIBLE, WORLD-CLASS MULTIMEDIA CONTENT

For years, Elsevier has published content backed by a reputation of trust and readership in the healthcare professional community. Today, Elsevier not only continues its commitment to credibility, but also creates new ways healthcare companies can meet the information needs of the time-limited and digitally active HCP. Elsevier makes this possible by enabling healthcare companies to tap into its robust catalog of content that extends over multiple channels in accessible, easy-to-use formats.

Elsevier helps healthcare companies shift from providers of products to partners in care

With increasing demands on their time, today's HCP are more selective in the types of content they consume and in the kinds of sources they trust. Overwhelmingly, HCPs want content that's more educational and less promotional. They also want healthcare companies to go beyond selling products and services to support their efforts in increasing the quality of patient care and improving patient outcomes.

HCPs rely on unbiased sources when making prescribing decisions.²

In the U.S., South America, Europe, and APAC, the sources HCPs find most useful include guidelines, clinical trials, medical congresses, journals, and books.²

HCPs report needing more or better access to the following types of content¹



TREATMENT STRATEGIES AND GUIDELINES

2 in 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



PRODUCT DATA VERSUS DETAIL AIDS

68% access drug data weekly, but only **25%** access drug detail aids weekly



MEDICAL IMAGES

83% of HCPs access monthly, but only **57%** of healthcare companies provide them



JOURNAL ARTICLES

66% of HCPs access journal articles weekly whereas **21%** access branded promotional materials weekly. In another global survey, online medical journals were reported to be the most widely used resources by HCPs: **82%** in the US, **77%** in MEALA, and **86%** in APAC²

In an independent survey conducted by EPG Health Media¹...

HCPs WERE ASKED TO COMPLETE THE FOLLOWING SENTENCE:

The key to effectively reaching and engaging healthcare professionals online is...

CONTENT

79% said, "presenting content that is of high quality and directly relevant to their daily practice."¹

ACCESS

39% said, "providing simple, relevant, easy-to-use sources."¹

CREDIBILITY

In another survey, credibility was reported by HCPs to be the most important factor in choosing an information source: **82%** of HCPs in the U.S.; **85%** of HCPs in EMEALA, and **76%** of HCPs in APAC.²

ELSEVIER NOT ONLY PROVIDES THE CONTENT HEALTHCARE PROFESSIONALS WANT, BUT ALSO ON THE CHANNELS AND IN THE FORMATS THEY PREFER.

By licensing your content from Elsevier, you can more easily provide a consistent experience across platforms and in the formats that make it easier for HCPs to locate, access and consume information.



80% of HCPs value independent educational websites¹



81% of HCPs value print materials¹



67% of HCPs value professional social networks¹



93% cite the importance of bite-sized, easy-to-digest, short-form articles, and downloadable bits of data²



95% place value on the ability to download versions of presentations, reports, and research papers; often in a save-for-later capacity²

Elsevier licenses the following types of content

CLINICAL REVIEW ARTICLES

Developed by leading experts who review and distill the latest and most relevant clinical findings and medical evidence from over 1000 journals.

eREPRINTS

Full-text journal articles provide original, authoritative content that's easily accessed and downloaded.

Research shows that more than 80% of HCPs read medical articles in reprint format. Almost all of the respondents—about 90%—said reprints are useful for their practice and a reliable source of information⁴.

FLEXIBLE EBOOK SOLUTIONS

eBook titles feature a broad selection of therapeutic categories.

IMAGE LIBRARIES

2D/3D images from the most comprehensive collection of medical illustrations, including Netter Images, Gray's Anatomy, and 3D4 Medical.

PRACTICE UPDATE

Congress reports, expert opinions and journal scans from Practice Update, delivering the most important medical information, curated by experts who understand what matters most in their field.

PATIENT MATERIALS

Bundles of content developed to engage, educate, and empower patients with evidence-based information they can trust.

Learn more about opportunities to license informative and influential content curated and published by Elsevier.
Contact **Alejandro Alvarez** (US/CANADA), **Jorge Gonzalez** (EMEALA), or **Matthew Buttsworth** (APAC) for details.

REFERENCES: 1. EPG Health Media. Pharmaceutical industry: HCP engagement. October 1, 2015. <https://www.epghealth.com/pharmaceutical-industry-reports/-pharmaceutical-industry-hcp-engagement.html>. Accessed April 4, 2020. 2. Elsevier. Physician use of online resources and social media survey among 1,937 physicians worldwide. October 2019. https://www.elsemediakits.com/international/resources/download_form/1095515. Accessed May 12, 2020. 3. Veeva. Whitepaper: Guide to digital HCP engagement. <https://www.veeva.com/eu/resources/guide-to-digital-hcp-engagement/>. Accessed April 4, 2020. 4. Elsevier. Use and perception of scientific medical reprints. A global survey of 1242 physicians from Europe, US, Asia Pacific and Latin America. January 2019. https://www.elsemediakits.com/international/resources/download_form/1043697. Accessed May 12, 2020.

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