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Driving Engagement for Healthcare Professionals in APAC

PRESENTER:

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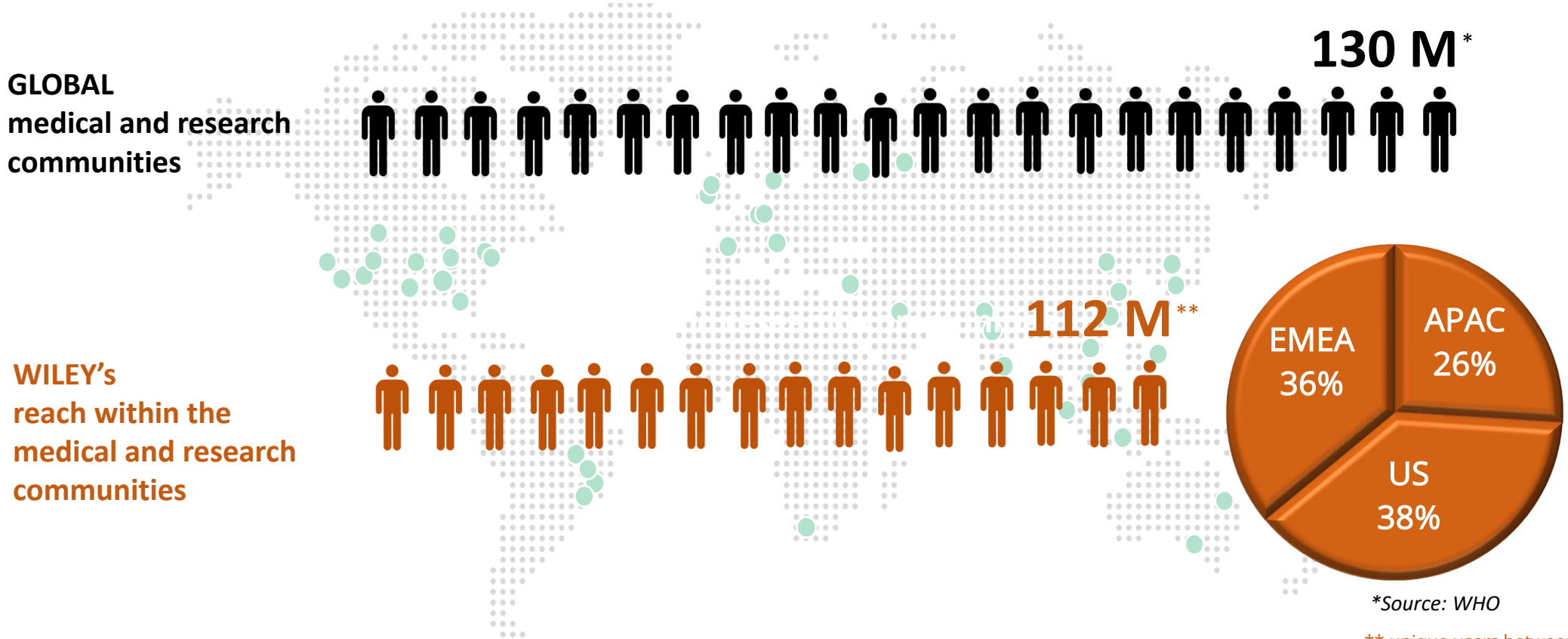


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Wiley helps pharmaceutical and scientific corporations, by working collaboratively, to connect with and maximise engagement within the medical and research communities.

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.



** 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 APAC

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



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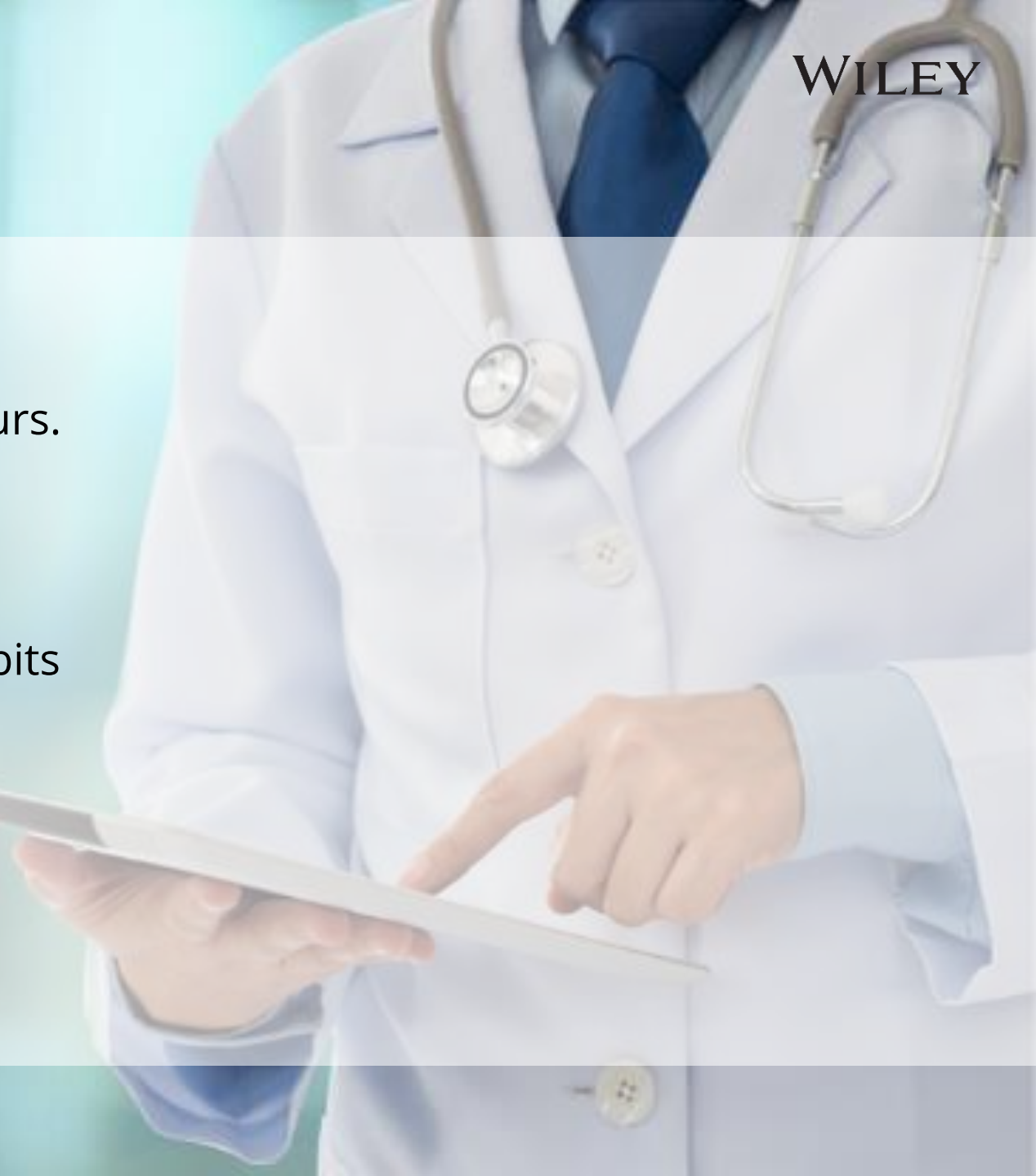


Understanding the
content needs and
preferences of our
Healthcare
audience

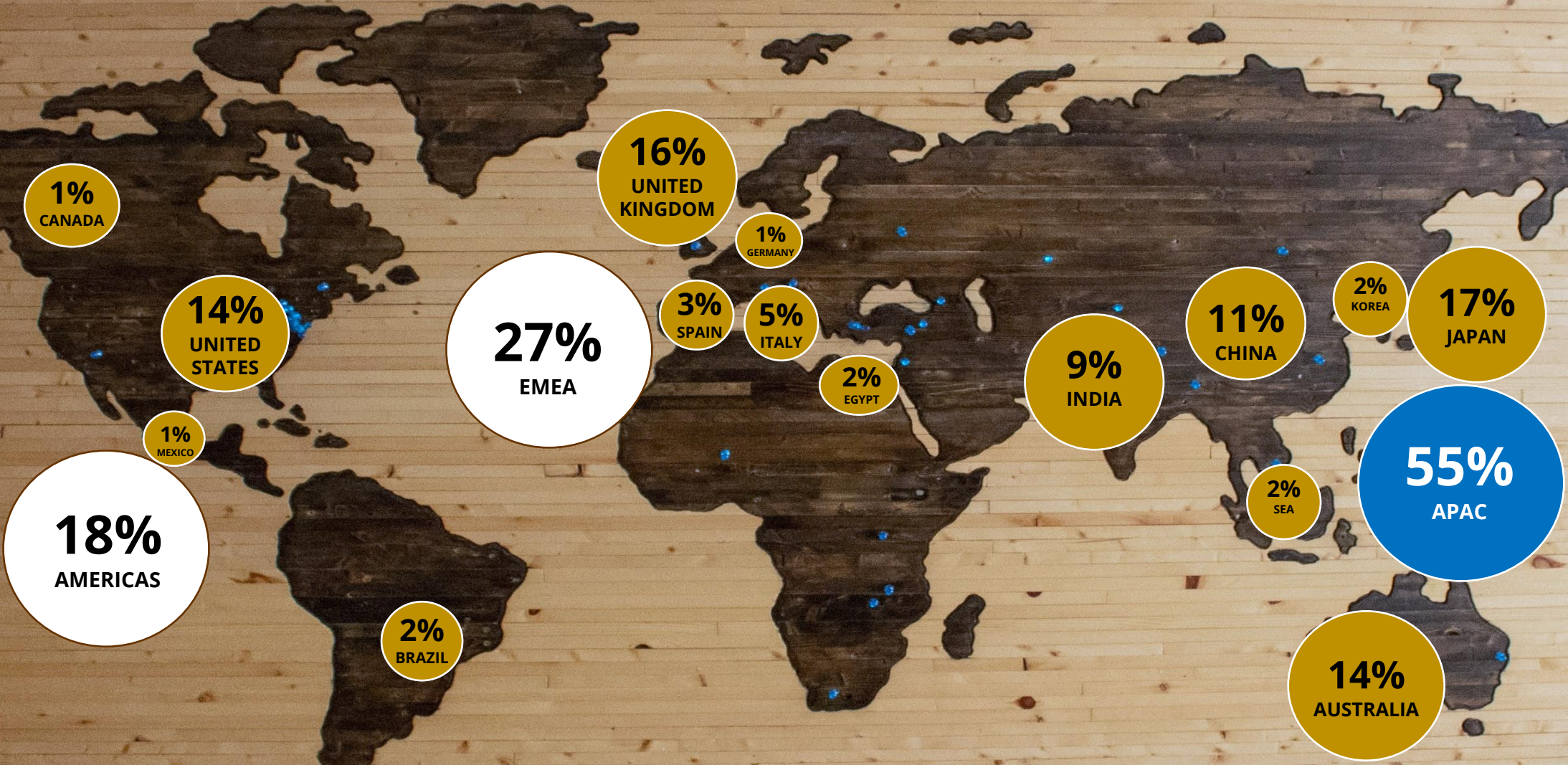
Background

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 目的

- 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?*

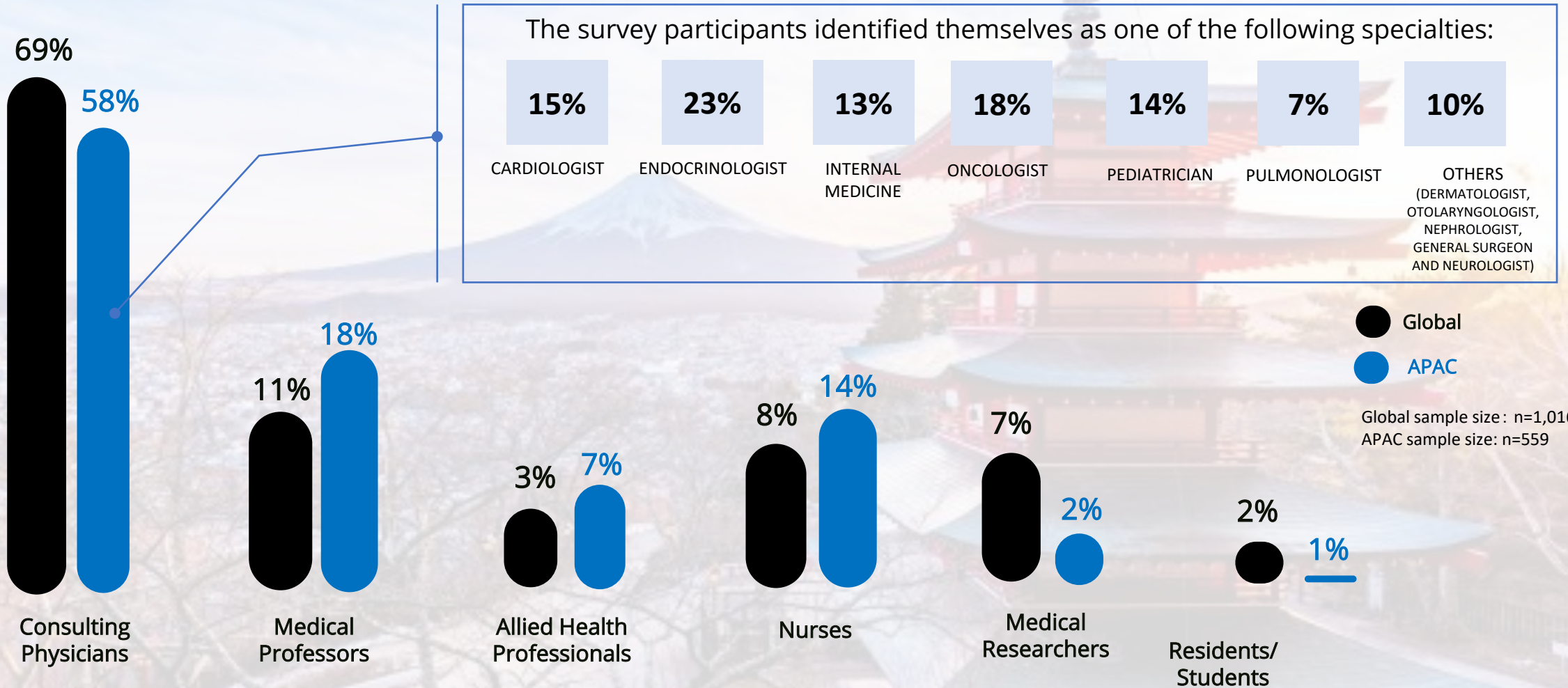
? *What are the obstacles to finding valuable information?*

? *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?*

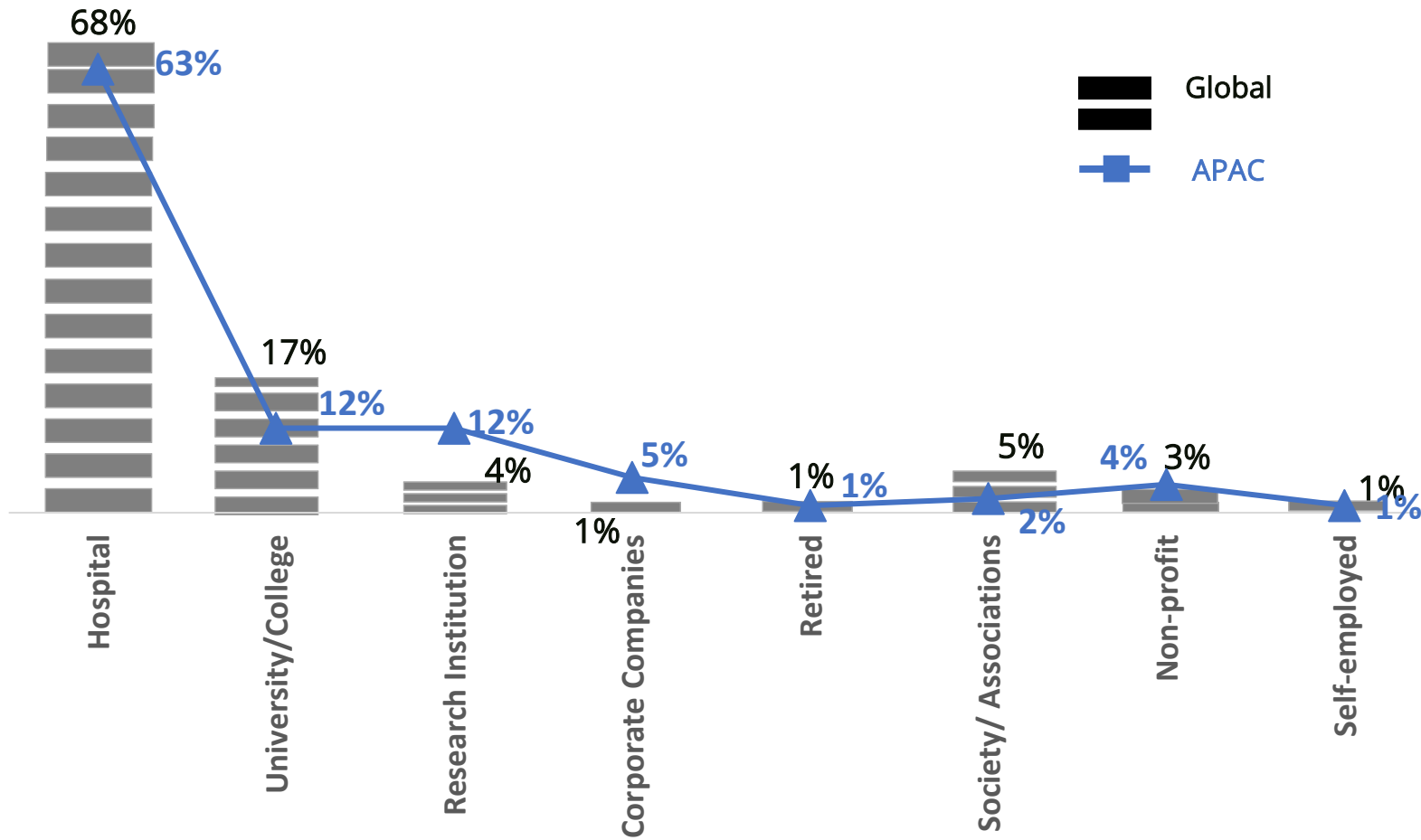
Respondents' Profile

Mean career experience for HCPs was **16.8 years** in APAC



Respondents' workplace 回答者の勤務先

Most respondents were from the Hospital sector

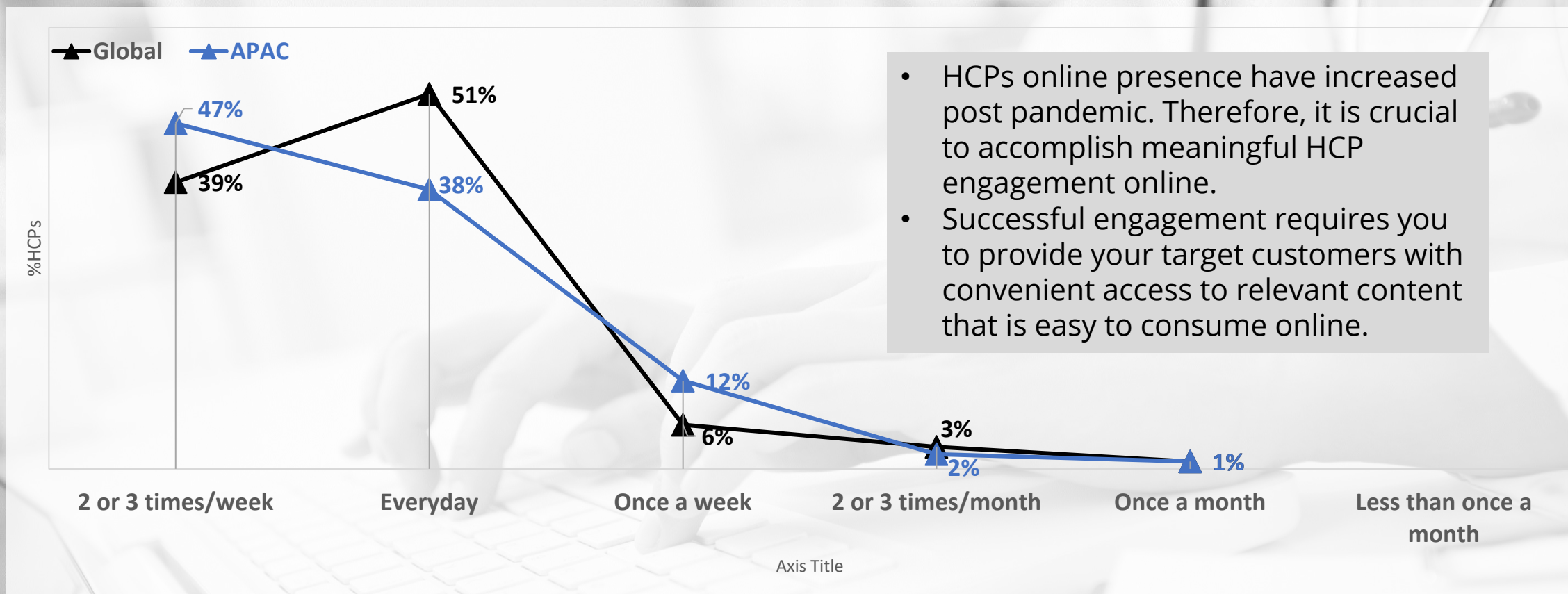


Global sample size: n=1,016
APAC sample size: n=559



HCPs medical information online search behaviour

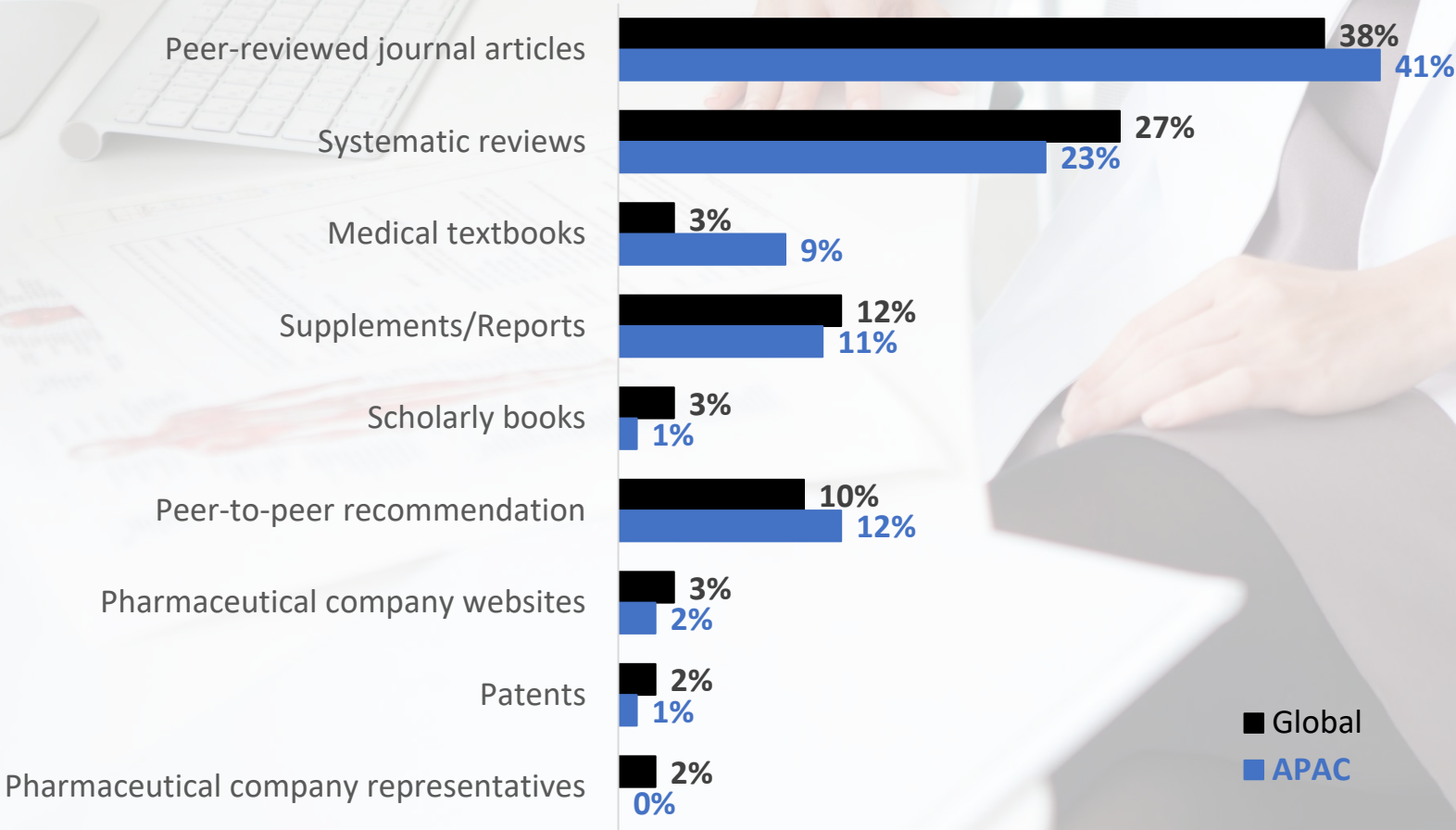
As digital is emerging as the optimal and most accessible platform for news, data and updates, HCPs are more frequently accessing medical information online.



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



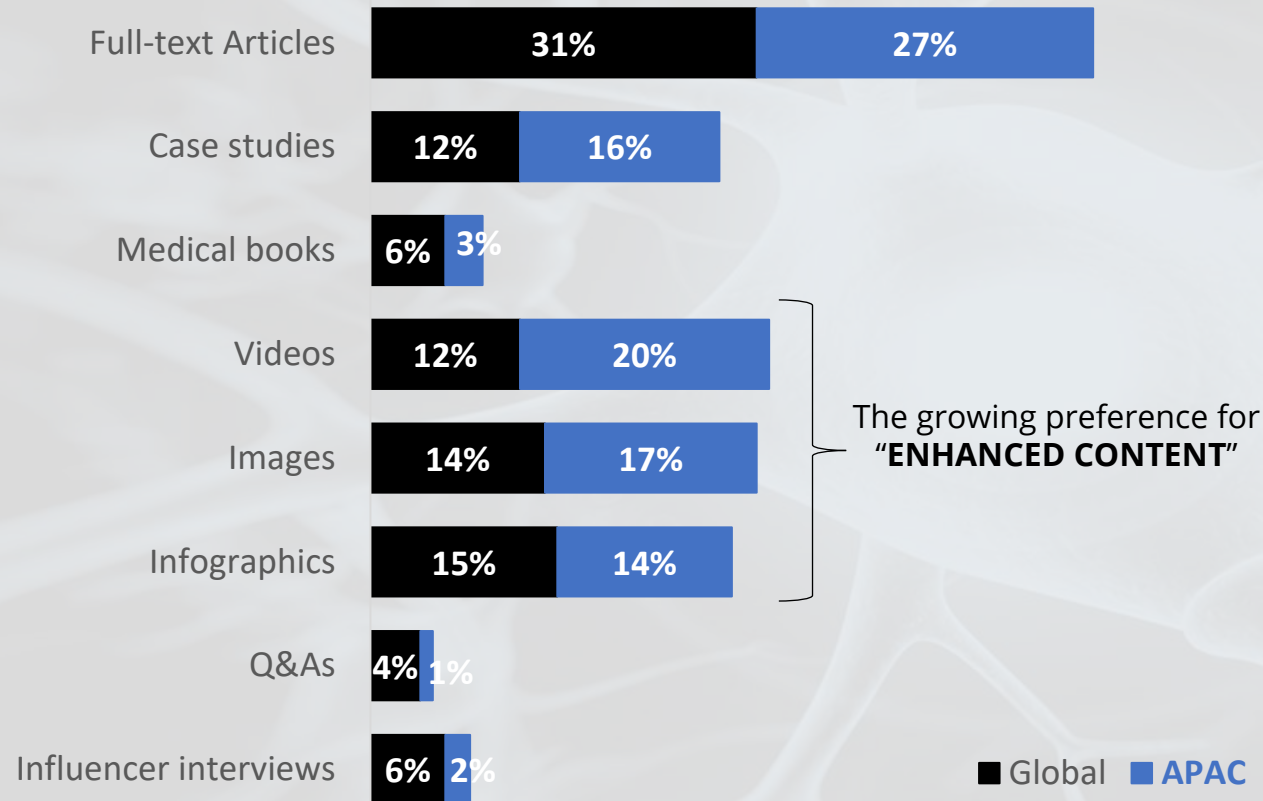
- Among HCPs, online medical journals are the most popular resources, and **credibility is still the most important factor** when choosing a resource.
- As HCPs in APAC value peer-to-peer recommendation, this could be a clear opportunity for pharma companies, to **emulate an in-person level of engagement 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
APAC sample size: n=559

HCPs preferred reference formats for clinical decisions

Content preferences are evolving.
Sophisticated format combinations enable rapid decision-making.

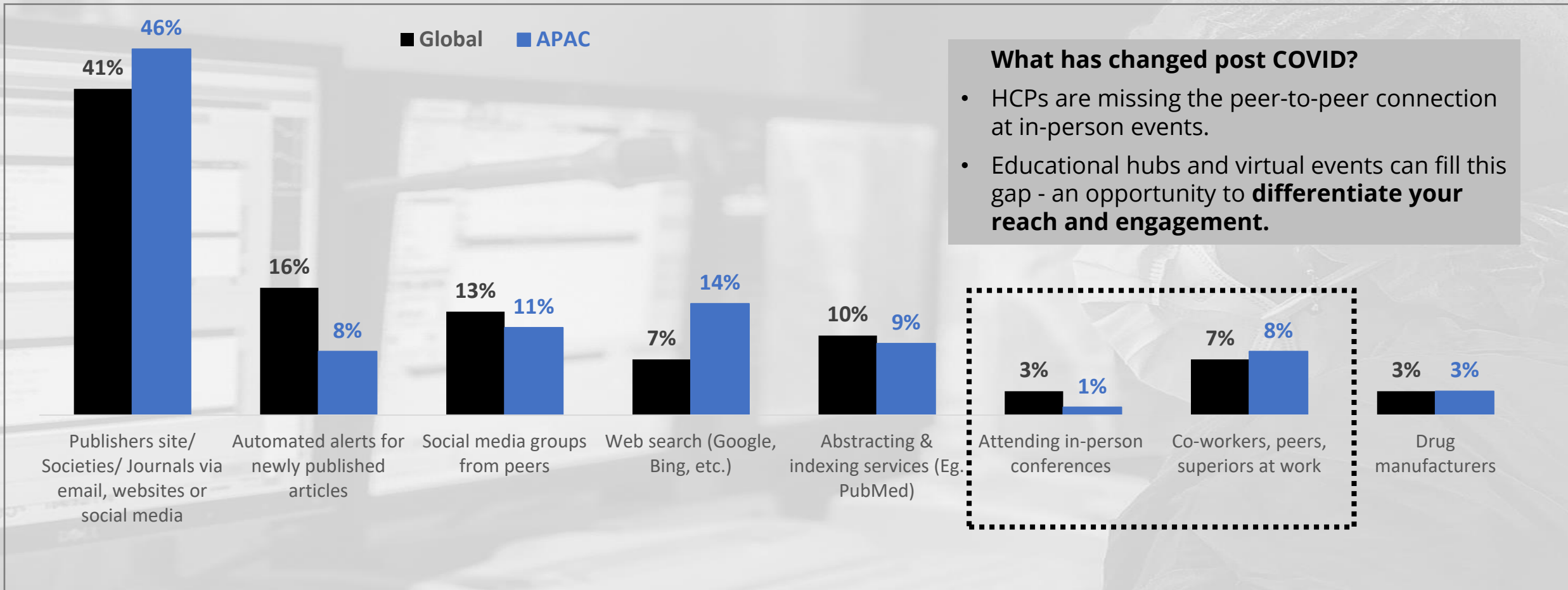


- HCPs' preferences for consuming information are changing.
- **HCPs are operating in a new landscape**, with the pandemic inducing more HCPs to go digital.
- Across APAC, more than 50% HCPs prefer reference formats that fall under **"Enhanced Content"**.
- The **preference for enhanced content** among HCPs in APAC has **increased by 17%** 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?

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.



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

Global sample size: n=1,016
 APAC sample size: n=559

Number of clinical materials referred for clinical decisions by HCPs



More than **53%** of HCPs consult **two or more** sources before insight translates to a clinical decision

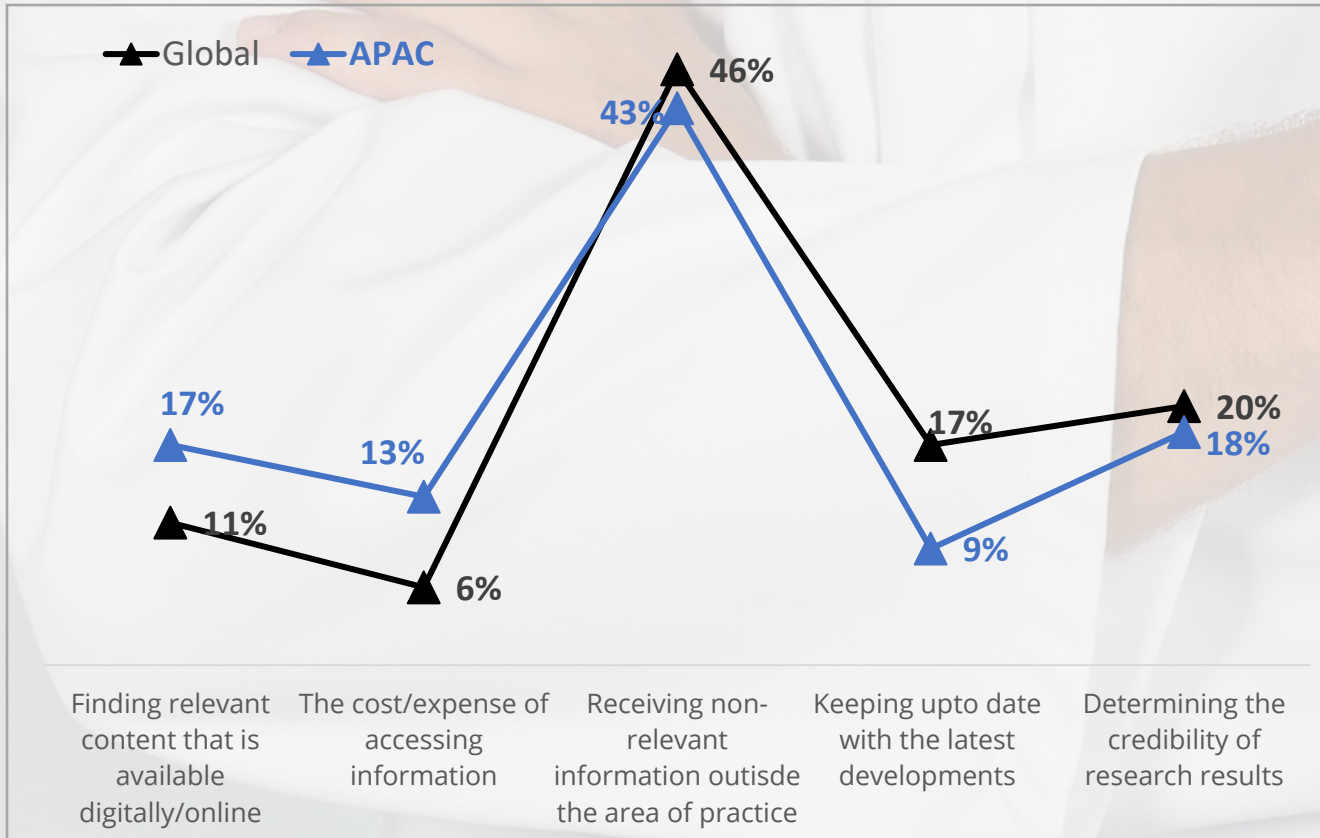


Over **44%** consult more than **three** sources

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

HCPs challenges in accessing scientific/clinical research

Keeping up to date with the latest developments and determining the credibility of the research, remains a challenge for HCPs in APAC 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.

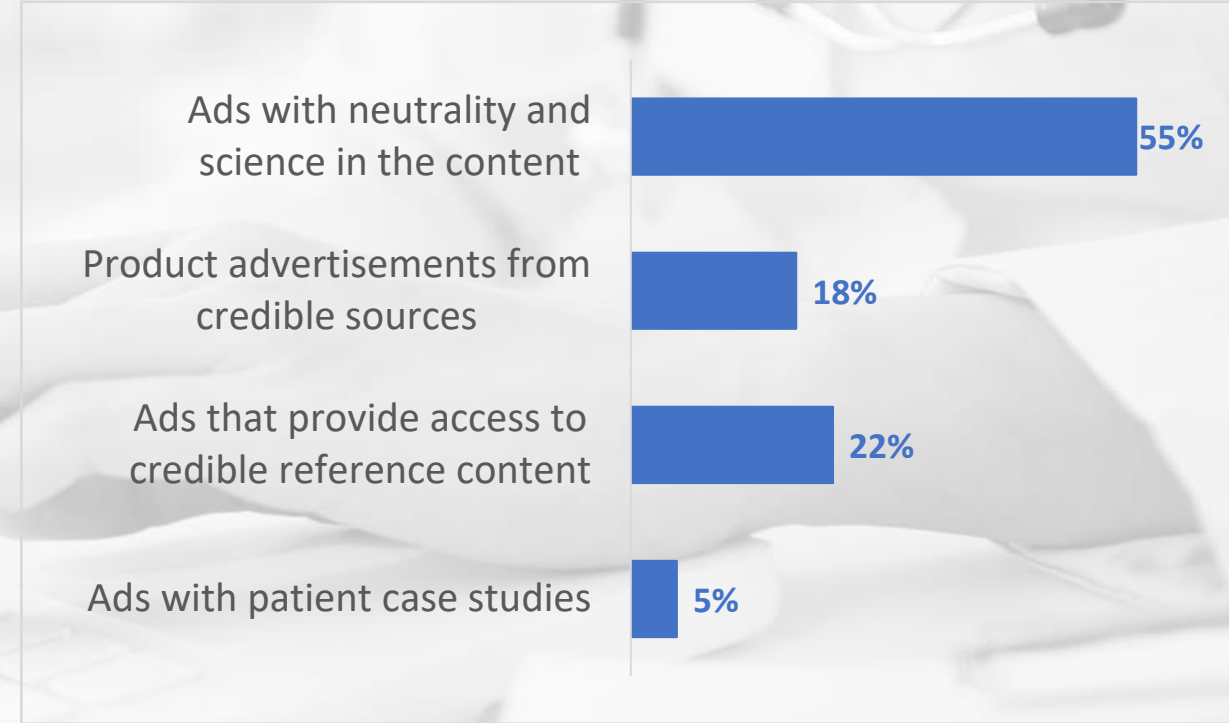
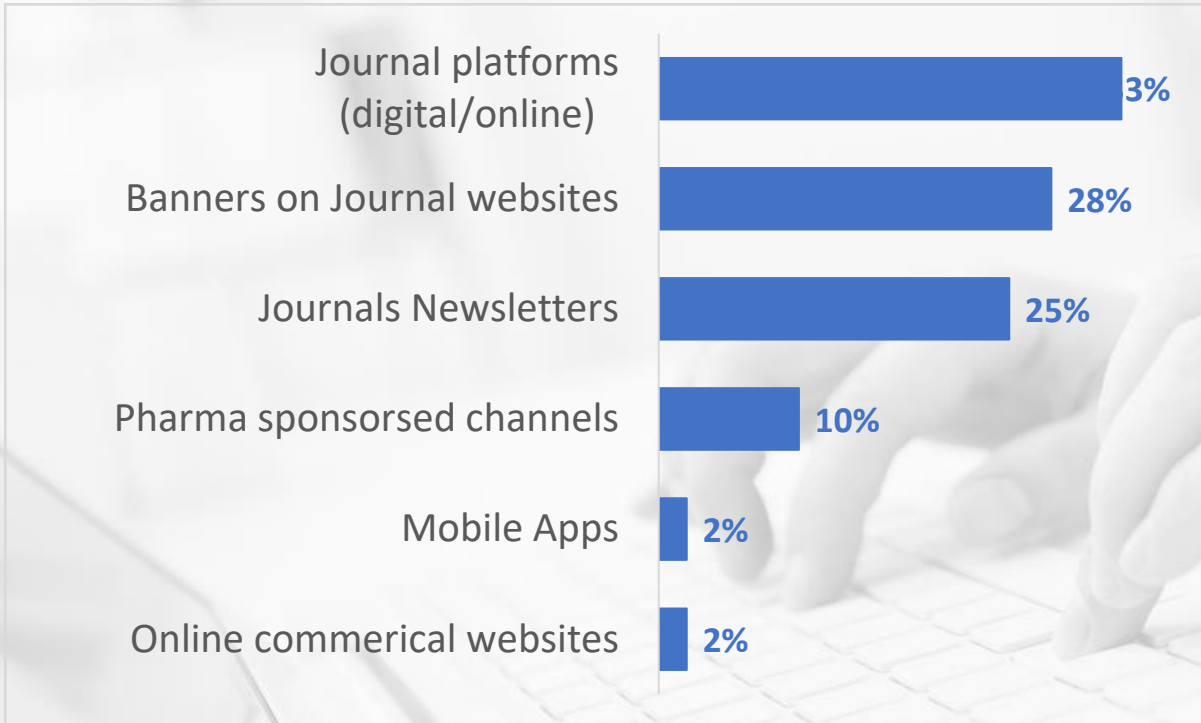
Q: What challenges do HCPs face in accessing scientific/clinical research?

HCPs attitude towards Advertisements in APAC

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

HCPs love science and dislike biased brands

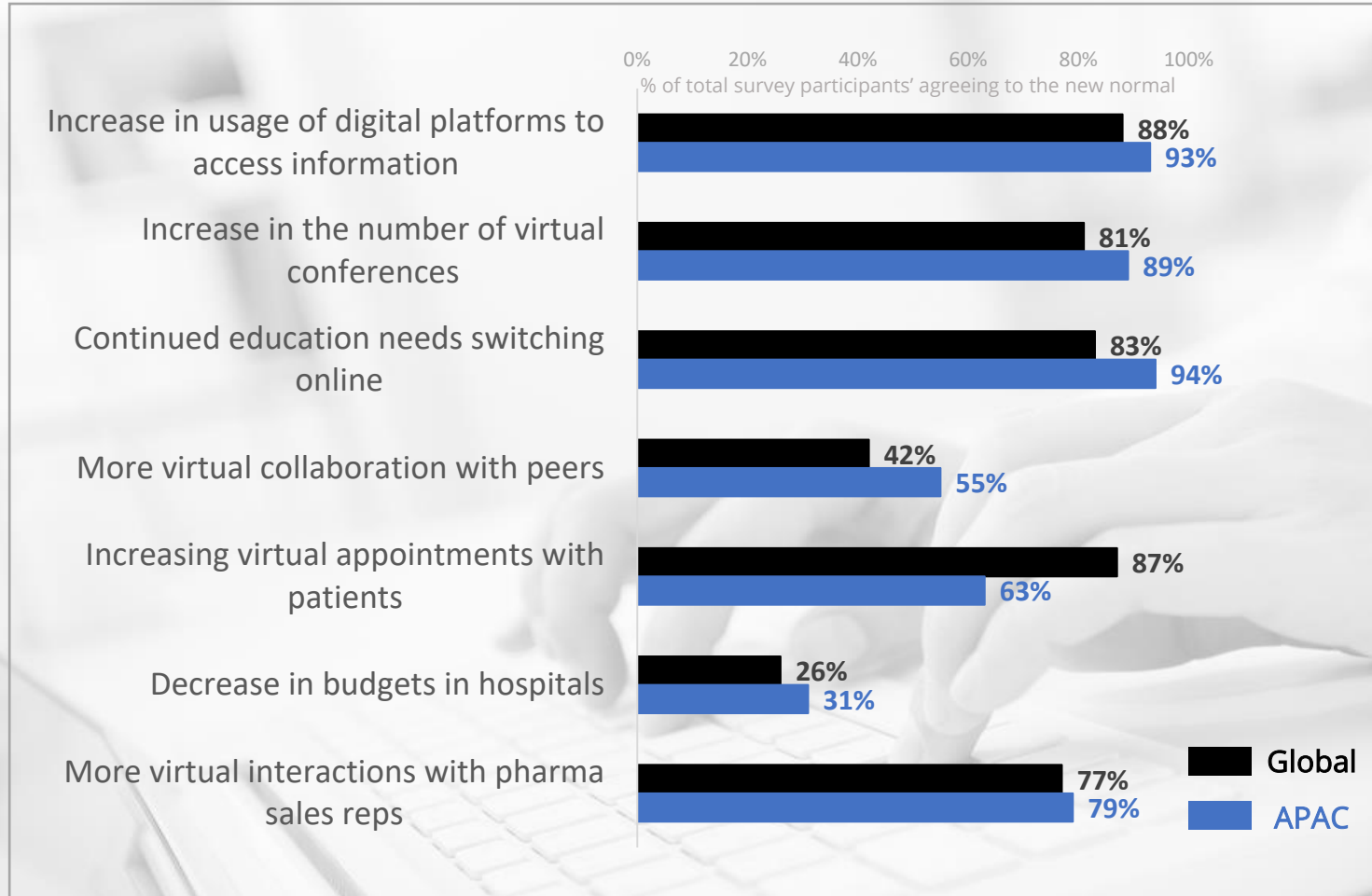


Q: In the past, how frequently have you come across relevant product advertisements in any of these online platforms?

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 share, email and social media are vital to secure continued reach.





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Thank you

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

For more information please contact:

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