



# Connect through content

Wiley Corporate Solutions at a glance

Pharmaceutical and MedTech

## Your challenge

### Drive clinical impact in today's complex environment

From molecule discovery to patent expiration, pharmaceutical and MedTech organizations face persistent external and internal obstacles—regulations, competition, patient empowerment, resources, and digital expertise, to name a few.



## Capture the attention of busy healthcare professionals (HCPs)

HCPs are overtaxed and digitally fatigued, exacerbated by the COVID-19 pandemic, impacting their relationship with pharmaceutical content. Additionally, their content needs and preferences are evolving.



**80%**

of surveyed HCPs are at full capacity or are overextended<sup>1</sup>



**87%**

of HCPs want virtual access from pharmaceutical representatives to continue after COVID<sup>2</sup>

1. Physician Foundation, 2018 Survey Of America's Physicians Practice Patterns & Perspectives  
2. Accenture HCP Survey, n=720, May 2020

# So what's the solution?

Partner with an authoritative content provider HCPs already access and trust in their daily education efforts. For decades Wiley has been a primary source of knowledge and information influencing HCPs in their clinical decisions.

WILEY



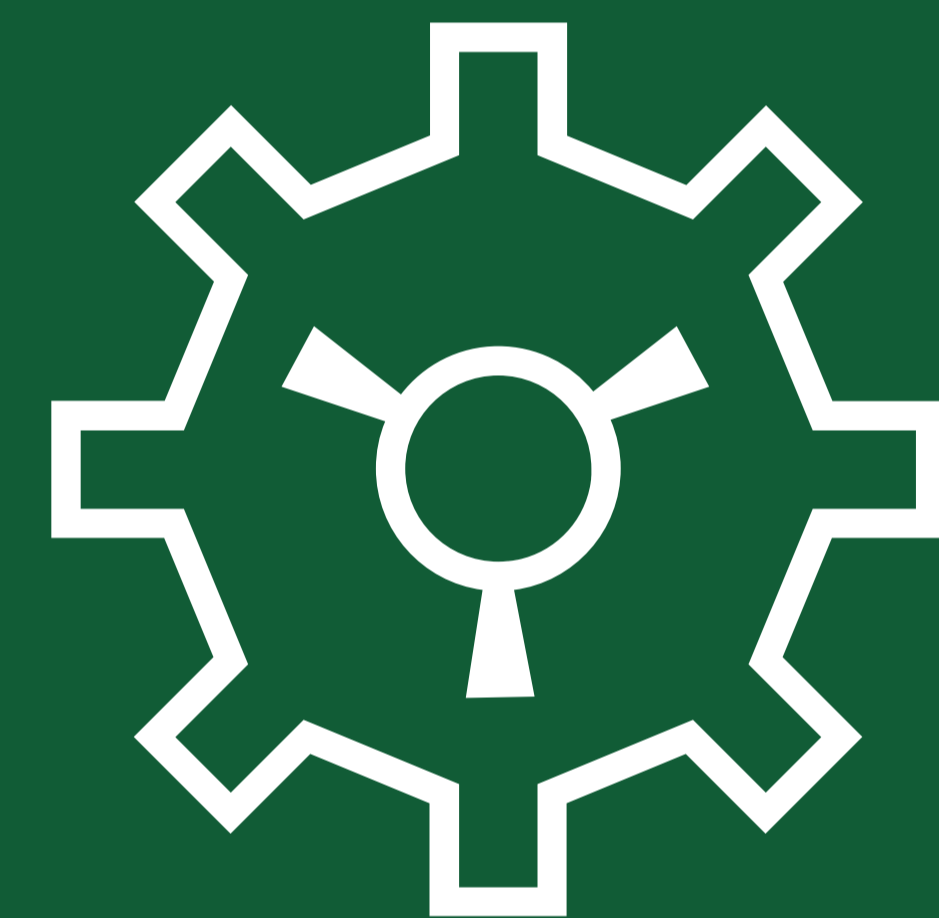
## ENGAGEMENT

Modernize and deepen **practitioner engagement**



## CREDIBILITY

Elevate **trust** and **validation** among HCPs



## EXECUTION

Rapidly **achieve outcomes** with limited resources or expertise



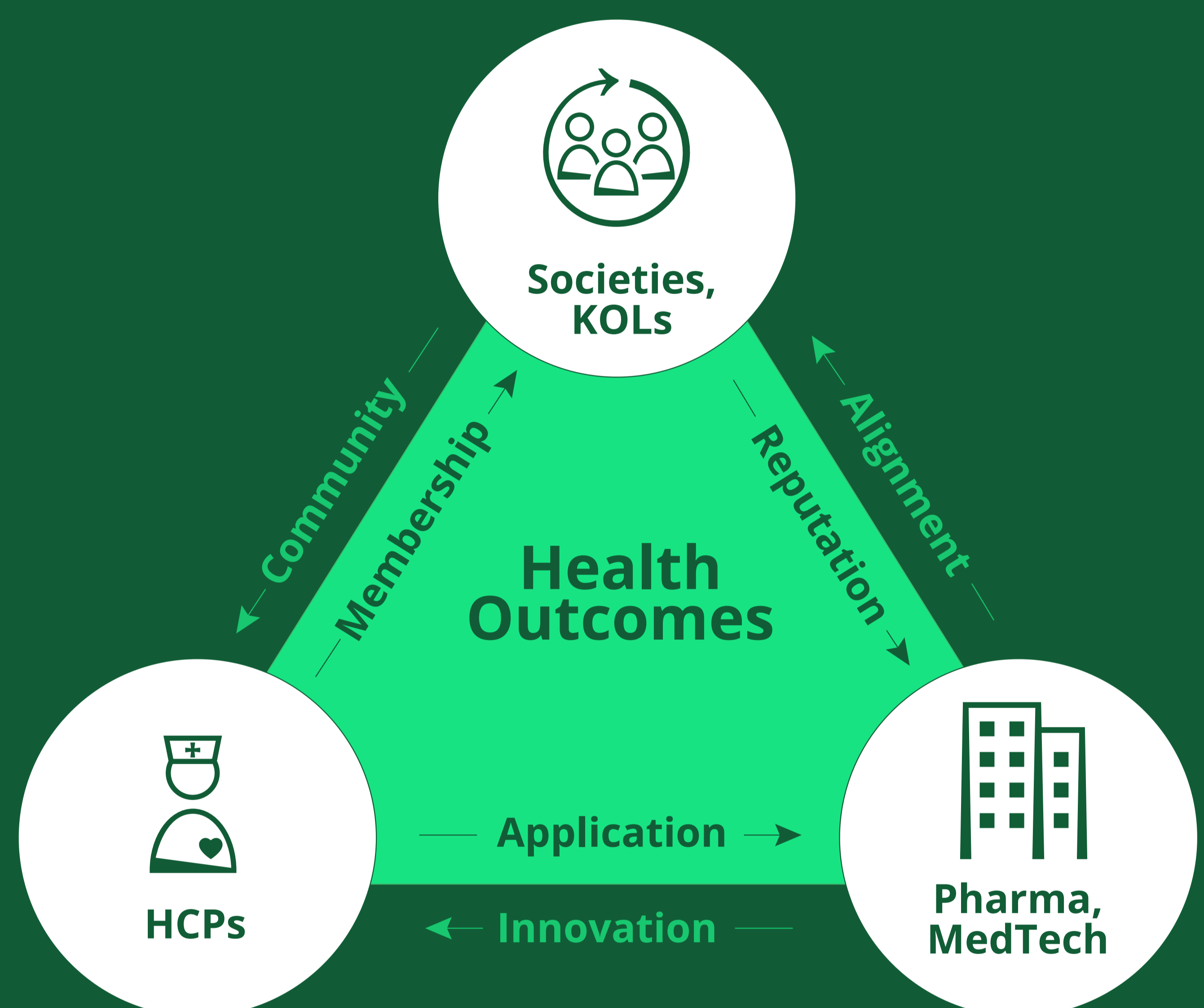

Out of 28 sources, online journals were among the top 2 resources rated for impact—**#1**, when live interaction with colleagues is excluded<sup>1</sup>

1. Clarivate. Taking the Pulse® U.S., EU5, Global 2021.

# Leverage our heritage

We serve and partner with the full ecosystem of societies, pharma, and practitioners to achieve ultimate health outcomes

**Engage HCPs in the ways they prefer,** through the trusted content solutions we provide to leading brands in health that help shape their scientific narrative.

We are the **#1 society publisher** in academic and scholarly research



**430+** health sciences journals<sup>1</sup> across **37 specialties**



**270+** health sciences journals with a society partner



**10M+** unique visitors per month access medical content on Wiley Online Library<sup>2</sup>

1. Includes journals, magazines, and newsletters. 2. Monthly average in 2021.

# Modernize, to connect with today's HCPs

We'll help you adapt engagement strategies to meet shifting preferences among your audience.

## TRENDS/PREFERENCES

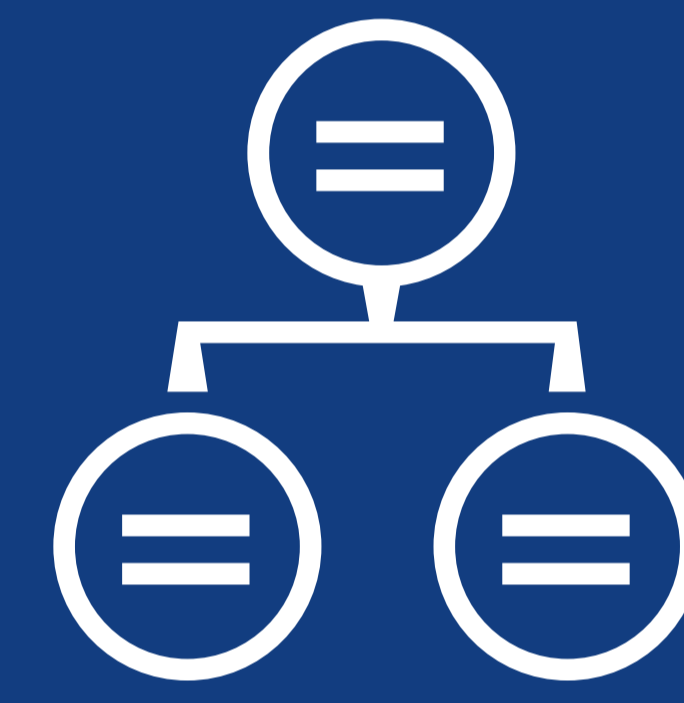
HCPs refer to multiple information sources before translating insights into clinical decisions<sup>1</sup>

HCPs prefer to leverage a variety of content types and enhanced formats for clinical decision making<sup>1</sup>

HCPs favor trusted sources—medical journals, professional portals, CME meetings, and colleagues<sup>2</sup>

## EFFECTIVE RESPONSES

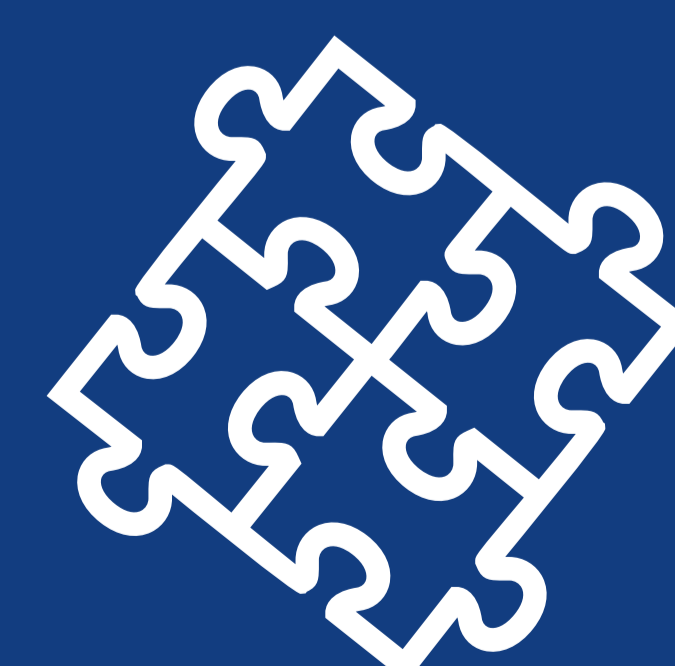
**Multi-channel or omni-channel engagement**



**Full-text articles, videos, infographics, case studies, and audio**



**Medical associations, societies, and reputable journals**



# Elevate trust and validation through authoritative, credible content

Innovative healthcare brands prioritize trust and validation of their messages and education programs to drive influence and impact among practitioners.

## 41%

of HCPs favor publisher, society, or journal sources for medical learning and recent clinical research (the top-rated resource type).<sup>1</sup>



## 5X

Journal platforms were top rated for source credibility and relevant advertisements were selected five times more often than pharma-sponsored channels.<sup>1</sup>



## #1

Online journals were the highest impact vehicle among 28 channels surveyed, based on influence and reach outside of live interactions with colleagues.<sup>2</sup>



## 53%+

of HCPs consult two or more sources before insight translates to a clinical decision. Over 44% consult more than three sources.<sup>1</sup>







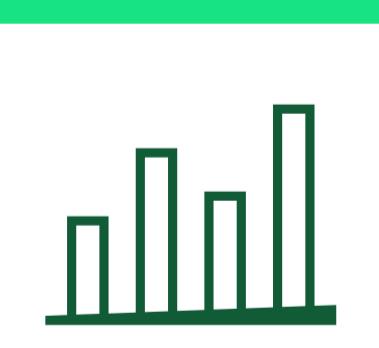

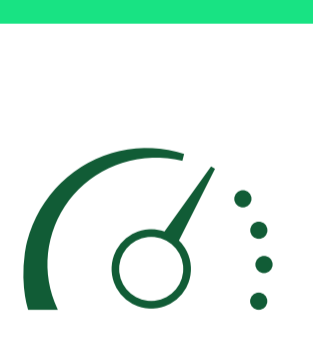


**IMPLICATION: Budget allocation for engagement and education programs must include established, independent sources of information.**

# Execute with simplicity and convenience, with full access to our resources

We're the strategic partner you need—with the right assets, capabilities, and goal alignment to quickly achieve desired outcomes. All yours, with a singular point of contact.

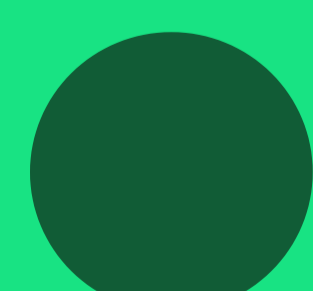
## Elements of a great medical engagement or education program

<p><b>REACH</b> </p> <p>Access to the right audience in a therapy area and region via publications they seek and trust.</p>	<p><b>NEUTRALITY</b> </p> <p>Unbiased, peer-reviewed content that is scientifically based.</p>	<p><b>REPUTATION</b> </p> <p>Highly regarded publication or platform with long-standing reputation amongst HCPs.</p>
<p><b>MULTI-CHANNEL</b> </p> <p>Multi-touch programs across channels, leveraging enhanced formats with integrated content components.</p>	<p><b>EDITORIAL</b> </p> <p>Editorial insight to address timely, important topics; Curation of a variety of valued content.</p>	<p><b>KOLs</b> </p> <p>Access to authoritative experts, independent boards; Recruitment of KOLs or editorial panels to drive influence.</p>
<p><b>DATA</b> </p> <p>Data-driven recommendations to drive engagement, education and desired program outcomes.</p>	<p><b>PLATFORM</b> </p> <p>Management of platform or publication to host content. Not a mere channel broker</p>	<p><b>PROJECT MGT.</b> </p> <p>Project management, marketing, and customer success resources to ensure quality program execution and measurement.</p>

**PROGRAM IMPACTS:**



Engagement



Credibility



Execution / Accountability

Access to all capabilities from a single partner ensures alignment and improved accountability for program success.

# Deepen HCP engagement with our health advertising, education, and communication solutions

Depending on your reach and communication objectives, we'll be able to define and customize the best solution to meet your needs and elevate your content.



## Health advertising

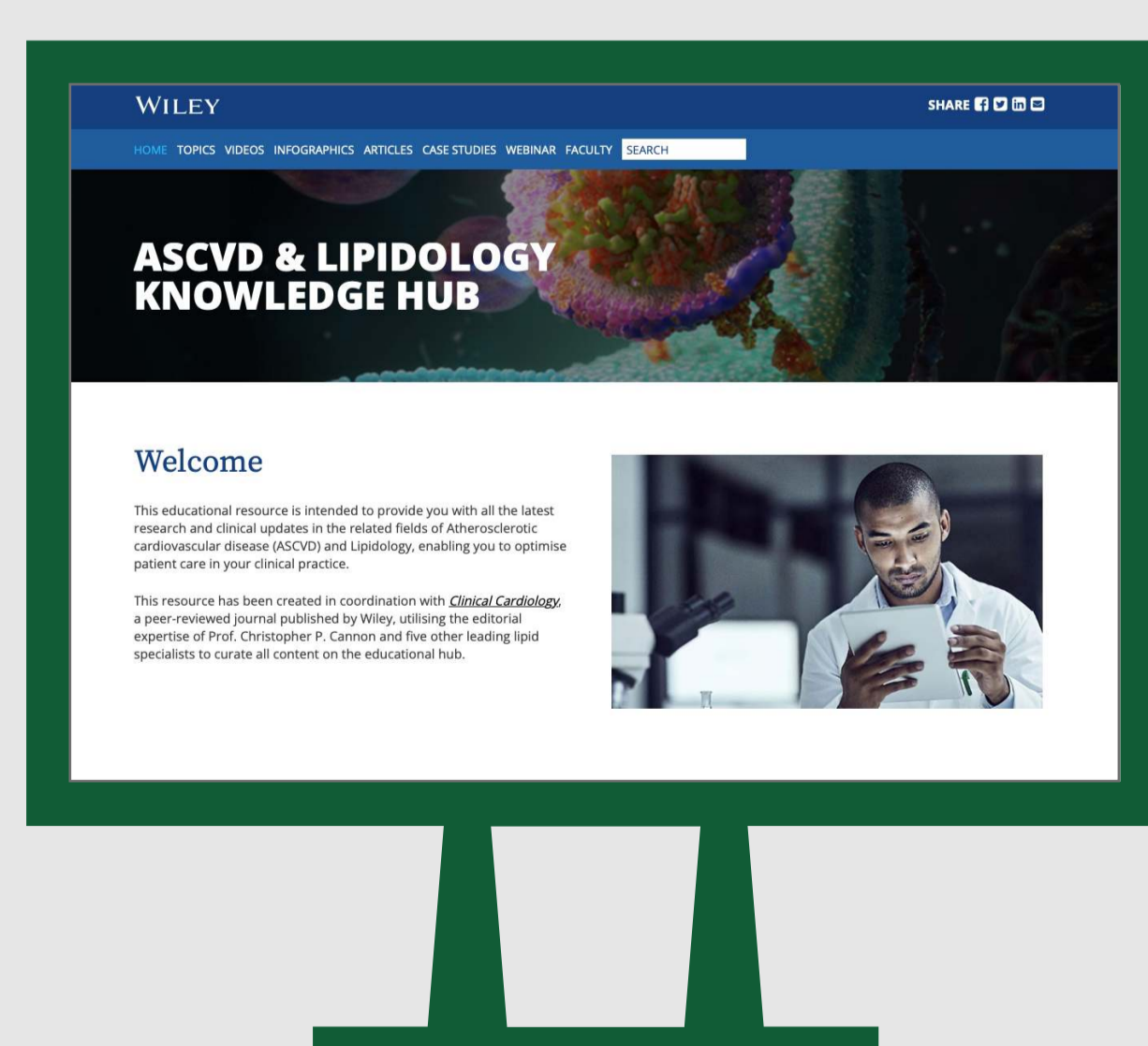
With our advertising solutions, you will build brand awareness and credibility, selecting from a variety of formats (e.g., native, print, banner, ePDF, and email) to suit your needs.



**Fact:** HCPs are more likely to notice advertising when the source is credible and links to scientific content<sup>1</sup>

## Health education

Our health education solutions give you a highly visible, topic-specific, online learning destination to drive impact across the HCP journey.



## Increase disease awareness and address a knowledge gap with a Knowledge Hub:

Demonstrate commitment to inform, educate, and engage HCPs while building credibility. Sponsor an independent, online learning resource with high-quality content (abstracts, expert commentaries, videos and infographics) selected or developed by an expert editorial board.

1. Wiley 2021 Global HCP Survey (n=1,016).





**Maximize your conference outcomes with a Conference Hub:** Expand the reach of your conference highlights through an independently created online resource, leveraging expert faculty insights before, during, and after the event.



**Advance knowledge and understanding with a Wiley Webinar:** Leverage the power of an independent, online platform to deliver influential education programs on demand – presented by trusted experts in the field.

## Health communications

Extend your reach and engagement with sponsored publications as an extension to a scientific journal, article or a reproduction of existing published research.



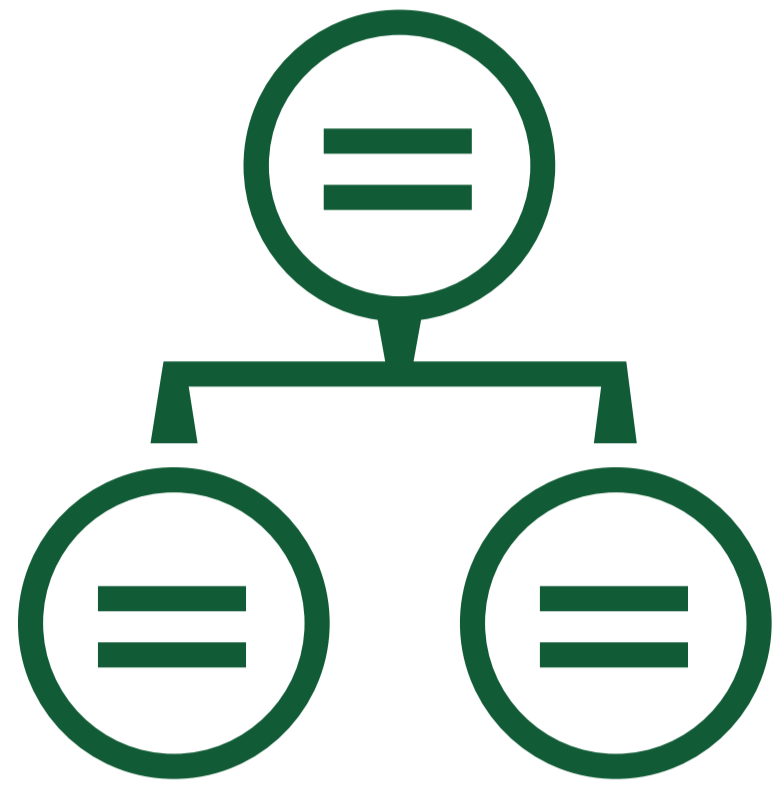
**Reprints:** Leverage trusted, peer-reviewed content to support your product messages with a printed or digital copy of a published Wiley article.



**Article Discovery Packages:** Boost engagement with a published article through interactive, easy to digest content formats and Wiley-led marketing activities.



**Key Opinions in Medicine:** A rapid, cost-efficient way to reach and engage targeted specialists with collated updates, case reports, and key opinion reviews on a specific topic or conference.



**Supplements:** Target your relevant audience with a sponsored collection of one or more articles on a common theme.



**Digest Editions:** Bring key research to local communities of HCPs with translated versions of journal articles chosen by a local editorial board who understands your market.

## Amplifiers

To further boost engagement and make content more memorable and easier to digest, our team has add-on tactics we can build for you. To learn more about these amplifiers, visit [corporatesolutions.wiley.com](http://corporatesolutions.wiley.com).



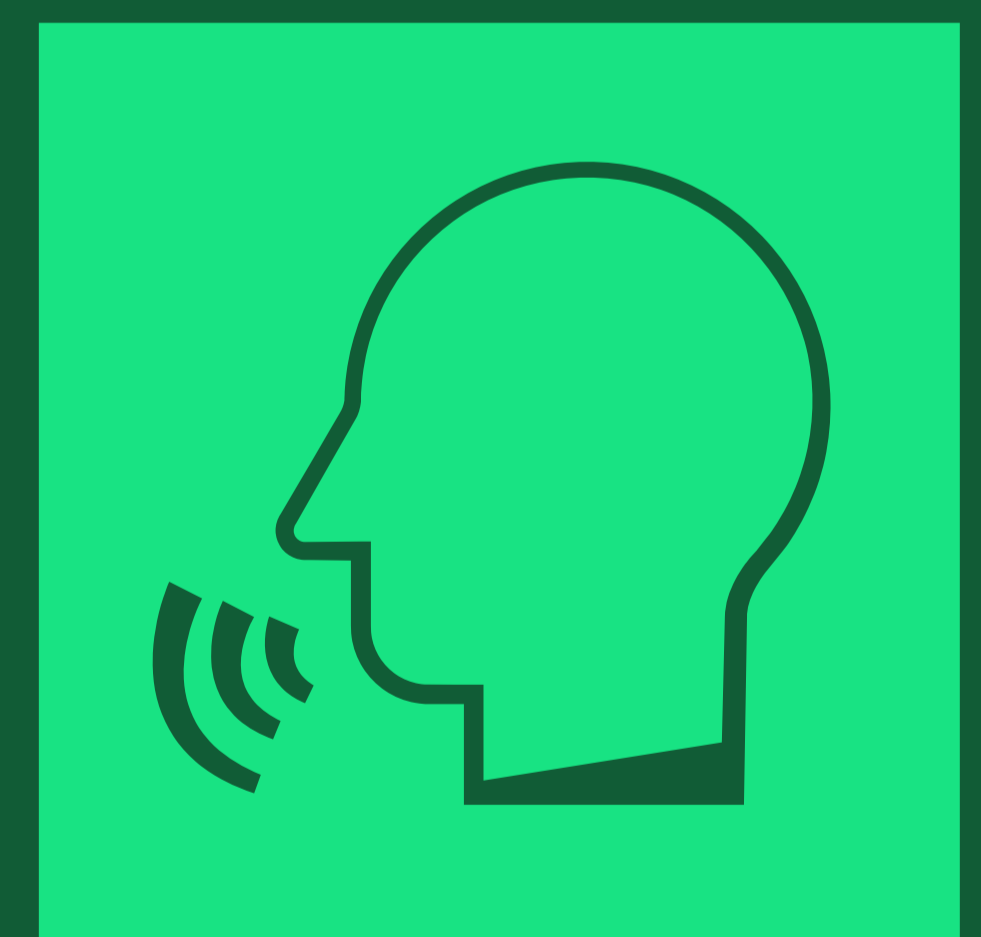
**E-learning**



**Content feed**



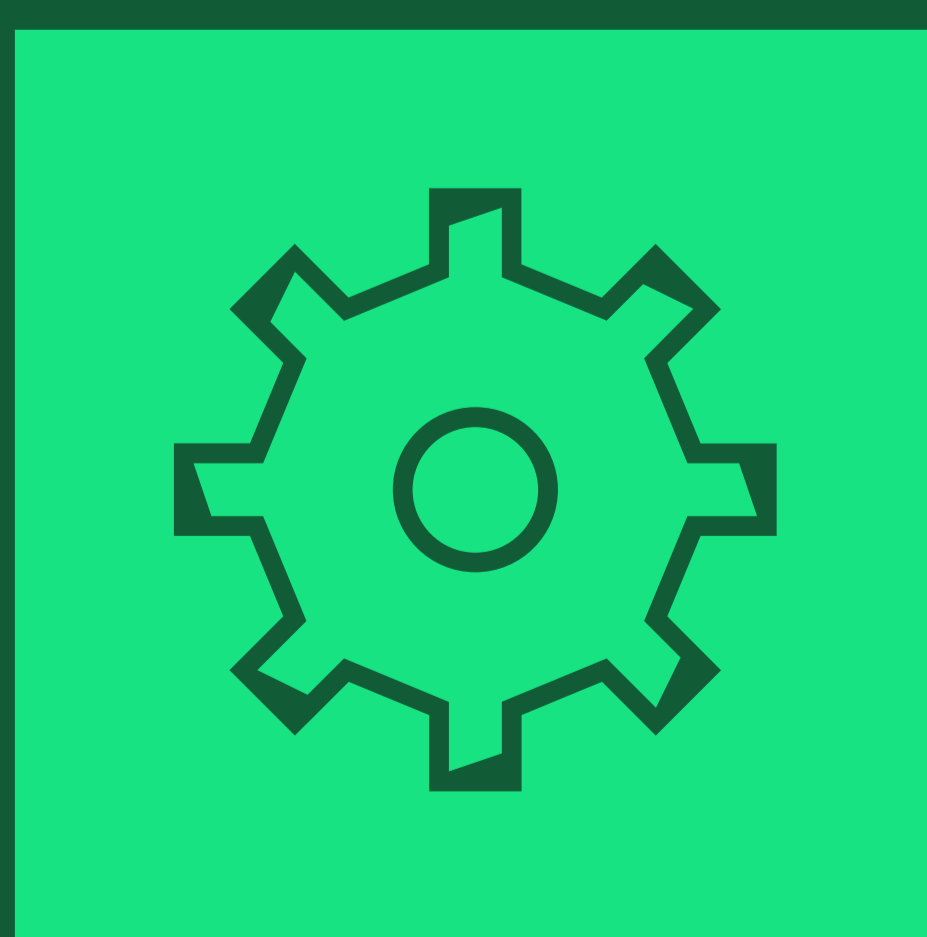
**Infographics**



**Expert commentary**



**Translations**



**Run Ons**



**Wiley Audio**



**Extended Reach Packages**

# Accelerate engagement, trust, and execution

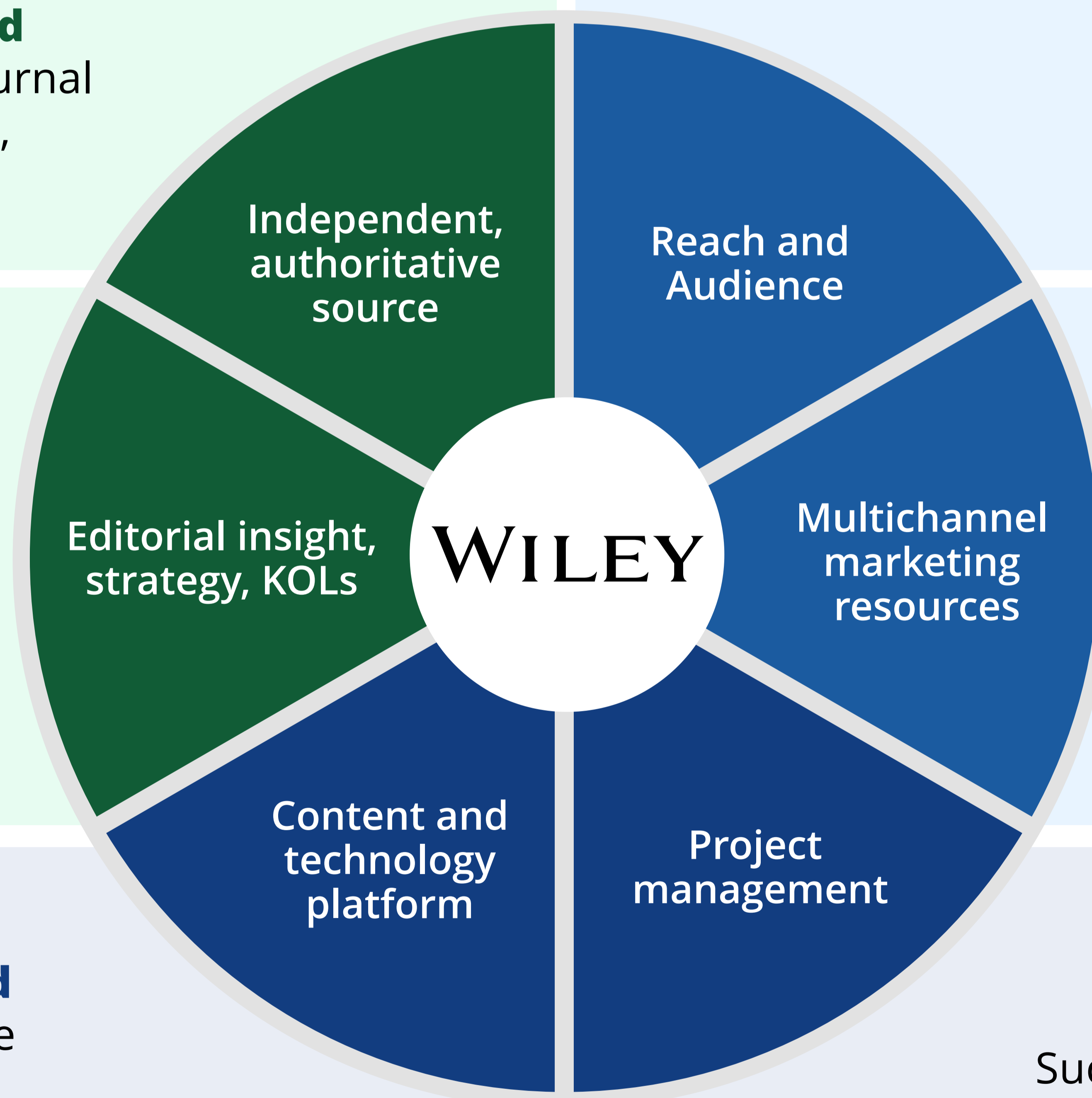
From molecule discovery to patent expiration, when you partner with us you'll have a wealth of support in your initiatives to enhance engagement and drive clinical impact in today's complex and ever-evolving environment.

## Advantages of partnering with Wiley

Ability to align your brand and message with a **respected independent source** (journal or society) offering expert, unbiased content

**Partnership mindset** to seek win-win solutions that meet your business objectives

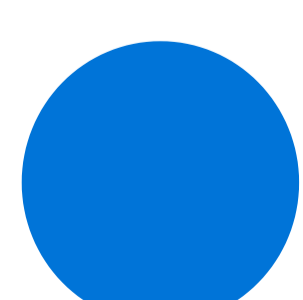
**Meaningful metrics and reporting** to demonstrate success, measure impact and iterate as needed



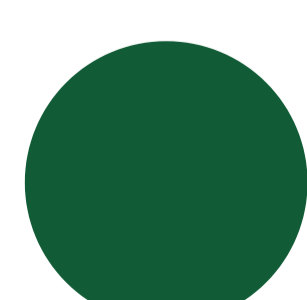
In health sciences, we publish **430 journals** across **37 specialties**. Over 270 of our health journals are published in partnership with a society

A single partner with proven success delivering **multi-touch content and marketing tactics** that meet evolving HCP content preferences

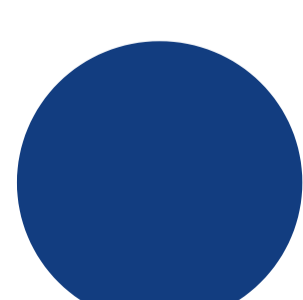
**Commitment to client success**, including Account Managers and Customer Success Teams who act as your dedicated advocates to help achieve your goals and quickly resolve issues



Engagement



Credibility



Execution / Accountability

# WILEY

Wiley is a global business, with offices worldwide

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