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# Driving Engagement for Healthcare Professionals

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**PRESENTER:**

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Corporate Solutions

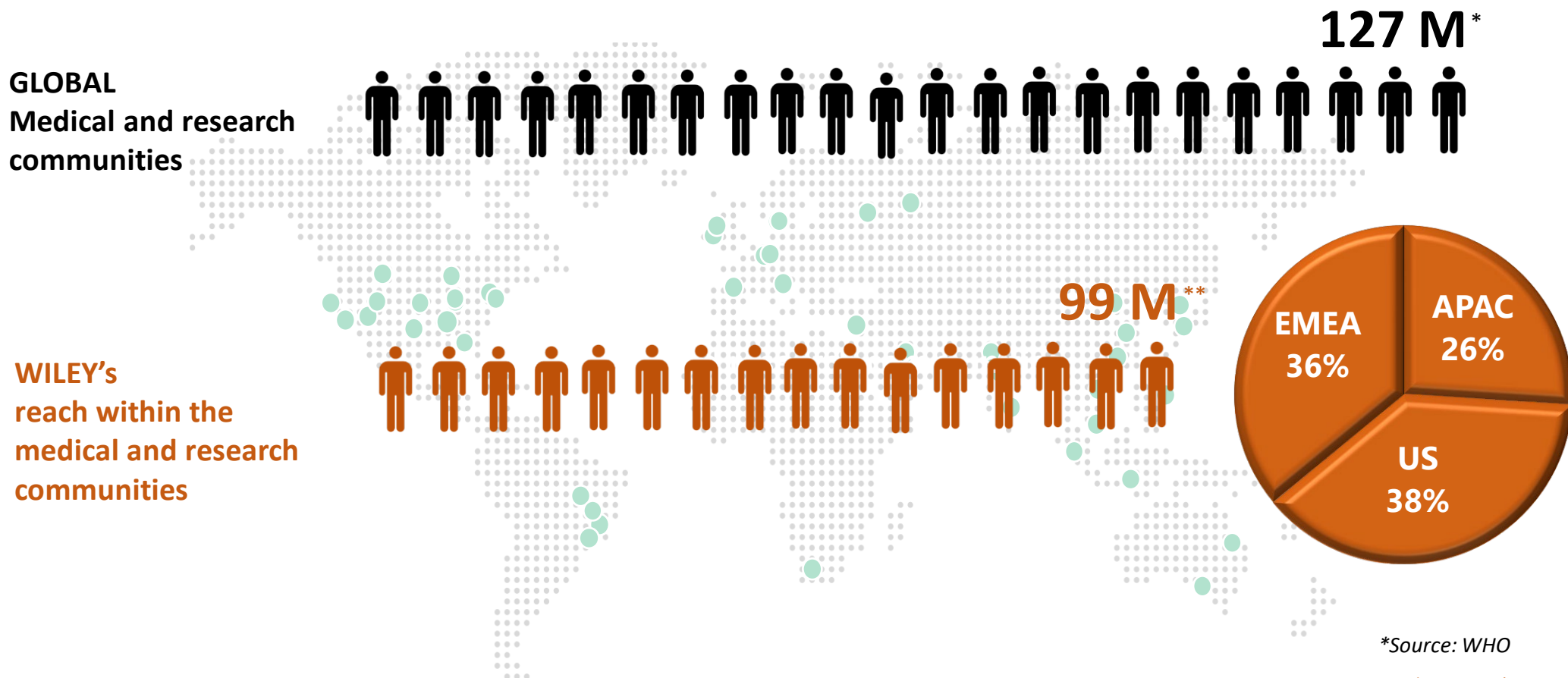


# Wiley Corporate Solutions

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 99 million unique visitors on Wiley Online Library.



\*Source: WHO

\*\* Unique users between 1st Dec 2019 and 30th Nov 2020 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

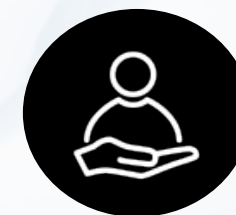


Wiley Journals indexed in  
**219** out of **234**  
JCR Categories



7M

Cites  
(Wiley Journals)



99M \*

Unique Visitors to  
WOL



# Our **Indian** Health Community

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)



16M \*

Unique Visitors to  
WOL from India

\*unique users between 1st Dec 2019 and 30th Nov 2020 on all health related subjects





**Understanding the content  
needs and preferences of  
our Healthcare audience**



## Background

In August 2020 **Wiley conducted research amongst healthcare practitioners** to learn more about changing information behaviours.

Wiley **surveyed over 800 healthcare professionals (HCPs) globally**, about their content consumption, preferences, and habits to understand how information on the page/screen translates to clinical practice.





# 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

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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?*

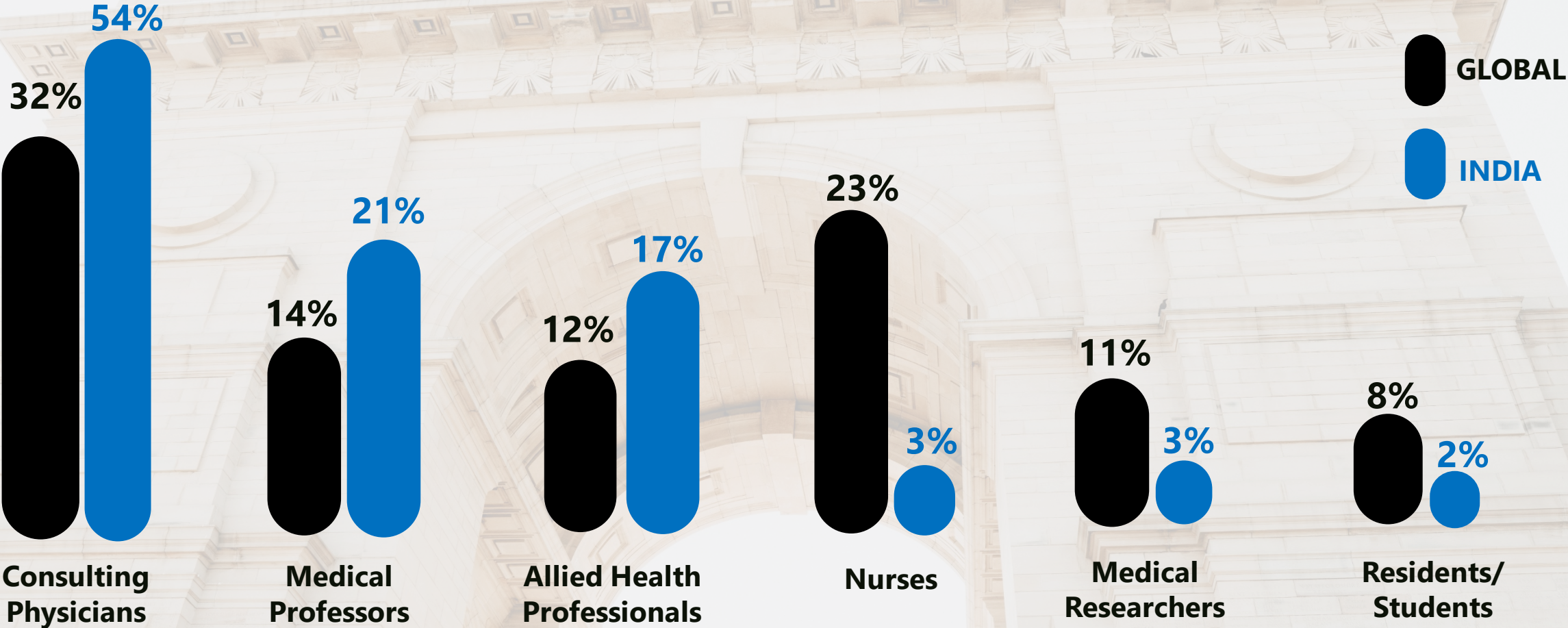






# Respondents' Profile

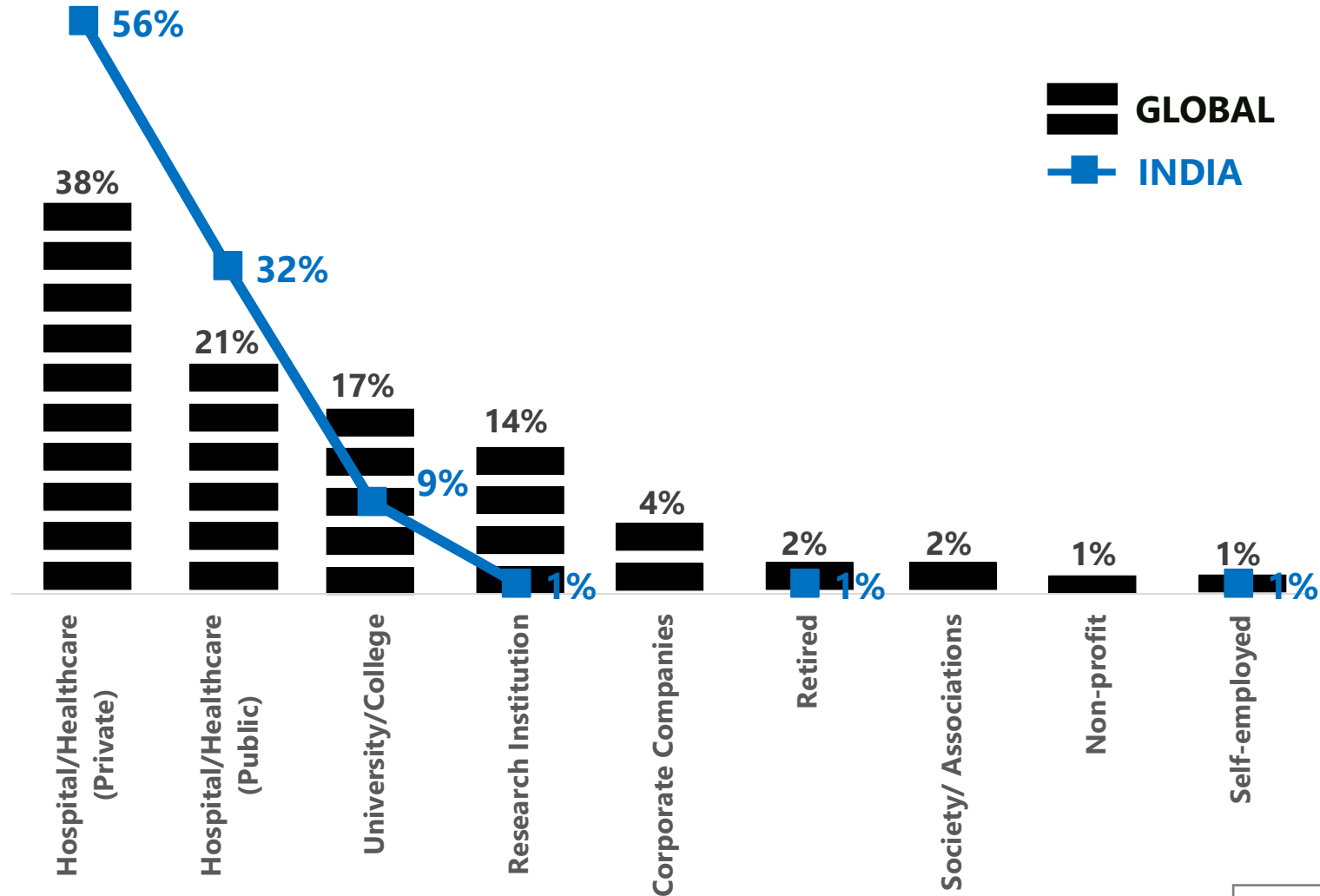
Mean career experience for HCPs in India was **12.4 years**



Global Sample size:  
n=827

# Respondents work place

Most respondents were from the private hospitals



Global Sample size:  
n= 827

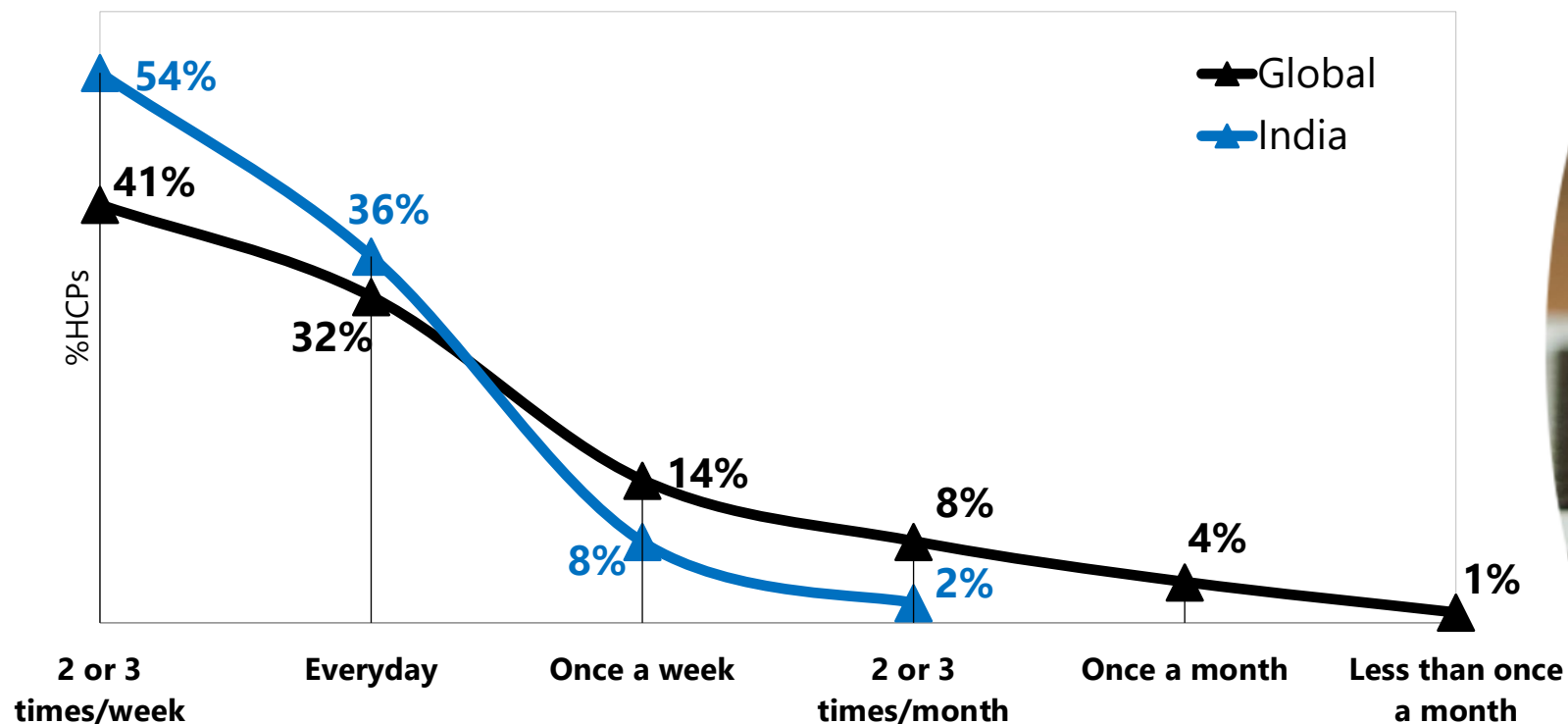


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# Medical information search behaviour

Indian HCPs seek information relevant to their expertise even MORE ACTIVELY than global HCPs



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

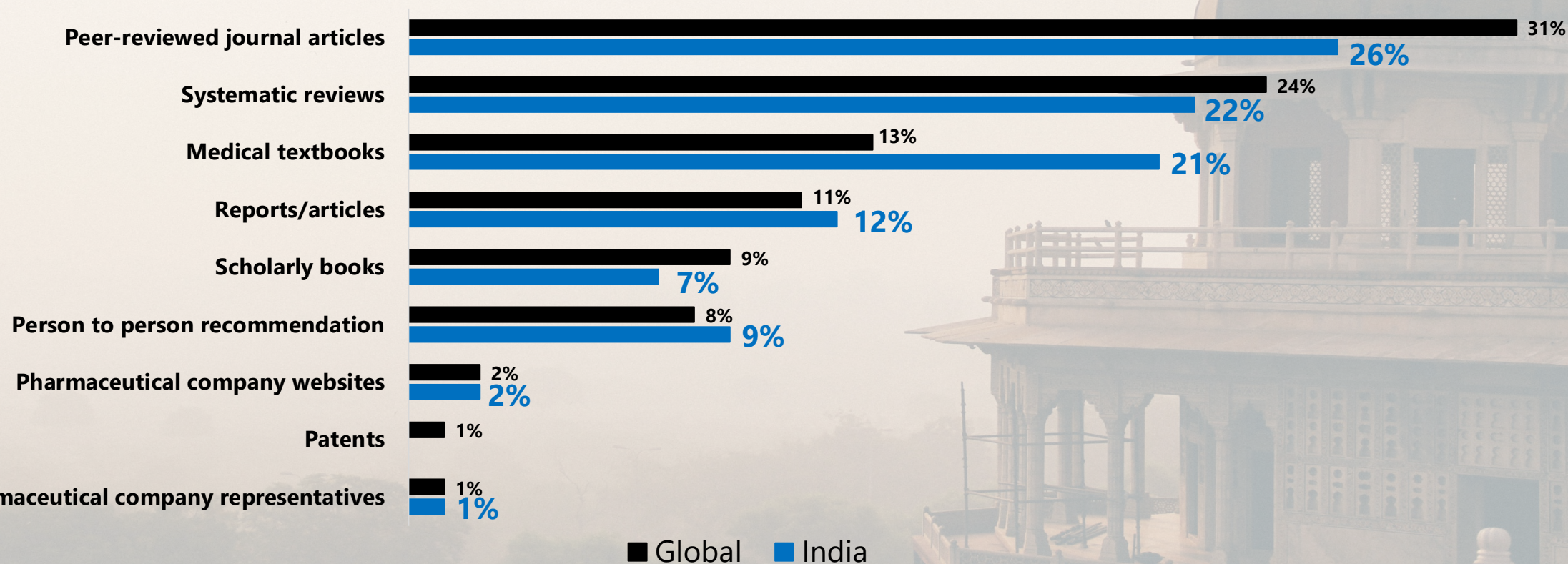
Global Sample size:  
n= 827





# Trusted reference sources to stay up to date

HCPs are highly-selective in their content consumption.  
Most-trusted sources are established platforms and publications



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

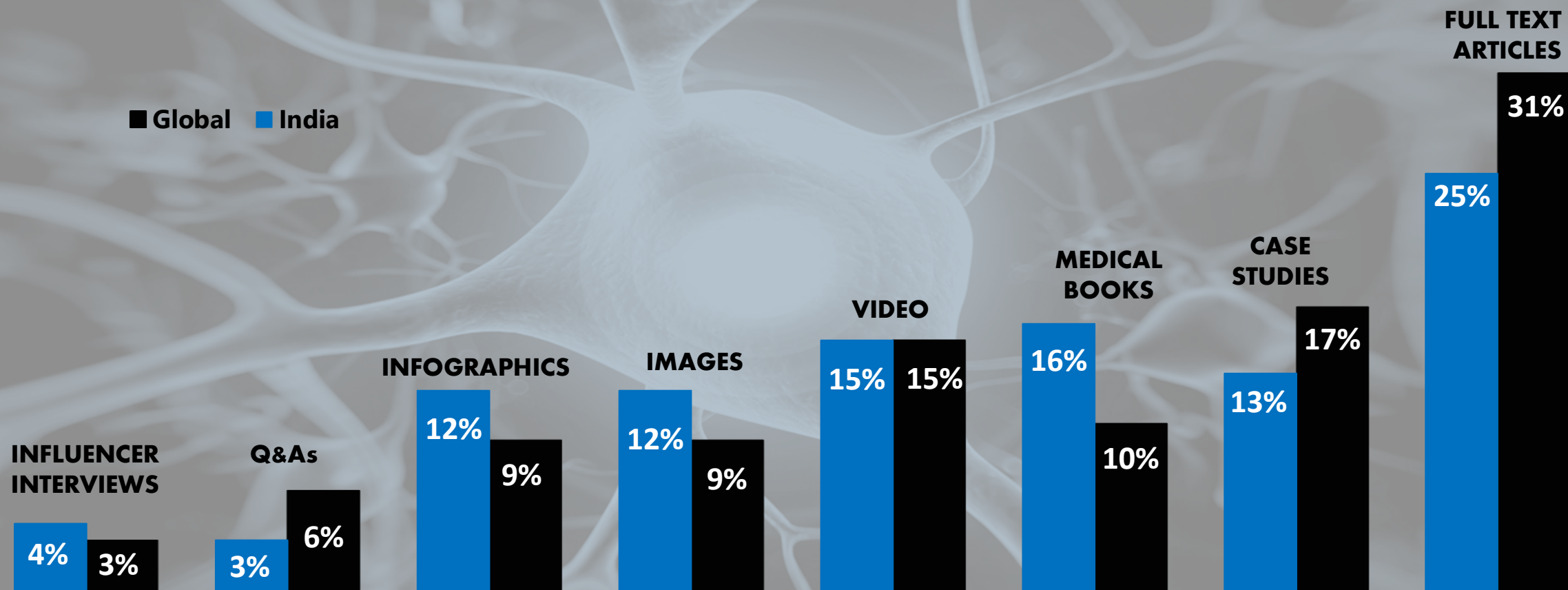
Global Sample size:  
n= 827



# HCPs preferred reference formats for clinical decisions

Content preferences are evolving.

Sophisticated format combinations enable rapid decision-making.

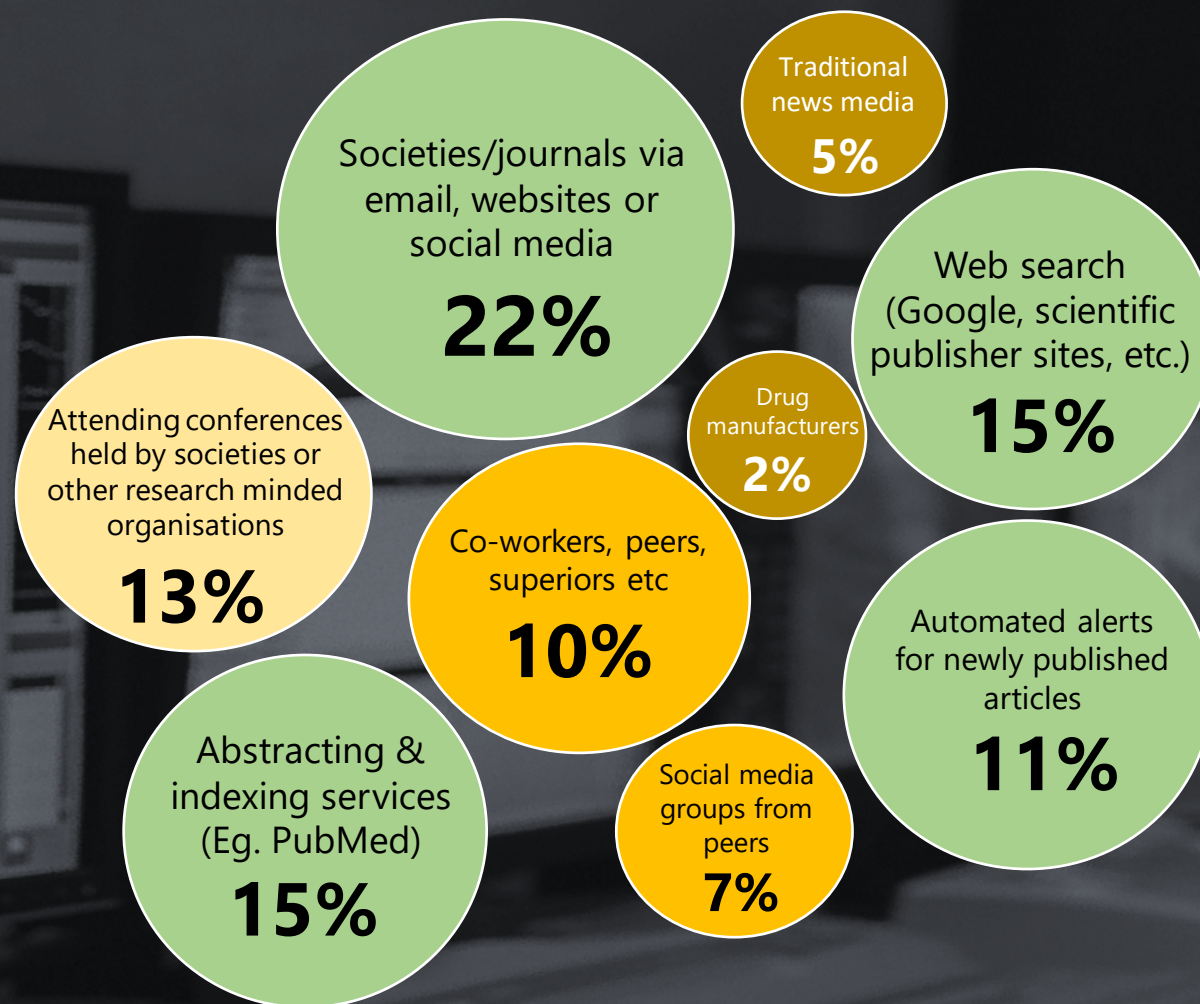


Q: What reference format do HCPs prefer to support clinical decision-making?

Global Sample size:  
n=827



# Established platforms and networks to learn about newly published medical information



**Q: Where do HCPs learn about newly published scientific/clinical research**

Global Sample size:  
n=827



# Number of clinical materials referred for clinical decisions

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More than **52%** of HCPs consult **two or more** sources before insight translates to a clinical decision



Over **40%** consult more than **three** sources

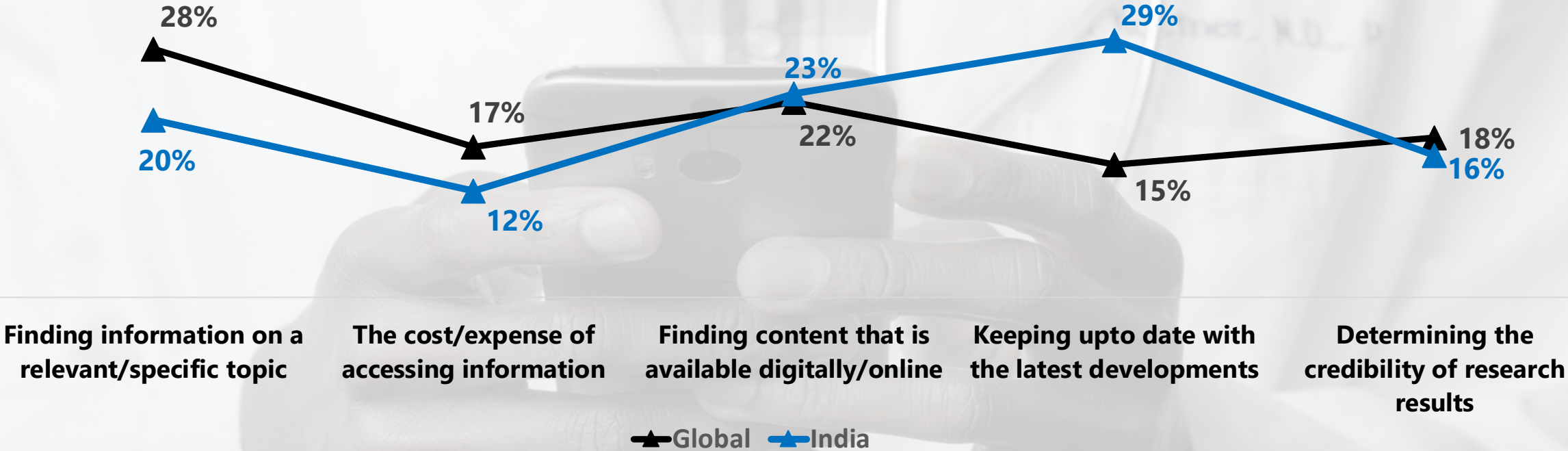
Q: How many reference materials do HCPs read before making a clinical decision?

Global Sample size:  
n=827



# HCPs challenges in accessing scientific/clinical research

Keeping up to date with the latest developments and finding content that is available digitally, remains a challenge for HCPs in India

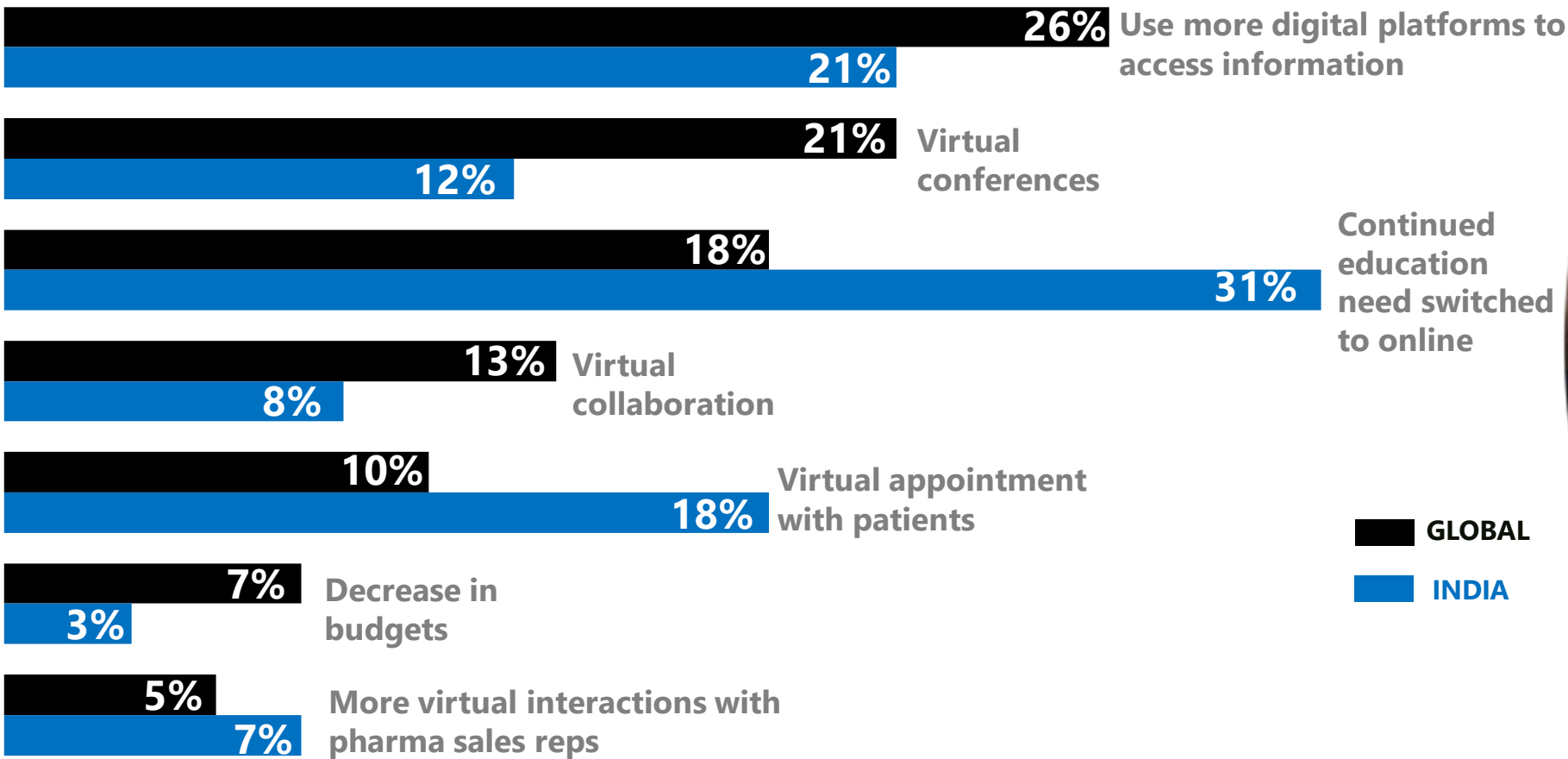


Q: What challenges do HCPs face in accessing scientific/clinical research?

Global Sample size:  
n=827



# The pandemic switch to remote knowledge sharing is a permanent transition



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

Global Sample size:  
n=827



# Key findings that may impact your decisions for 2021



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 **email** and **social media** are vital to secure continued reach.



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## Meet our Team in India

Our experienced team will be able to help you find the best way to meet your goals, whether we're partnering with you to create content or helping you advertise in top journals.



**SACHIN  
MHATRE**



**JAYEETA  
BANERJEE**



**PRAVIN  
BYAHATTI**



**VISHAL  
GAUDHAR**



# Namaste!

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

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