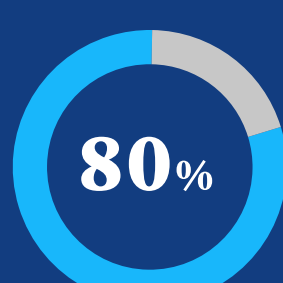


The evolving content habits and preferences of HCPs

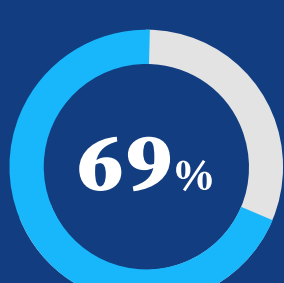


A Wiley global survey of **949 healthcare professionals** from December 2022 to May 2023

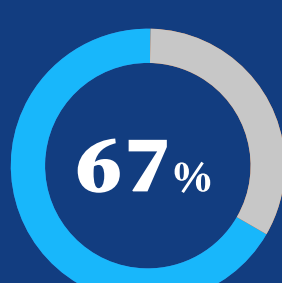
HCPs information seeking behavior



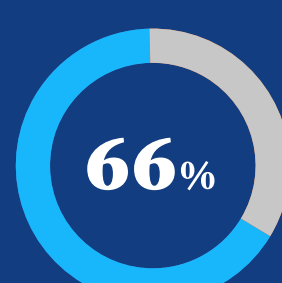
look for medical information weekly, if not daily



want to learn about treatments



want to learn about new medications



want to keep up with the latest trends

Most trusted reference formats

78% of respondents prefer **full text articles** when consuming clinical information



Top rated resources for new clinical developments

#1 **Online medical journals** rank most valuable to stay informed

#2 **Medical reference portals** rank second



Challenges

50%

Finding information on a relevant/specific topic

44%

Keeping up to date with the latest developments

44%

Managing the cost of accessing information

41%

Assessing the credibility of information sources



Preferences towards access of medical education



74% access scientific content through social media channels



34% of HCPs always or mostly use a hand-held device

vs



48% of HCPs always or mostly use a laptop / desktop

Attitudes towards advertisements



Top 2 motivations to click on an ad

51%

Of HCPs click when it links to **scientific content of interest**

34%

Of HCPs click when it's from a **credible source**

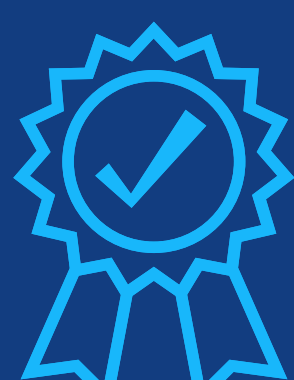
View on-demand webinar for regional results

Click to view **APAC**

Click to view **EMEA**

Click to view **AMERICAS**

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