

WILEY



# Driving Engagement for Healthcare Professionals across EMEA

---

**PRESENTER:**

**Peter de Jong**

Senior Director,  
Corporate Solutions, Health



# Wiley Corporate Solutions

Wiley helps pharmaceutical and scientific corporations, by working collaboratively, to connect with and maximise engagement within the medical and research communities.

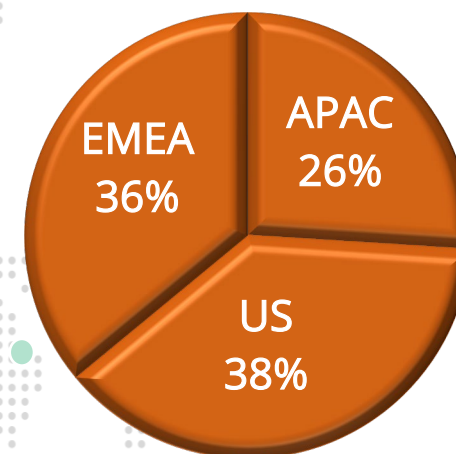
# Our Reach in Health

**Our collaboration with communities of researchers and Healthcare professionals in more than 200 countries means that your message can be seen by the 112 million unique visitors on Wiley Online Library.**

**GLOBAL**  
 medical and research  
 communities



**WILEY'S**  
 reach within the  
 medical and research  
 communities



\*Source: WHO

\*\* unique users between 1st July 2020 and 30th June 2021 on all health related subjects



# Our Global Health Community

**From cutting-edge online technology to enhanced content solutions, Wiley Corporate Solutions team is dedicated to help corporations reach, engage and connect with the audience you need.**



**395**

Journals in Health



**18**

Journals in top 10  
JCR category



**613**

Society partnerships



Wiley Journals indexed in  
**219** out of **234**

JCR Categories



**7M**

Cites  
(Wiley Journals)



**112M\***

Unique Visitors to  
WOL

\*unique users between 1st July 2020 and 30th June 2021 on all health related subjects



# Our Health Community in EMEA

**Our credible digital channels enable your field force to better engage and deliver added value to your customers, via credible content.**



395

Journals in Health



18

Journals in top 10  
JCR category



613

Society partnerships



Wiley Journals indexed in  
**219** out of **234**

JCR Categories



7M

Cites  
(Wiley Journals)



29M\*

Unique Visitors to  
WOL from EMEA

\*unique users between 1st July 2020 and 30th June 2021 on all health related subjects





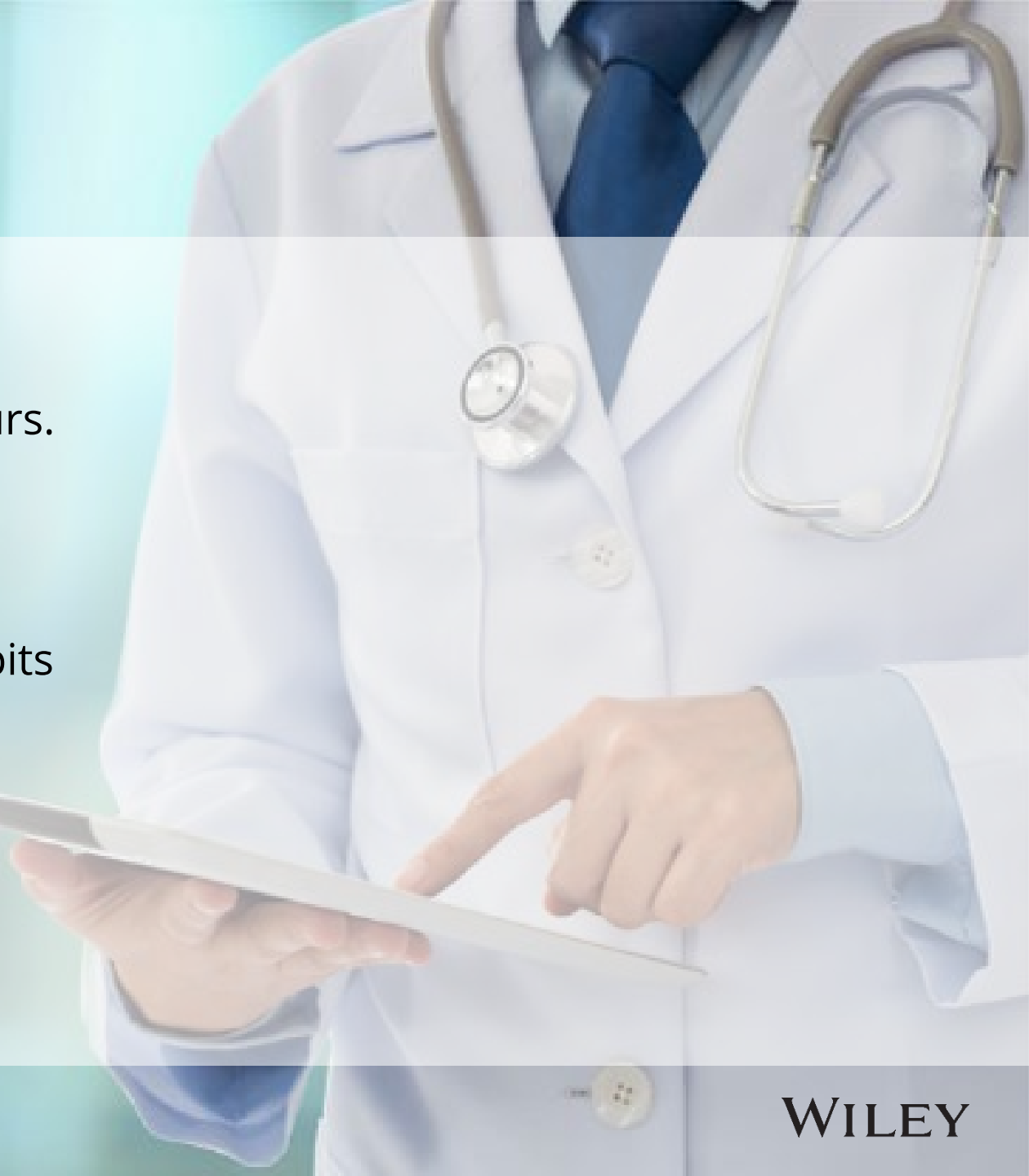
Understanding the  
content needs and  
preferences of our  
Healthcare  
audience



# Background

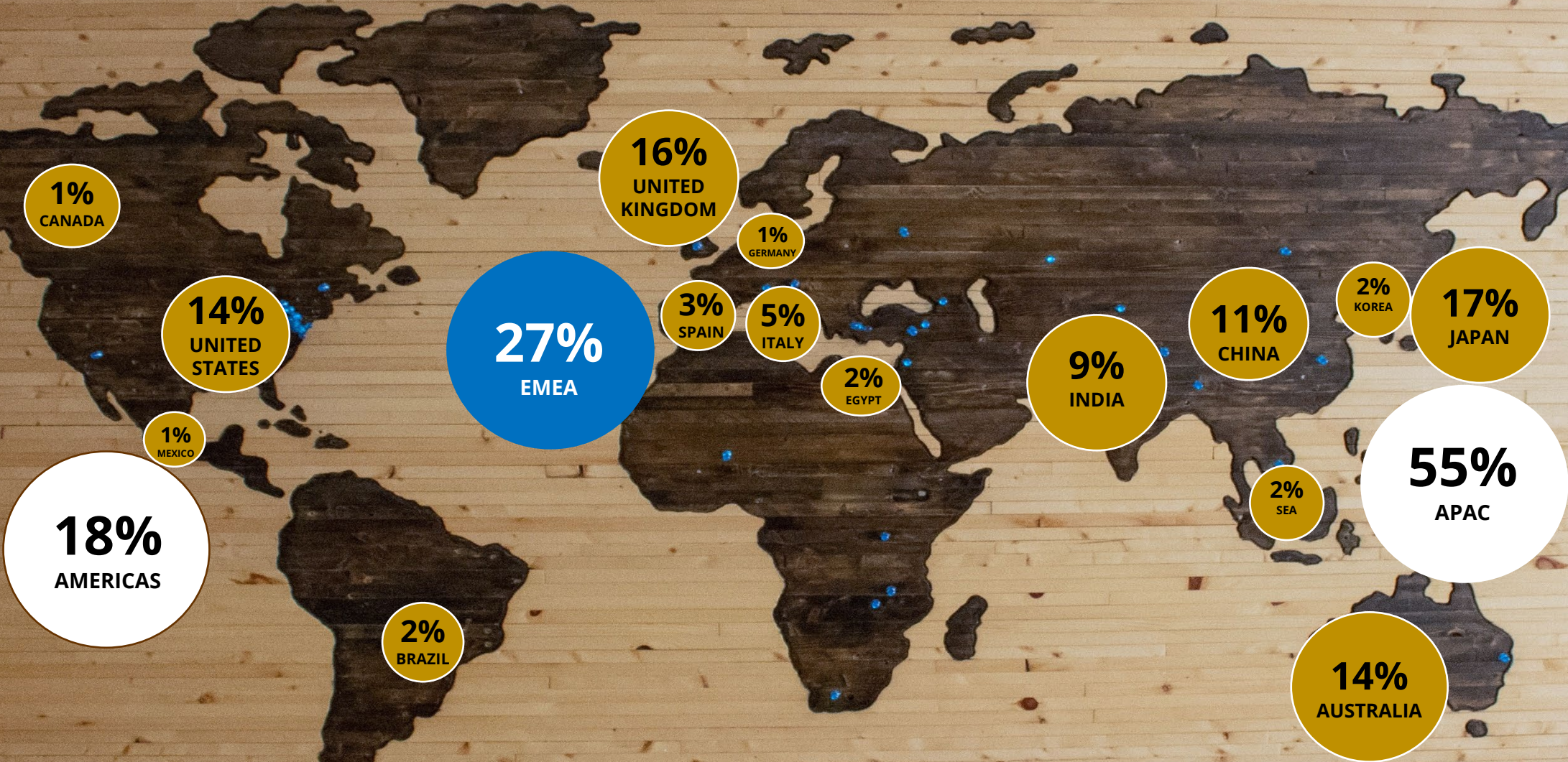
In July 2021 Wiley conducted research amongst healthcare practitioners to learn more about changing information behaviours.

Wiley surveyed over **1,000** healthcare professionals (HCPs) globally, about their content consumption, preferences, and habits to understand how information on the page/screen translates to clinical practice.





# Respondents were from 51 countries



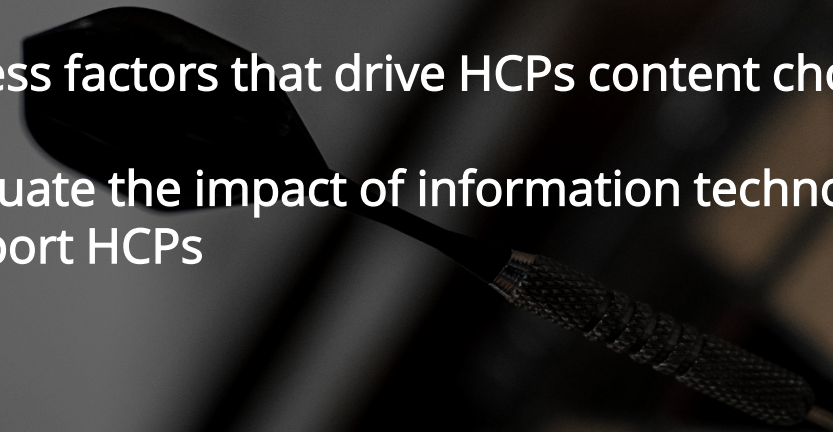
Global Sample size n=1,016





# Objectives

- To understand the evolving content needs and preferences of our HCPs
- To assess factors that drive HCPs content choices
- To evaluate the impact of information technology that Wiley offers to support HCPs





# Understanding the journey to clinical decisions

The survey helped us understand prescribers' preferences to clinical content and provided us with key findings, which we will be discussing in this presentation.

? *Why are some sources of content used in preference to others?*

? *Why are some types of material more influential than others?*

? *Why might valuable insight or information be overlooked or rejected as part of a clinical decision-making process?*

? *Where are HCPs looking for information?*

? *What are the obstacles to finding valuable information?*

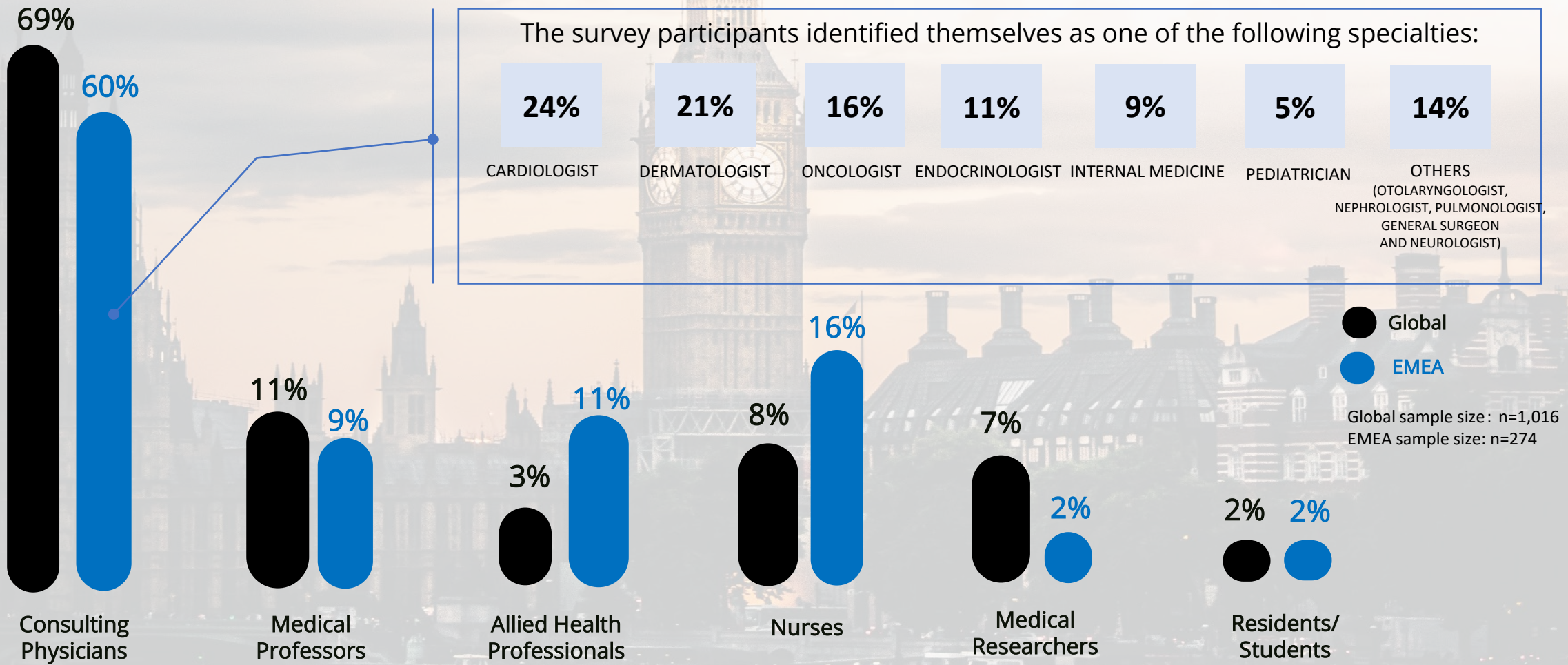
? *Which formats are more useful in processing complex information at speed?*

? *What are the expected long-term effects of COVID-19 on professional development, learning, and content consumption?*



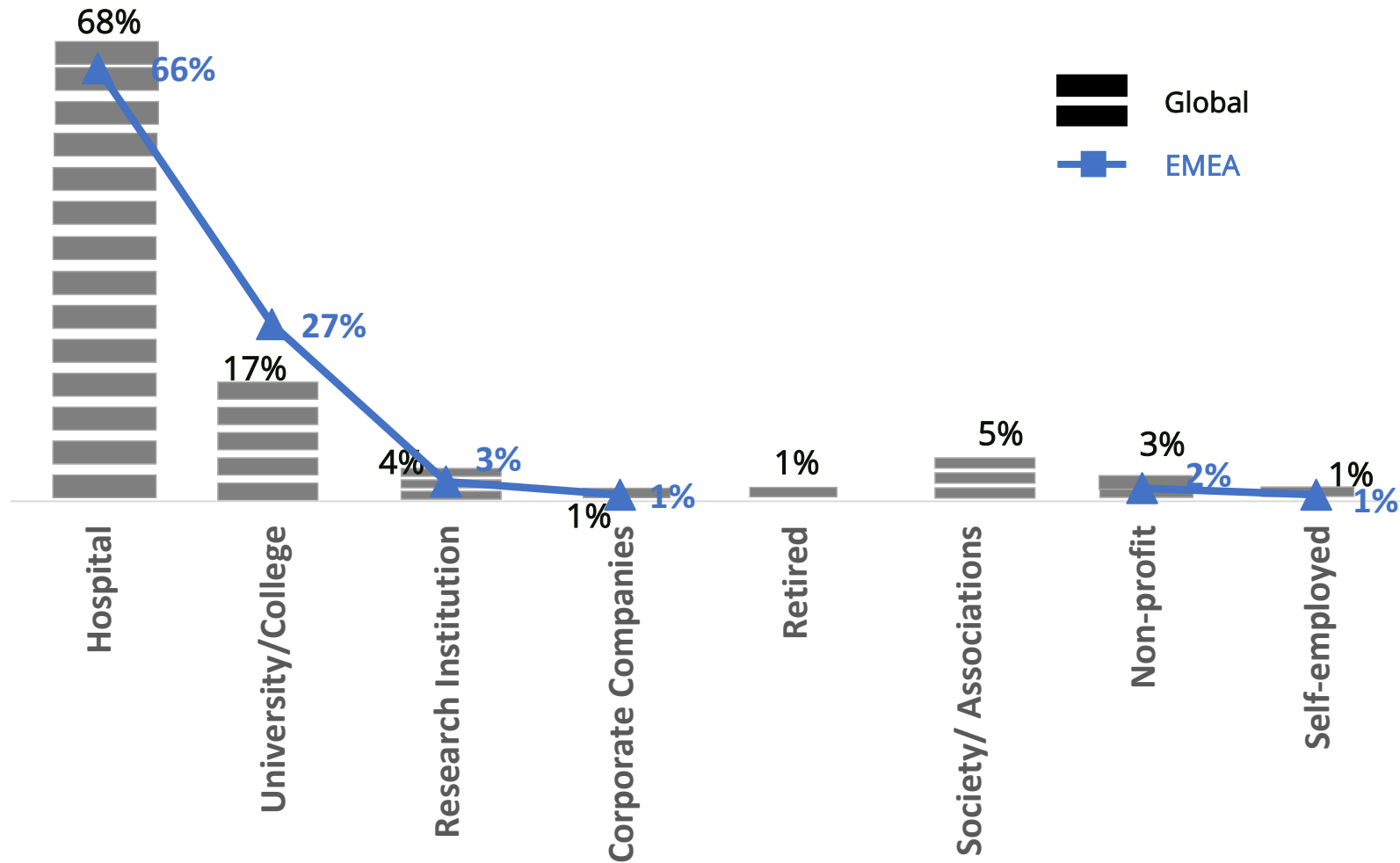
# Respondents' Profile

Mean career experience for HCPs across EMEA was **14.2 years**



# Respondents' workplace

Most respondents were from the Hospital sector



Global sample size: n=1,016  
EMEA sample size: n=274

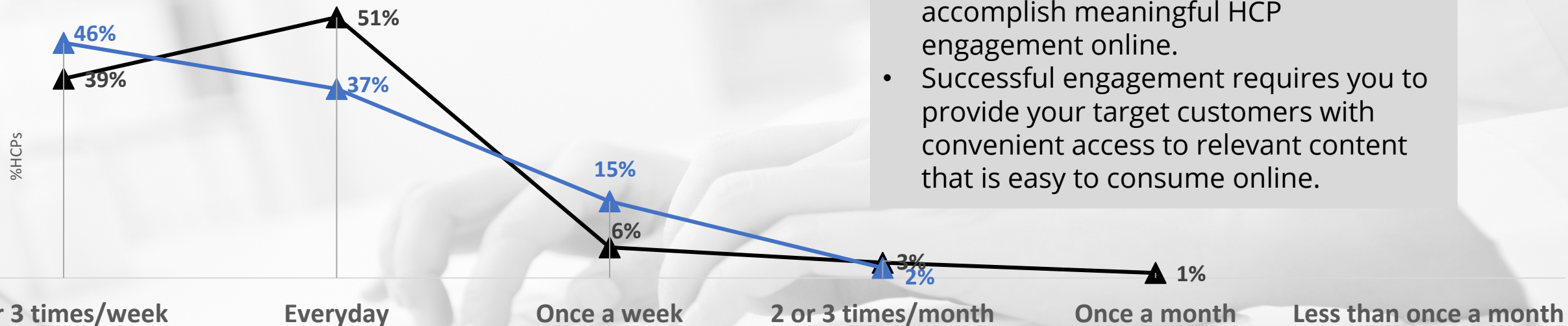




# HCPs medical information online search behaviour

As digital is emerging as the optimal and most accessible platform for news, data and updates, HCPs are more frequently accessing medical information online.

▲ Global ▲ EMEA



- HCPs online presence have increased post pandemic. Therefore, it is crucial to accomplish meaningful HCP engagement online.
- Successful engagement requires you to provide your target customers with convenient access to relevant content that is easy to consume online.

Q: How often do HCPs search for relevant medical information in their field?



# HCPs trusted reference sources

HCPs are highly-selective in their content consumption.

Most-trusted sources are established platforms, publications and recommendations from peers

■ Global ■ EMEA



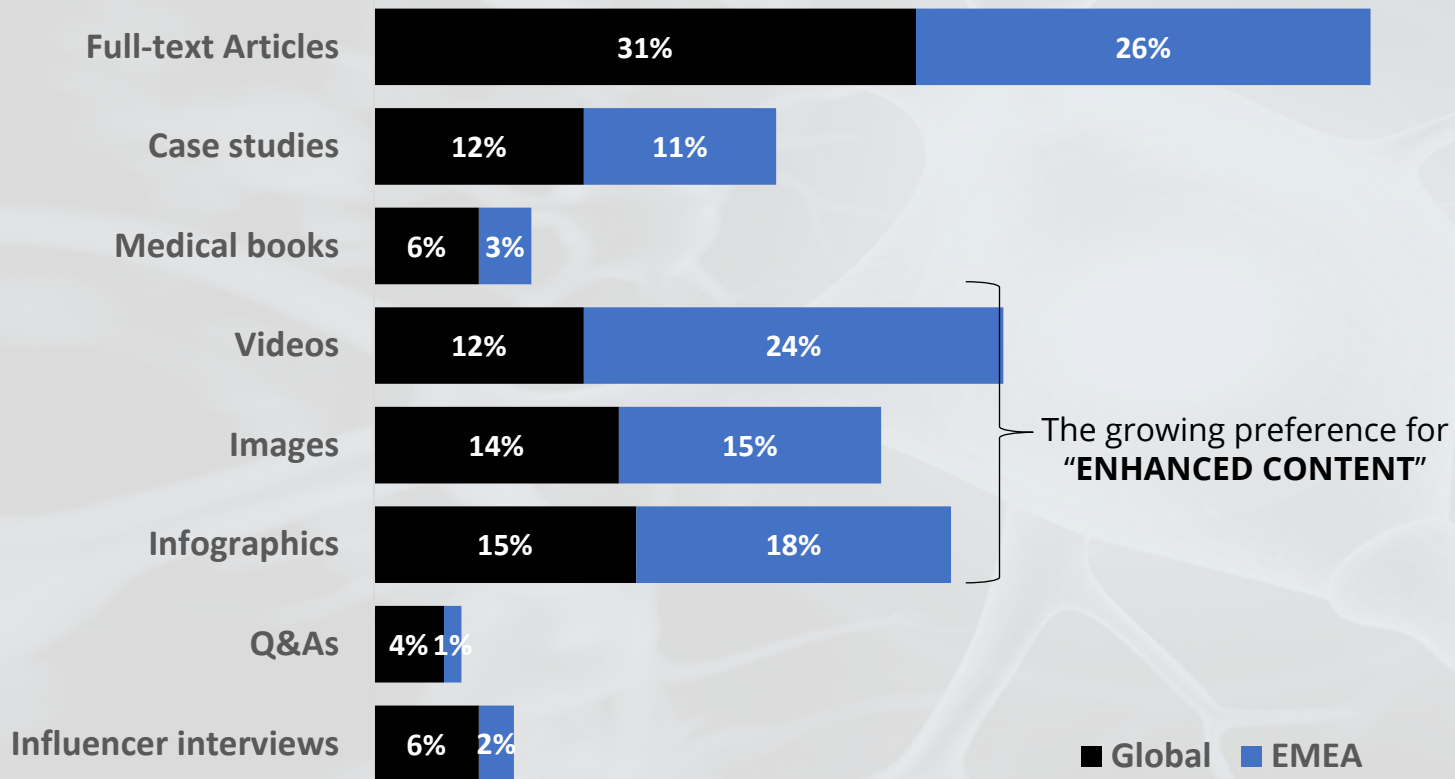
- Among HCPs, online medical journals are the most popular resources, and **credibility is still the most important factor** when choosing a resource.
- As HCPs in EMEA value peer-to-peer recommendation, this could be a clear opportunity for pharma companies, to **emulate an in-person level of engagement and interactivity** virtually for HCPs, through educational hubs and virtual audience engagement solutions.

Q: Which sources do HCPs trust the most to stay updated with medical information?

Global sample size: n=1,016  
EMEA sample size: n=274

# HCPs preferred reference formats for clinical decisions

Content preferences are evolving. HCPs' adoption of digital channels and telemedicine has accelerated for interactions with patients. Sophisticated format combinations enable rapid decision-making.



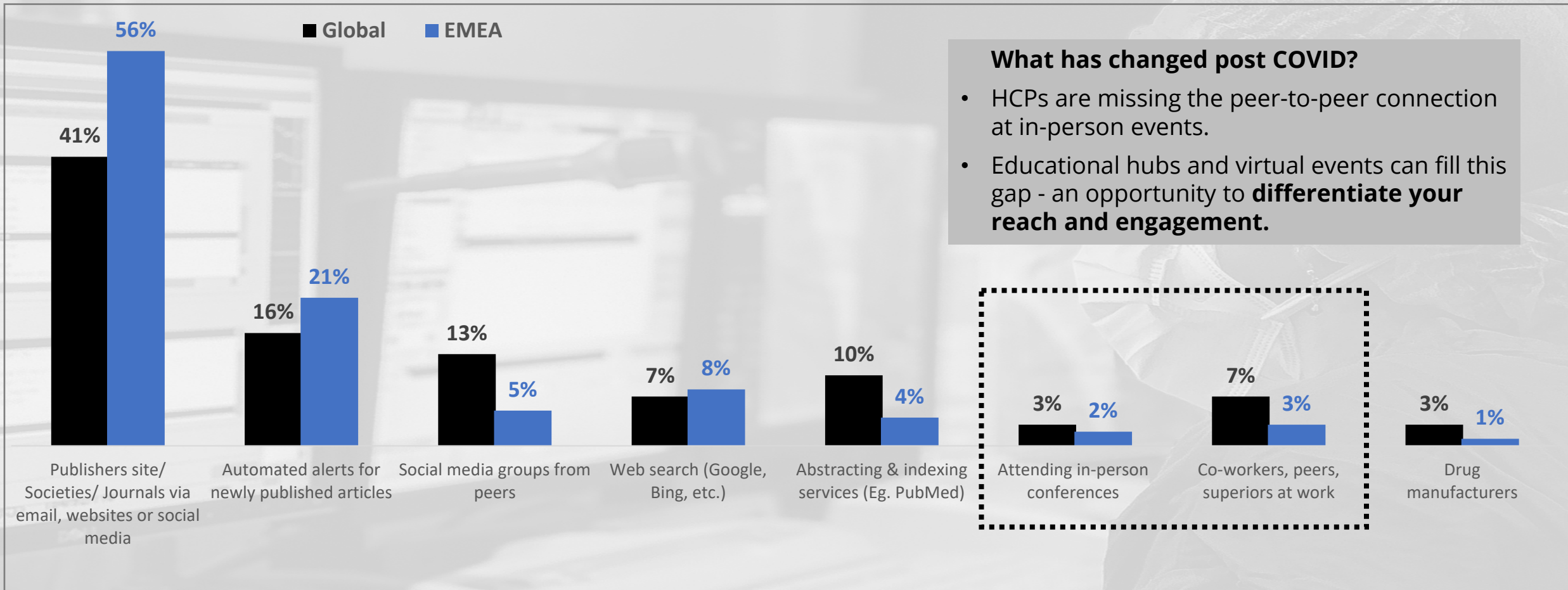
- HCPs' preferences for consuming information are changing.
- **HCPs are operating in a new landscape**, with the pandemic inducing more HCPs to go digital.
- Across EMEA, more than 50% HCPs prefer reference formats that fall under "**Enhanced Content**".
- The **preference for enhanced content** among HCPs in EMEA has **increased by 54%** in the last one year, as quick and easy referencing becomes the content of choice during the pandemic, which helps save time.
- Interactive, concise, easy-to-digest enhanced formats help to **drive engagement and increase impact**.

Q: What reference format do HCPs prefer to support clinical decision-making?

Global sample size: n=1,016  
EMEA sample size: n=274

# Medical learning platforms accessed by HCPs during the pandemic

Physicians in search of medical data, seem overwhelmingly to favor targeted sites rather than general web browsing for credible medical information.



### What has changed post COVID?

- HCPs are missing the peer-to-peer connection at in-person events.
- Educational hubs and virtual events can fill this gap - an opportunity to **differentiate your reach and engagement.**

Q: Where do HCPs learn about newly published scientific/clinical research in recent times?

Global sample size: n=1,016  
EMEA sample size: n=274



# Number of clinical materials referred for clinical decisions by HCPs



More than **57%** of HCPs consult **two or more** sources before insight translates to a clinical decision



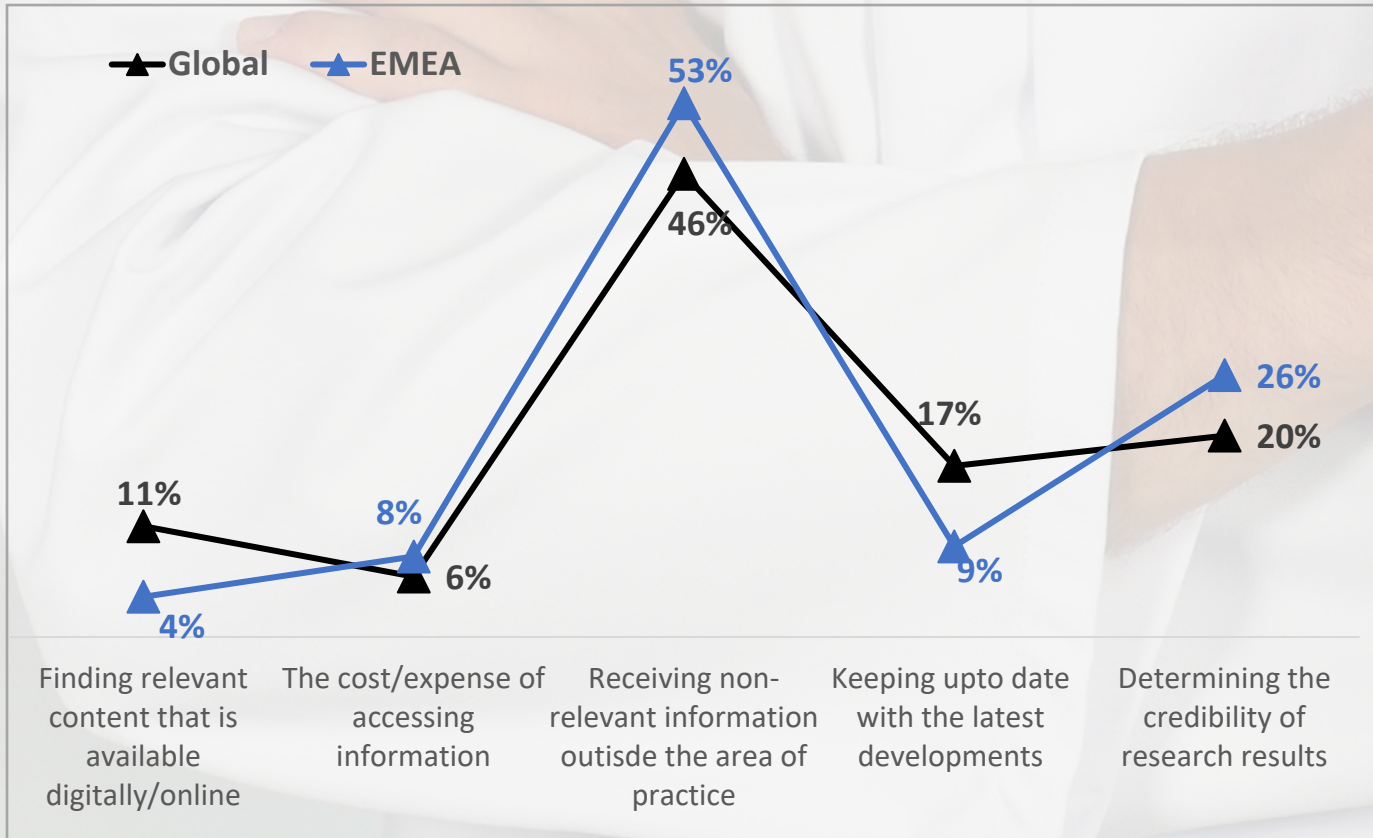
Over **43%** consult more than **three** sources

Q: How many reference materials do HCPs read before making a clinical decision?



# HCPs challenges in accessing scientific/clinical research

Receiving non-relevant information outside the area of practice seems to be the biggest challenge for HCPs in EMEA in recent times.



The dramatic increase in the amount of digital information being pushed to HCPs during the pandemic is causing 'digital fatigue'.

### How do we mitigate this?

- **Optimised HCP engagements** (based on current HCP online search trends and other historical content requirement behaviour), using the right channel, will help drive the engagement.
- **Personalise HCP engagement** for the foreseeable future (in terms of content needs and tailor-made insights for clinical decision making) is the key.

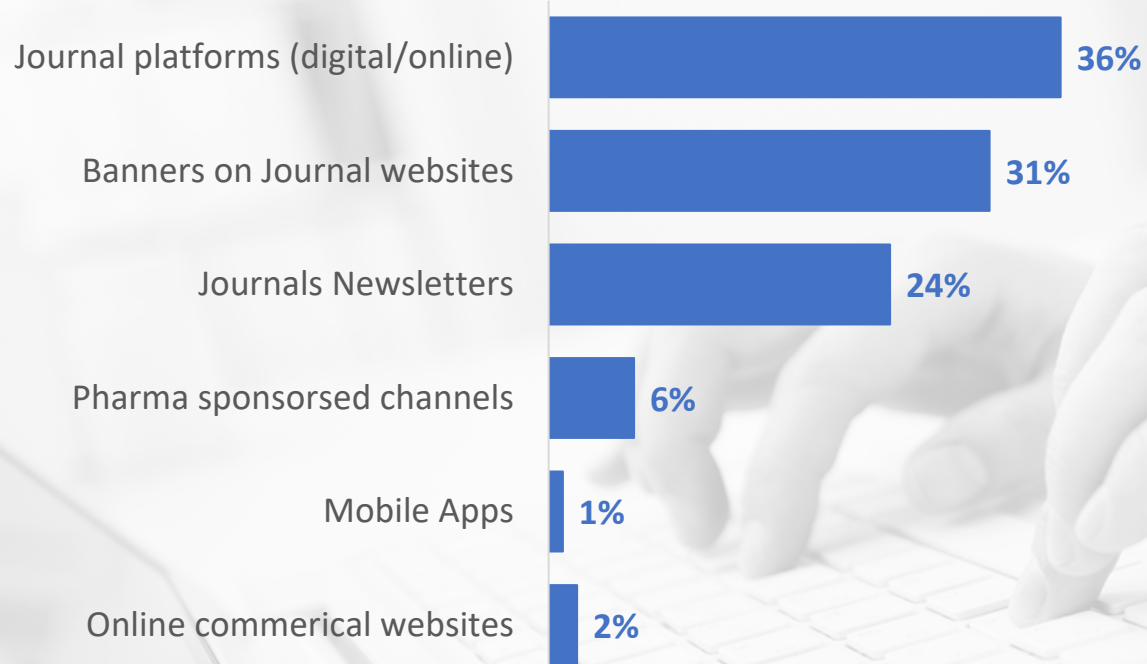
## Q: What challenges do HCPs face in accessing scientific/clinical research?



# HCPs attitude towards Advertisements in EMEA

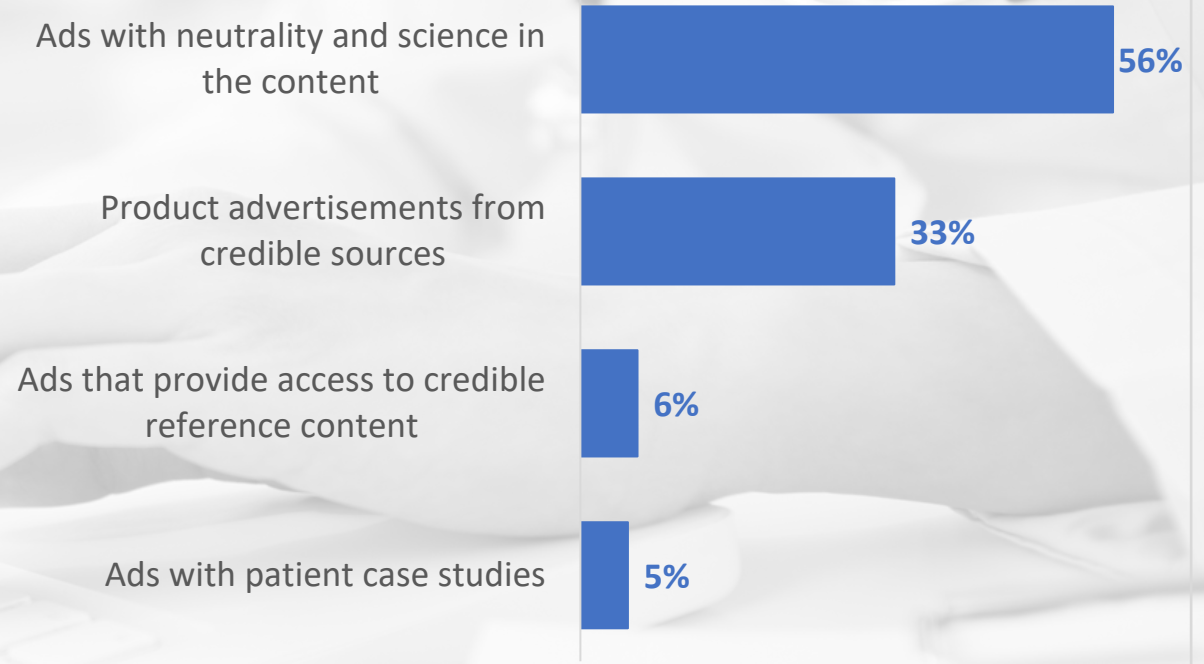
Physicians are more likely to notice advertisements when the source is credible and links to scientific content

## Source credibility is an important factor for HCPs



Q: In the past, how frequently have you come across relevant product advertisements in any of these online platforms?

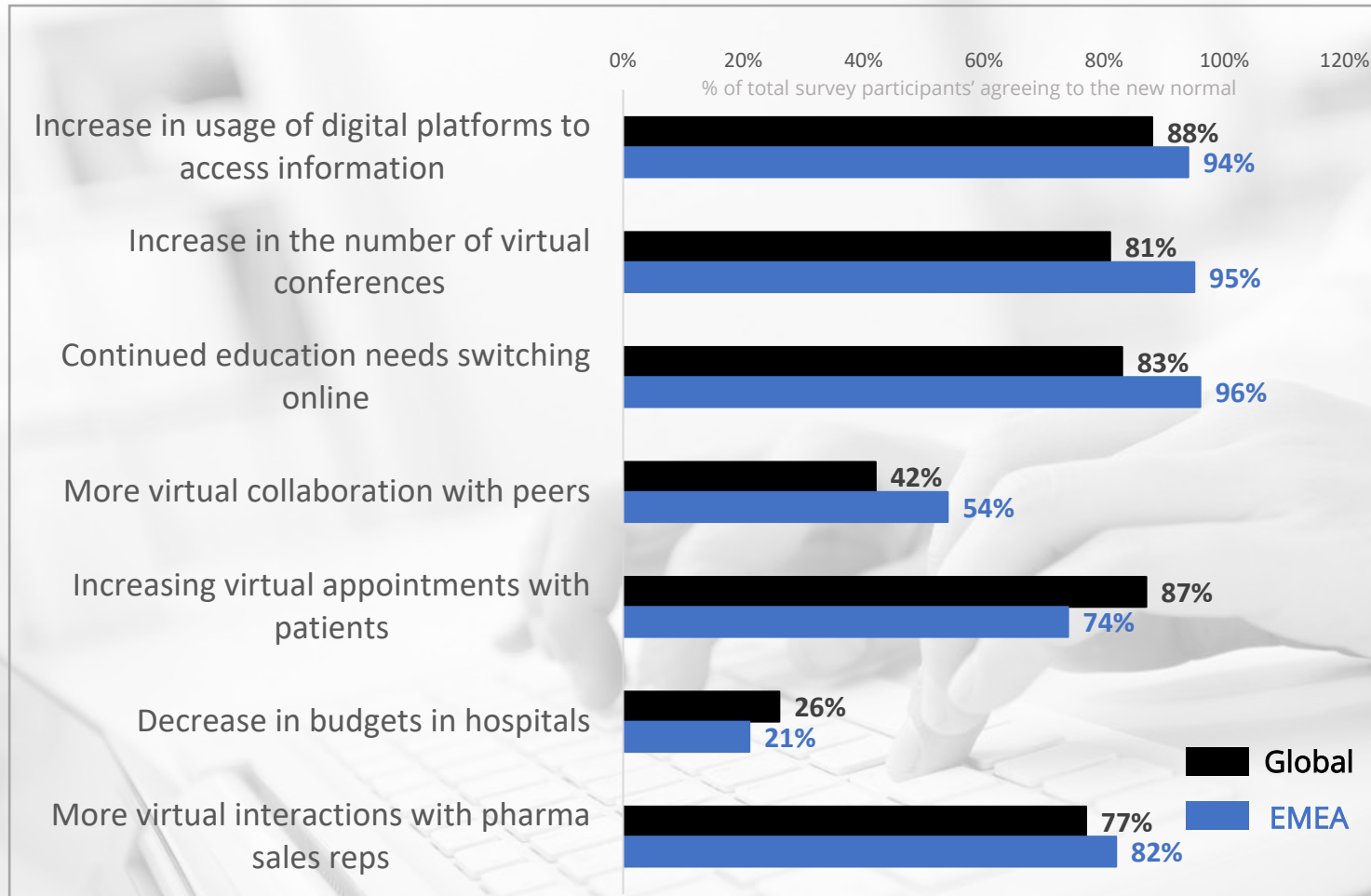
## HCPs love science and dislike biased brands



Q: When you notice advertisements on your screen, what motivates you to click on the advertisement link(s)?

# HCPs opinion on the new normal

The pandemic switch to remote knowledge sharing is a permanent transition



## What has changed post COVID?

- The future of medical engagement has gone virtual.
- With the drastic increase in the volume of emails and webinars HCPs are facing today, virtual engagements must be highly targeted to improve HCP access.
- Content that delivers information in a precise format through credible channels have better reach.

Q: What long-term impact will COVID-19 have on information-seeking behaviour?



# Key findings that may impact your decisions for 2022

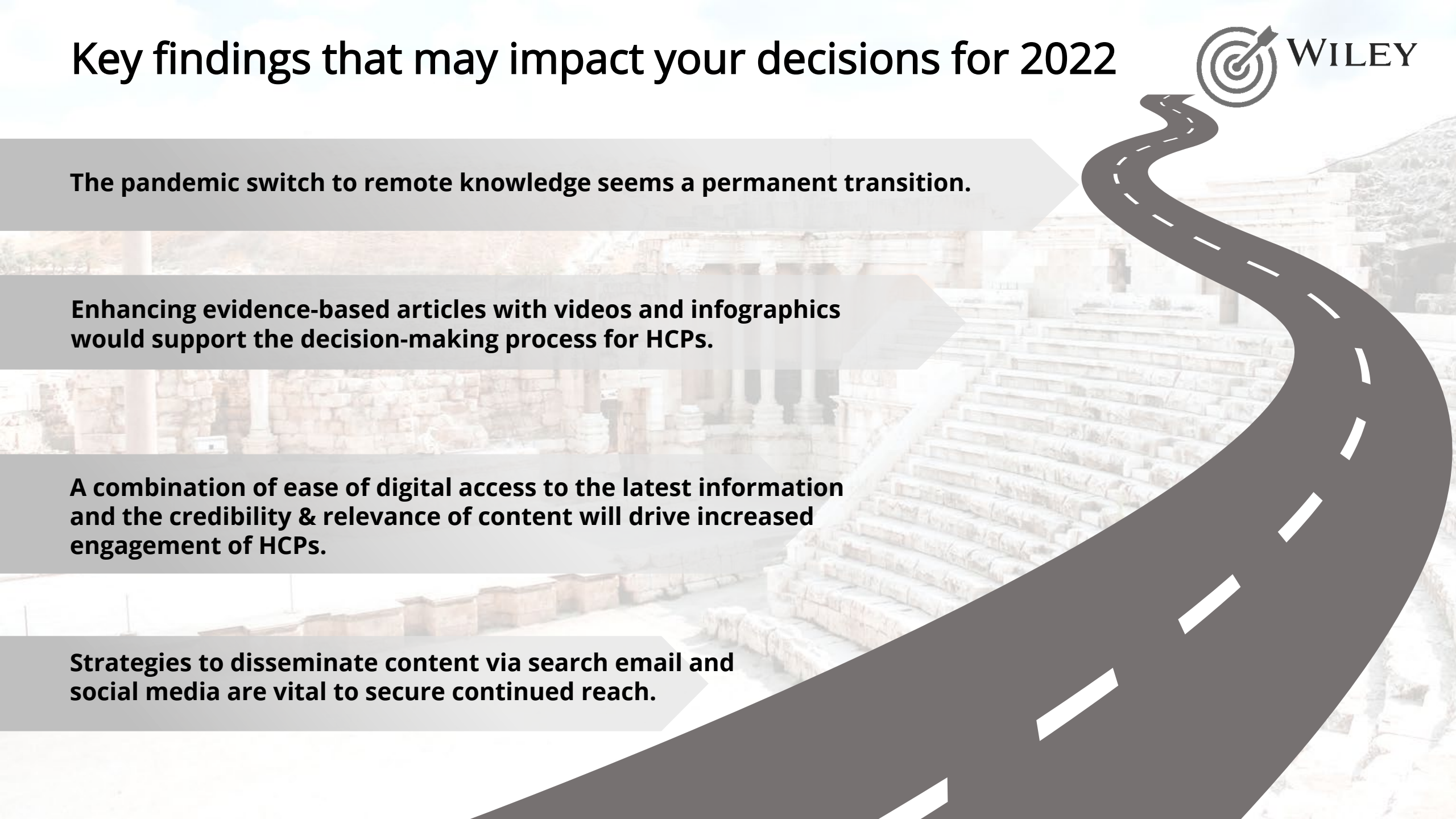


**The pandemic switch to remote knowledge seems a permanent transition.**

**Enhancing evidence-based articles with videos and infographics would support the decision-making process for HCPs.**

**A combination of ease of digital access to the latest information and the credibility & relevance of content will drive increased engagement of HCPs.**

**Strategies to disseminate content via search email and social media are vital to secure continued reach.**





WILEY

# Thank You!

Partner with us to discover and execute strategic solutions that resonate and drive impact.

For more information please contact:

[pdejong@wiley.com](mailto:pdejong@wiley.com)

