# Everyone Wants to Talk.
# Few Physicians Want to Listen.

**Health Systems:** "We need them to engage with us"

**Marketing:** "We want visibility and brand preference"

**Physician Relations:** "We want referrals"

**Vendor Partners:** "We have solutions they need"

- Most physicians are crabby

- Overworked and under appreciated

- Limited time & attention

# Beyond the Traditional Approach

**Traditional Physician Relations
1:1 Relationship Building**

- Targeted and data driven

- Broader market untouched

- Missed opportunity to "soften the market" & build awareness

- **Scalable digital touchpoints**

- **Consistent, credible and physician-valued content**

- **Blending high-touch and high-reach approaches**

**BARLOW/McCARTHY**
HOSPITAL-PHYSICIAN SOLUTIONS

4

# HonorHealth

## One of Arizona's largest nonprofit healthcare systems
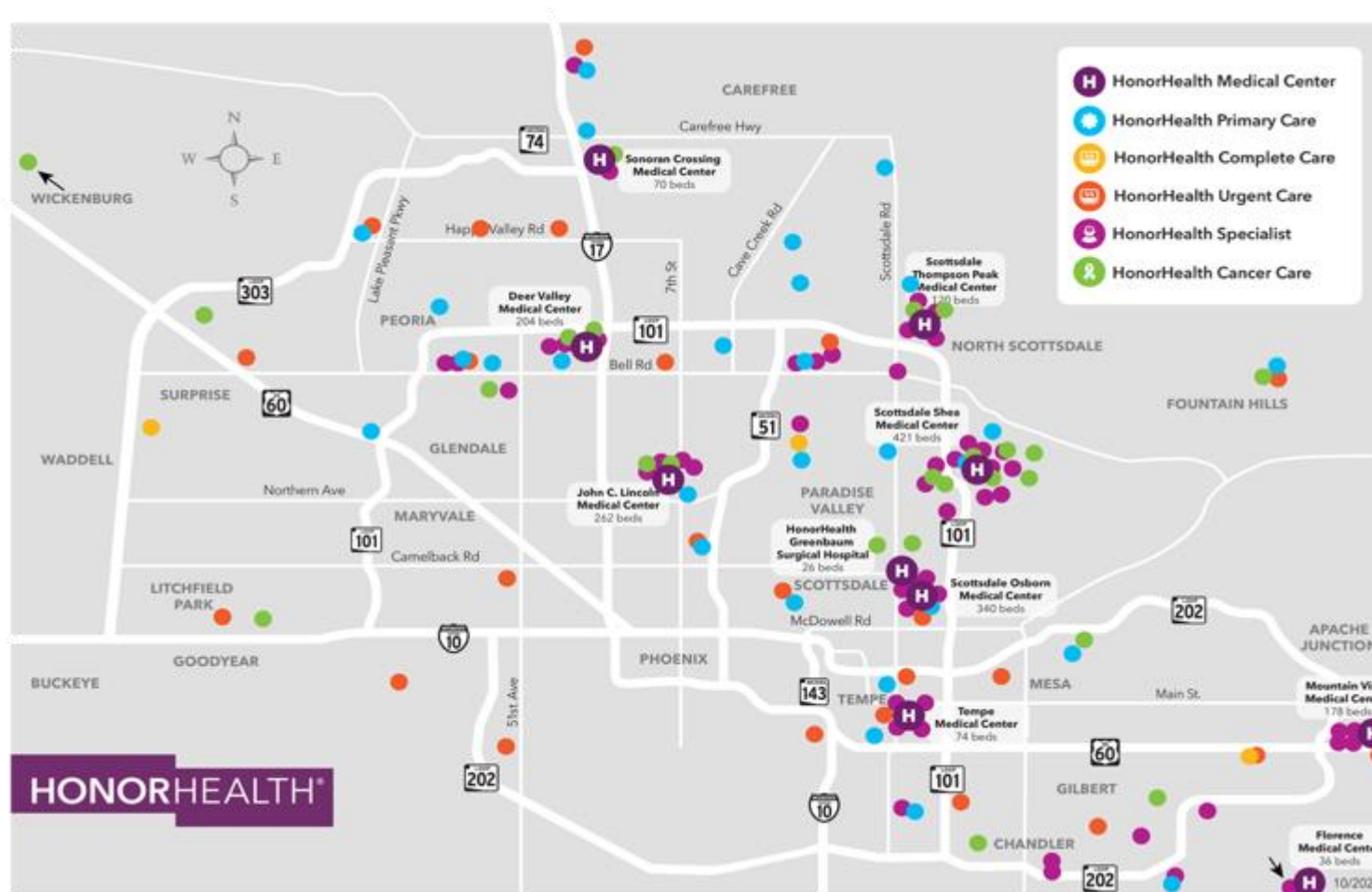


**Inpatient Hospitals**
- HonorHealth Scottsdale Shea (421 Beds)
- HonorHealth Scottsdale Osborn (340 Beds, Trauma 1)
- HonorHealth Greenbaum Surgical Hospital (26 beds)
- HonorHealth Scottsdale Thompson Peak (120 Beds)
- HonorHealth John C. Lincoln (262 Beds, Trauma 1)
- HonorHealth Deer Valley (204 Beds, Trauma 1)
- HonorHealth Sonoran Crossing (70 beds)
- HonorHealth Acute Rehabilitation Hospital (50)
- Via Linda Behavioral Health Hospital (60 beds)
- *HonorHealth Mountain Vista (178 beds)
- *HonorHealth Tempe (74 beds)
- *HonorHealth Florence (36 beds)

**Surgery Centers – HOPD**
- HonorHealth Virginia G Piper Surgical Center
- HonorHealth John C Lincoln Surgery Center

**Surgery Centers – Joint Venture**
- HonorHealth Deer Valley Surgery Center
- HonorHealth Pain Management Center
- North Valley Surgery Center
- OrthoArizona Surgery Center

**Free Standing Emergency Department and Urgent Care**
- Prasada Complete Care
- Paradise Valley Complete Care
- *HonorHealth Mesa Emergency Room

**Medical Group and Ambulatory**
- Primary Care Physicians (209)
- Primary Care NPs and Pas (53)
- *Employed Specialists (229)
- *Specialty NPs and Pas (124)
- Urgent Care Physicians (10)
- Urgent Care NPs and Pas (20)
- ICP Partners (800+)
- Primary Care Offices (30)
- Urgent Care Clinics (33)
- *Specialty Care Offices (86)
- SMIL/Imaging Locations (19)
- Therapy Clinics (17)
- PSA Partners (44)

# Case study: Referring physician advisory counsel

**Purpose:**

- Bring valuable perspective address challenges
- Identify opportunities for improvement
- Enhance patient experience
- Understand why they refer patients elsewhere

**Benefits:**

- Influence the quality of care provided to patients
- Network and collaborate with other providers
- Stay informed about organizational developments

# Case study: Physician socials

**More than just a good time?**

- Foster stronger relationships and alignment
- Build a sense of community
- Informal opportunities to discuss hot-button topics
- Successfully improve physician satisfaction scores

# Case study: East Valley

## Starting from ground zero

- Extremely low awareness
- Satisfaction in bottom quartile
- Physician turnover 2x the national average
- Negative media coverage

## The listening tour

- Hundreds of physician interviews
- Staff member focus groups
- Patient comment review
- Physician advisory boards

## Combine data and resources

- Analyze consumer research and field insights
- Develop the core message
- Consistently share the message
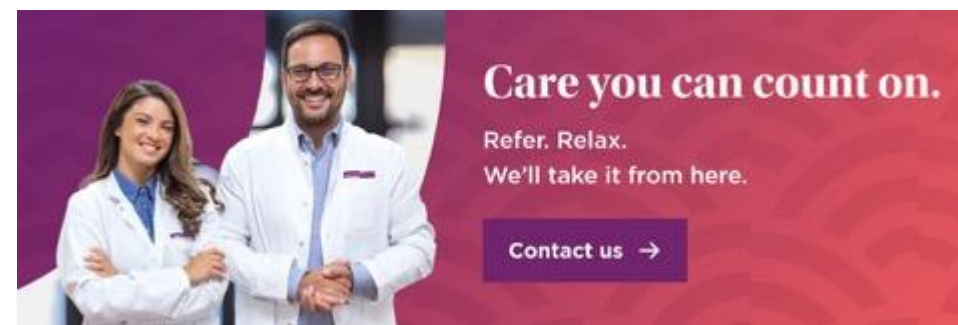
# Case Study Lessons

**Successful patterns in physician engagement**

1. **Listen first, then act** - From our East Valley listening tour to physician advisory councils, gathering insights before implementing solutions drives better outcomes
2. **Relationships amplify everything** - Whether through physician socials or CRM-tracked interactions, personal connections turn marketing tactics into trust building opportunities.
3. **Integration creates competitive advantage** - Combining marketing reach with physician relations depth delivers measurable attribution and accelerated growth

## The challenge of self-advocacy

## Independent validation matters

# Wolters Kluwer Audience Solutions…

We provide trusted clinical technology, evidence-based solutions and content that engages HCPs

A portfolio consisting of approx. 400 society and proprietary brands

From medical school through daily practice, Physicians rely on Wolters Kluwer when making clinical decisions!

Lippincott Audience Solutions couple industry-leading reach, connecting HCPs with highly-targeted programs educating HCPs and assisting partners achieve their educational goals.

**ASCO®** AMERICAN SOCIETY OF CLINICAL ONCOLOGY

**American Academy of Neurology™**

**ACOG** The American College of Obstetricians and Gynecologists

**AAOS** AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS

American Society of **Anesthesiologists®**

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WORLD'S MOST TRUSTWORTHY COMPANIES 2025 Newsweek statista

WORLD'S MOST Trustworthy COMPANIES 2025

# Physician Content Consumption Insights, a Publishers Perspective

- How do Physicians and Healthcare Professionals (HCPs like NP, PA's) access content?

- How do they manage an ever-increasing flood of content?

- How do they prefer to interact with content?

- Which types of articles hold their attention**?**

*Knowing this, Health Systems can improve engagement with in-network and would-like-to-have Physicians*

*What impact would affiliation with the right content in the right context make on your goals around Referrals, Reputation and Recruitment or other goals?*

# Annual content consumption study:
## *Methodology*

- Online survey developed and managed by Wolters Kluwer
- Survey was deployed and hosted through Qualtrics
- Fieldwork took place from January 2025 – April 2025
- Sample obtained from:
  - US healthcare provider lists
- Respondents were entered into a drawing for a chance to win one of 10 $100 gift card
- Survey response details:
  - Received 670 qualified survey responses from HCPs.
    - "HCP" classified as the following roles: Clinical researcher, physician, physician assistant, nurse-practitioner, and resident.

| Setting (n=668) | |
|---|---|
| Hospital – teaching | 31% |
| Private/group practice | 23% |
| Clinic/ambulatory | 12% |
| Hospital – non-teaching | 10% |
| Medical school | 8% |
| Other | 16% |
| **Years in profession (n=665)** | |
| Less than a year | 2% |
| 1 – 2 years | 1% |
| 3 – 5 years | 9% |
| 6 – 10 years | 12% |
| 11 – 15 years | 14% |
| 16 – 20 years | 10% |
| More than 20 years | 52% |
| **Purchasing influence (n=664)** | |
| I am an end-user with no purchasing input | 40% |
| I provide feedback to help influence purchasing decisions | 33% |
| I make the final purchase decision | 14% |
| I am a part of a purchasing committee | 11% |

# Which of the following resources do you use to keep yourself up to date on the latest research and information about your specialty?

Left chart — horizontal bar chart (PA/NP vs Physicians):

| Resource | Physicians |
|---|---|
| CME/CE activities | 75% |
| Conferences and symposia | 65% |
| Journal - online | 63% |
| Discussions with colleagues and mentors | 59% |
| Journals – print | 54% |
| Webinars | 42% |
| Society websites | 41% |
| E-mail newsletters | 37% |
| News/perspectives/commentary - free... | 36% |
| Books – print textbooks/references | 33% |
| Books – e-textbooks/references | 31% |
| Podcasts | 30% |
| Digital course resources | 24% |
| Resource Center/Knowledge Hub | 23% |
| Videos | 20% |
| Medical/Nursing social media | 19% |
| Social media | 17% |
| Manufacturer/product websites | 14% |

Legend: ■ PA/NP  ■ Physicians

## Physician Changes, YOY

Line chart 2022–2025:

- Journal - online: 34% (2022) → 63% (2025)
- Society websites: 24% (2022) ... 36% ... → 41% (2025)
- E-mail newsletters: 32% (2022) → 37% (2025)
- Videos: 21% (2022) → 20% (2025)
- Podcasts: 21% ... → 30% (2025)
- Webinars: 13% (2022) → 42% (2025)

Legend: Journal - online, Society websites, E-mail newsletters, Videos, Podcasts, Webinars

2022-2025 HCP Content Consumption Study, Wolters Kluwer

# Which of the following resources do you use to keep yourself up to date on the latest research and information about your specialty?



Left chart — PA/NP vs Physicians:

| Resource | Physicians |
|---|---|
| CME/CE activities | 75% |
| Conferences and symposia | 65% |
| Journal - online | 63% |
| Discussions with colleagues and mentors | 59% |
| Journals – print | 54% |
| Webinars | 42% |
| Society websites | 41% |
| E-mail newsletters | 37% |
| News/perspectives/commentary - free… | 36% |
| Books – print textbooks/references | 33% |
| Books – e-textbooks/references | 31% |
| Podcasts | 30% |
| Digital course resources | 24% |
| Resource Center/Knowledge Hub | 23% |
| Videos | 20% |
| Medical/Nursing social media | 19% |
| Social media | 17% |
| Manufacturer/product websites | 14% |

Legend: PA/NP, Physicians

Top-right chart — Physicians <10 years vs +10 years in profession:

| | Physicians <10 years | Physicians +10 years |
|---|---|---|
| Journal - online | 70% | 61% |
| Podcasts | 42% | 27% |
| E-mail newsletters | 27% | 40% |

Bottom-right chart — NP/PA Active Job Hunter vs NP/PA Satisfied Worker:

| | NP/PA Active Job Hunter | NP/PA Satisfied Worker |
|---|---|---|
| Society websites | 24% | 41% |
| E-mail newsletters | 38% | 19% |
| Webinars | 32% | 15% |

2025 HCP Content Consumption Study, Wolters Kluwer

# How do you go about accessing digital content related to your practice?



Chart showing access methods, comparing PA/NP and Physicians:

| Access method | Physicians |
|---|---|
| Society websites or online journals | 76% |
| Academic Search engine | 65% |
| Consumer Search engine | 54% |
| Medical News aggregator | 38% |
| Science Direct | 16% |
| Social media links | 13% |
| Ovid | 12% |
| Consumer News aggregator | 10% |

Legend: PA/NP, Physicians

2025 HCP Content Consumption Study, Wolters Kluwer

# Digital journals have become our journals of record



- PubMed/MEDLINE points to electronic versions of journals

- Access to content no longer confined to a single journal subscriber base

- Readers can be driven to specific articles

- Page views can be measured

- Content can be differentiated with summaries & multimedia

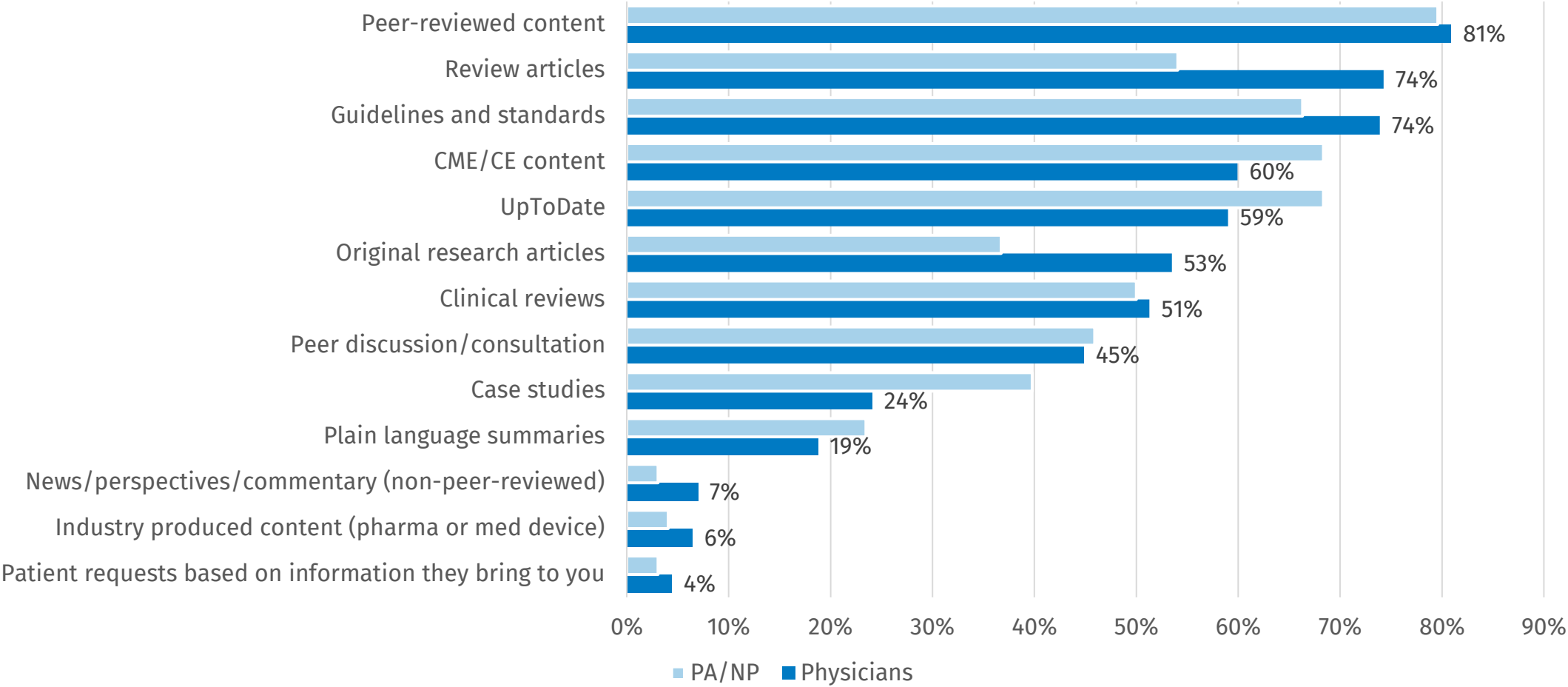# Which of the following type of content are most influential on treatment decisions and improving patient outcomes?



| Content type | Physicians |
|---|---|
| Peer-reviewed content | 81% |
| Review articles | 74% |
| Guidelines and standards | 74% |
| CME/CE content | 60% |
| UpToDate | 59% |
| Original research articles | 53% |
| Clinical reviews | 51% |
| Peer discussion/consultation | 45% |
| Case studies | 24% |
| Plain language summaries | 19% |
| News/perspectives/commentary (non-peer-reviewed) | 7% |
| Industry produced content (pharma or med device) | 6% |
| Patient requests based on information they bring to you | 4% |

■ PA/NP   ■ Physicians

2025 HCP Content Consumption Study, Wolters Kluwer

# The Search for Trust

- 54% of Physicians (47% of PAs/NPs) see AI generated articles as untrustworthy
  - 79% of Physicians (82% of PAs/NPs) would see the content as more trustworthy if placed through a peer-reviewed process

## Physician Changes, YOY



Legend:
- Peer-reviewed content most influencial on treatment decisions
- Concerned to Very Concerned about misinformation in free non-journal/society/government content
- More likely to visit a website if associated with a medical/nursing society

2022-2025 HCP Content Consumption Study, Wolters Kluwer

# Of the following, which one source do you find the most credible in terms of keeping you up to date?



Peer reviewed online medical/nursing journals — Physicians: 71%
Specialty medical/nursing websites — Physicians: 17%
General medical/nursing websites — Physicians: 8%
Medical professional based social networks — Physicians: 4%

Legend: PA/NP, Physicians

2022-2025 HCP Content Consumption Study, Wolters Kluwer
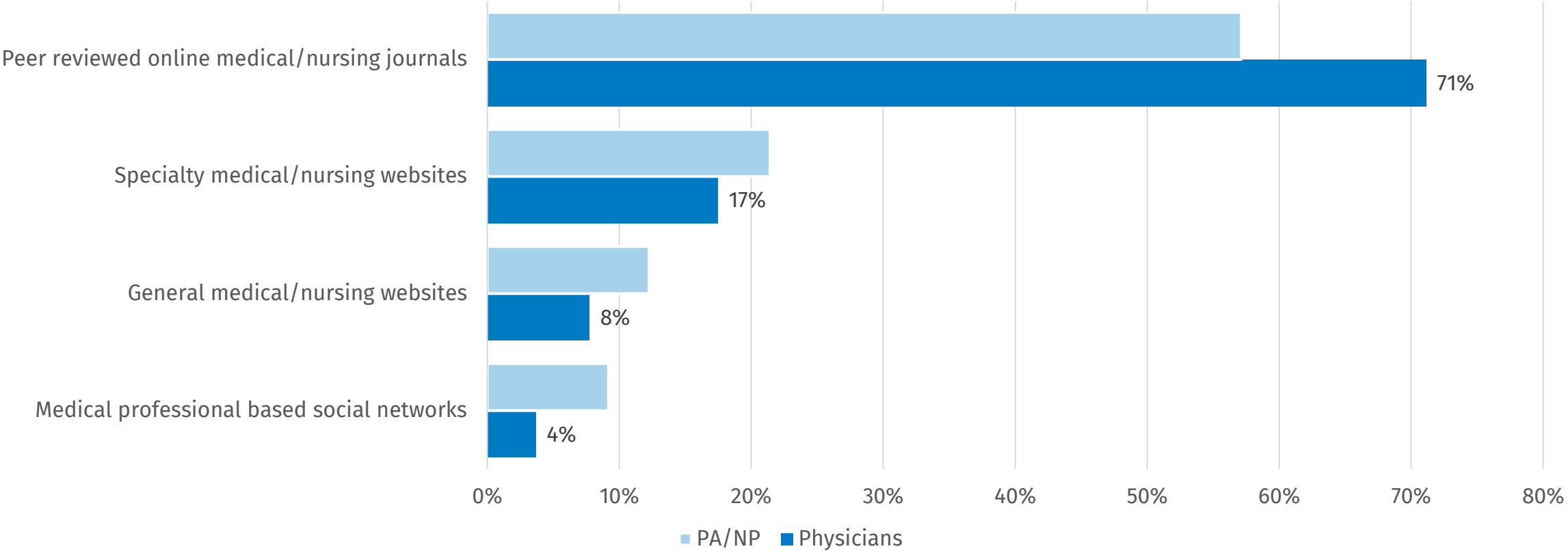
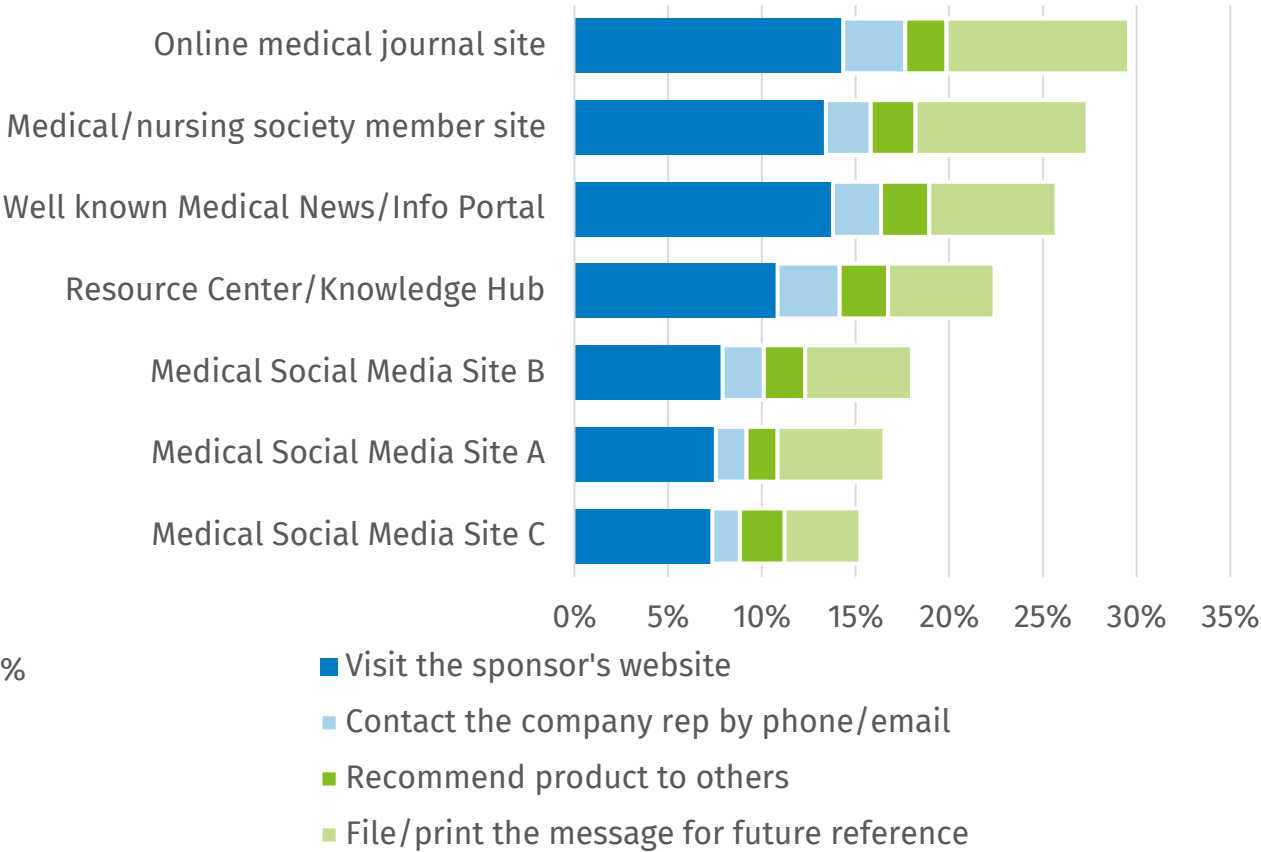# If you saw an industry sponsored message in each of the following, which "next action" would you most likely do?

## Any Action



| | PA/NP | Physician |
|---|---|---|
| Online medical journal site | | 33% |
| Medical/nursing society member site | | 32% |
| Resource Center/Knowledge Hub | | 31% |
| Well known Medical News/Info Portal | | 25% |
| Medical Social Media Site A | | 24% |
| Medical Social Media Site C | | 23% |
| Medical Social Media Site B | | 22% |
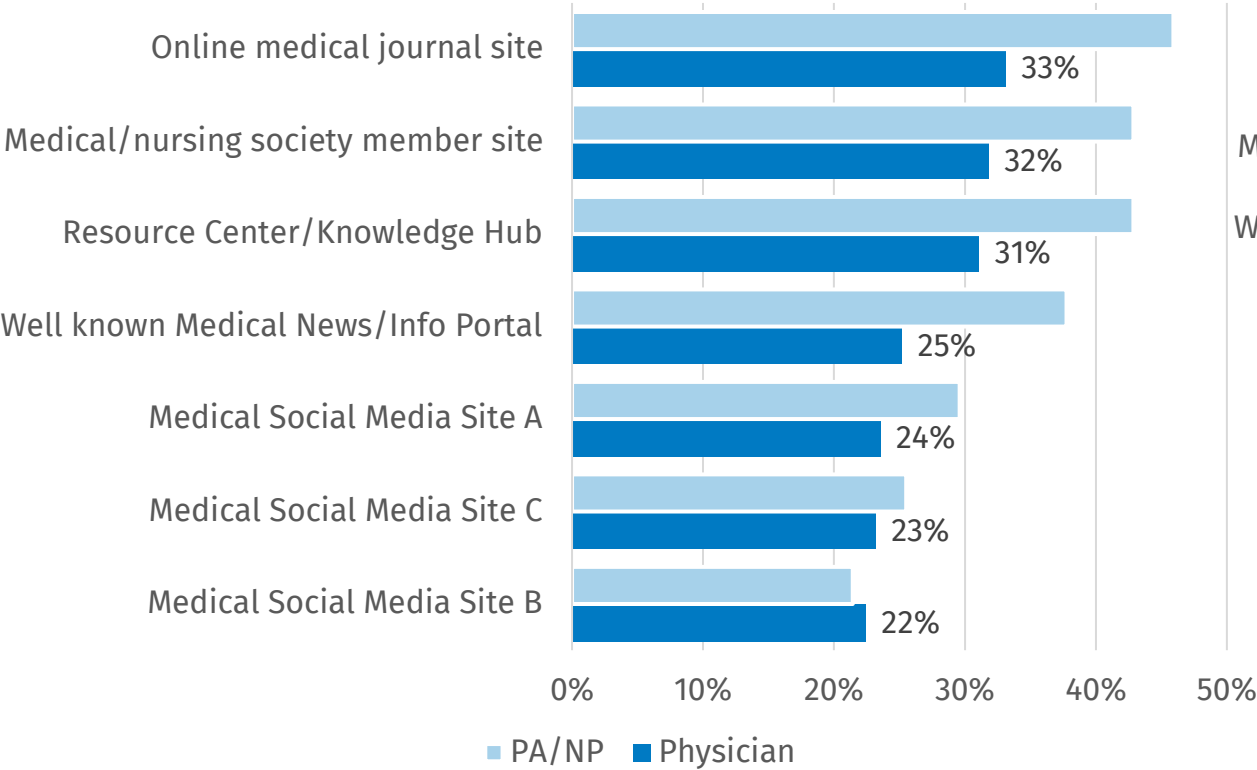
■ PA/NP    ■ Physician

## Specific Actions (Physicians)



Online medical journal site
Medical/nursing society member site
Well known Medical News/Info Portal
Resource Center/Knowledge Hub
Medical Social Media Site B
Medical Social Media Site A
Medical Social Media Site C

0%  5%  10%  15%  20%  25%  30%  35%

■ Visit the sponsor's website
■ Contact the company rep by phone/email
■ Recommend product to others
■ File/print the message for future reference

2025 HCP Content Consumption Study, Wolters Kluwer

# Which of the following add credibility and value to an industry sponsored message?



| | PA/NP | Physician |
|---|---|---|
| Having independent peer-reviewed research support/substantiation | | 49% |
| Content from multiple peer reviewed evidence based sources | | 39% |
| Having clinical data citations in the advertisement | | 39% |
| The type of resource that the Industry Sponsored Message shows up in | | 23% |
| Society/association affiliated content environment | | 21% |
| Industry sponsored messages next to a relevant article | | 21% |
| Having graphs and charts | | 18% |
| Industry sponsored messages in a separate section of the publication | | 17% |
| Industry sponsored messages that are well written and visually… | | 16% |
| Association with known thought leader(s) | | 15% |
| Industry sponsored messages that are links within an article | | 13% |
| Industry sponsored messages that clearly call out the value of the… | | 11% |
| Free news content environment | | 6% |
| Audio or video components | | 6% |

2025 HCP Content Consumption Study, Wolters Kluwer

# Have you published any peer-review article in the last 2-3 years?



Physicians

PA/NPs

Physicians:
- 32% Yes
- 68% No

PA/NPs:
- 15% Yes
- 85% No

■ Yes   ■ No

2025 HCP Content Consumption Study, Wolters Kluwer
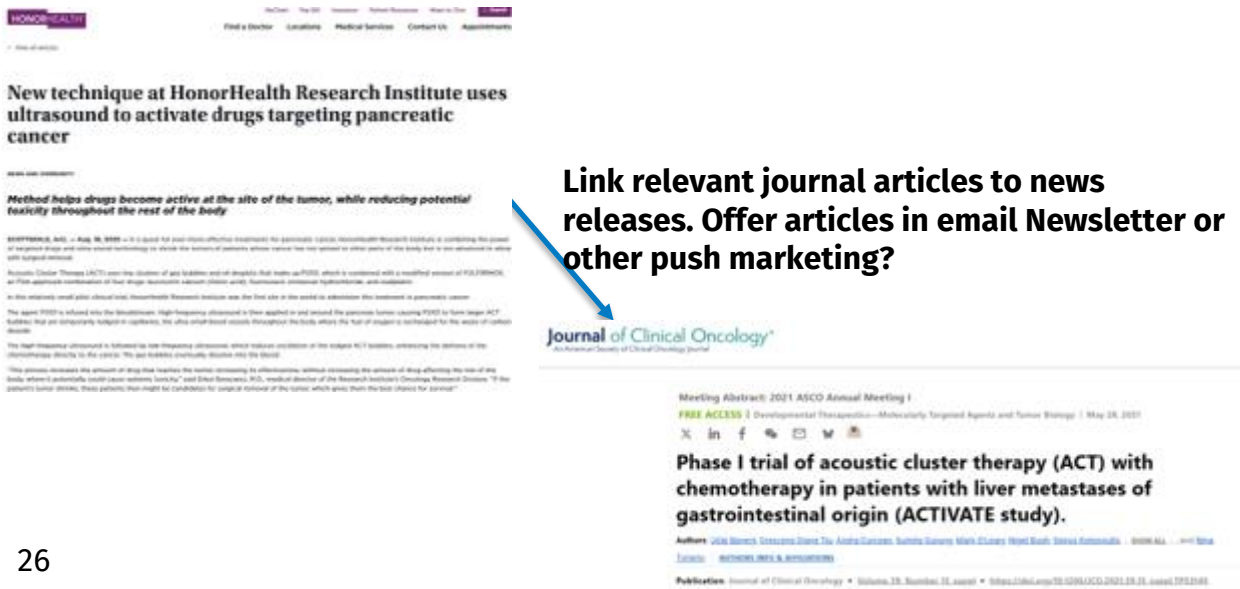
# Impact of society affiliation

- Two-thirds respondents agree that a society's affiliation enhances the journal's impact on their clinical practice.
- Half of the respondents prioritize the impact factor of a journal before reading an article.
- 80% of respondents are more likely to visit a website for medical content if it is associated with a medical or nursing society.

## Influence of society affiliation on journal

| Increase | Have no impact | Decrease |
|---|---|---|
| 63% | 35% | 1% |

■ Increase ■ Have no impact ■ Decrease

## Consider impact factor of a journal?

| Always | Often | Sometimes | Rarely | Never |
|---|---|---|---|---|
| 12% | 38% | 33% | 14% | 4% |

■ Always ■ Often ■ Sometimes ■ Rarely ■ Never

### More likely to visit a website with society affiliation?

No, 19%

Yes, 81%

- Does a journal's society affiliation increase, have no impact, or decrease its overall influence on your clinical practice? (n=655)
- How often do you consider the impact factor of a journal before reading an article? (n=666)
- Are you more likely to visit a website for medical content if it is associated with a medical/nursing society? (n=667)

# Healthcare Systems Best Practices



**Surface and promote journal publications with affiliate Physicians**



**Link relevant journal articles to news releases. Offer articles in email Newsletter or other push marketing?**

- Explore connections with commercial publishers as partners to deliver messages
- seek to deliver credible, authoritative content that:
  - Engages and educates HCPs
  - Supports informed clinical decision-making
  - Drives meaningful behavior change
- Leverage your Physicians impact and contributions.
- Physicians respond to clinically relevant content.
- Specialty-specific tactics outperform generic messaging.
- Best practices: precision targeting, integrated data, ROI tracking.

**Field Sales Digital Data**

- Relationships + scale + accountability.

- Start small → measure → scale up.

- Tomorrow's question: what's the first step your team can take?

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