Physicians and other healthcare professionals are highly-educated, time-starved individuals. And that means that they’re particularly discriminating when it comes to clicking on digital content. Understanding what information physicians crave can be a great starting place for organizations looking to maximize the effectiveness of their physician outreach. Whether it is a guideline update, an opinion article, a groundbreaking clinical or research trial, or general healthcare news, physicians benefit from detailed information to stay up to date on new developments while providing the best medical care possible. And if you’re a brand targeting a message to physicians, it’s even more imperative that you understand what drives a doc to engage with one piece of information and not another.

So, to better understand what news and information drives the clicking habits of the 1 million+ U.S. physicians who receive a daily eNewsletter from BulletinHealthcare every day, we asked our data insights and analytics team to analyze click data from each of our 31 specialty publications. According to the data, the following topics are what docs care about right now.

What Grabs Physicians’ Attention?
Broadly, physicians care about...

**HOSPITAL RANKINGS**

**THE OPIOID EPIDEMIC**
Opioids: End the Epidemic, AMA's End the Epidemic

**GENE MUTATION**
In Breakthrough, Scientist Edit a Dangerous Mutation From Genes in Human Embryos, New York Times
Correction of a pathogenic gene mutation in human embryos, Nature

**COLORECTAL CANCER RATES**
Colorectal Cancer Mortality Rates in Adults Aged 20–54 in U.S., JAMA

 Appeared in AMA Morning Rounds, which reaches 280,000+ physicians.

Oncologists care about...

**THE MICROBIOME**
The “Hidden Organ” That Plays a Complex Role in Cancer, Part II, ASCO

**BREAST CANCER UPDATES**
Role of Bone-Modifying Agents in Metastatic Breast Cancer, ASCO

**NSCLC**
Systemic Therapy for Stage IV NSCLC: ASCO Clinical Practice Guideline Update, Journal of Clinical Oncology

**COLLEAGUE’S OPINIONS**
Why I Keep Quiet About Being a Cancer Doctor, Journal of Clinical Oncology

**IMMUNOTHERAPY GENES**
Identification of Essential genes for Cancer Immunotherapy, Nature

 Appeared in Cancer in the News, which reaches 17,000+ oncologists

Dermatologists have clicked on stories about...

**MOISTURIZERS**
Consumer Preferences, Product Characteristics, and Allergenic Ingredients in Best-Selling Moisturizers, JAMA

**GENE MUTATION**
Germline hypomorphic CARD11 mutation in severe atopic disease, Nature

**INFECTION GUIDELINES**
Infection Inspection, AAD

**ONYCHOMYCOSIS**
Classification and Prognosis of Periocular Complication Related to Blindness after Cosmetic Filler Injection, Journal of the American Society of Plastic Surgeons

**PHYSICIAN BURNOUT**
Feeling the Burn, AAD

 Appeared in Dermatology Daily, which reaches 10,800+ dermatologists.

In the AAP Daily Briefing, pediatricians have clicked on stories about...

**THE FLU VACCINE**
AAP Flu Vaccine Recommendations 2017–18, AAP

**MENTAL HEALTH**
Mental Health Initiatives, AAP

**TATTOOS AND BODY MODIFICATIONS**
AAP 1st Recommendations on Tattoos, Pierces and Body Modifications, AAP

**CHRONIC COUGH**
Chronic Cough Post-Acute Respiratory Illness in Children, BMJ Journals

**U.S. SUICIDE RATES**
Suicide Rate for Teens Aged 15–19 Years, CDC

 Appeared in AAP Daily Briefing, which reaches 54,800+ pediatricians.
According to clicks in ACC’s CV News Digest, cardiologists care about...

ESC CONGRESS
ESC 2017 Meeting Coverage, ACC

CRYPTOGENIC STROKE
Patent Foramen Ovale Closure or Antiplatlet Therapy for Cryptogenic Stroke, NEJM

LONG-TERM STROKE OUTCOMES
Long Term Outcomes of Patent Foramen Ovale Closure or Medical Therapy after Stroke, NEJM

CARDIOVASCULAR DISEASE RISK
2017 ACC Consensus Decision Pathway on Role of Non-Statin Therapies for LDL-Cholesterol Lowering in Management of Atherosclerotic CV Disease Risk

MYOCARDIAL INFARCTION
2017 AHA/ACC Clinical Performance and Quality Measures for Adults with ST-Elevation and Non-ST Elevation Myocardial Infarction, JACC

According to the click data from the American College of Chest Physician’s CHEST Today, chest physicians care about...

TUBERCULOSIS
Treatment of Latent Tuberculosis Infection: Updated Meta-analysis, Annals of Internal Medicine

Short, simple antibiotic courses effective in latent TB, Chest Physicians

PAH’S ASSOCIATION WITH LUPUS
Pulmonary Arterial Hypertension Associated with Systemic Lupus Erythematosus, Chest Journal

BCG VACCINATION
Duration of protection of school-aged BCG vaccination in England, IEA

GENERAL PULMONARY ARTERIAL HYPERTENSION GUIDELINES
Cleveland Clinic – Pulmonary Arterial Hypertension, CCF

Appeared in CV News Digest, which reaches 24,000 cardiologists.

Appeared in CHEST Today, which reaches 13,300+ chest physicians.

*Requires association membership to access

Obstetricians and gynecologists reading ACOG’s Today’s Headlines care about...

SURGICAL COMPLICATIONS
Committee Opinion: Intrapartum Management of Intraamniotic Infection, JAMA

Association of Previous Cesarean Delivery With Surgical Complications After Hysterectomy Later in Life, JAMA

POSTPARTUM HEMORRHAGE
Practice Bulletin: Postpartum Hemorrhage*, ACOG

PAINKILLERS
Painkillers Can Pose Problems for New Mothers, Washington Post

MARIJUANA USE IN PREGNANCY
How to counsel women about marijuana in pregnancy, Ob.Gyn. News

Appeared in Today’s Headlines, which reaches 36,000+ OB/GYNs

Pulmonologists and critical care physicians care about...

TIOTROPIUM DRUG STUDY
Tiotropium in Early-Stage Chronic Obstructive Pulmonary Disease, NEJM

PEDIATRIC PATIENTS ASTHMA STUDY
Association of Asthma Improvement Collaborative With Health Care Utilization in Medicaid-Insured Pediatric Patients in an Urban Community, JAMA

CHRONIC COUGH
Chronic Cough Postacute Respiratory Illness in Children: A Cohort Study, BMJ Journals

TEZEPELUMAB DRUG STUDY
Tezepelumab in Adults with Uncontrolled Asthma, NEJM

CANAKINUMAB DRUG STUDY
Antiinflammatory Therapy with Canakinumab for Atherosclerotic Disease, NEJM

Appeared in ATS Morning Minute, which reaches 12,700+ thoracic professionals.
Looking at **Lung Oncology** as our “Specialty of the Quarter,” lung oncologists care about...

**NSCLC GUIDELINE UPDATES**
Systemic Therapy for Stage IV NSCLC: ASCO Clinical Practice Guideline Update, *Journal of Clinical Oncology*

**CANCER HYPERPROGRESSION IN IMMUNOTHERAPY PATIENTS**
Study Finds Hyperprogression found after Immunotherapy in NSCLC Subset, *OncLive*

**PALBOCICLIB DRUG TRIALS**
Palbociclib Fails to Achieve Response Rate in Lung Cancer, *Healio*

**DABRAFENIB & TRAMETINIB DRUG TRIALS**
Dabrafenib + Trametinib in untreated BRAFV600E mutant NSCLC patients, *The Lancet – Oncology*

**GENE MUTATION**
Patterns of Metastatic Spread and Mechanism of Resistance to Crizotinib in ROS-1+ NSCLC, *JCO Precision Oncology*

Looking at **T-Cells** as our “Hot Topic of the Quarter,” physicians care about...

**IMMUNOTHERAPY**
Boosting Immunotherapy Through Targeting Memory T-Cell Recycling Centers, *FierceBiotech*

**NEW T-CELL SUBTYPES**
The Ever-Expanding T-Cell World, *The Scientist*

**CANCER GENES**
Cancer Genes Needed for Immunotherapy Response, *The Scientist*

**T-CELL TOXICITY**
CAR T-cell Therapy — Assessment and Management of Toxicities, *Nature Reviews – Clinical Oncology*

**T-CELL VIRUS TREATMENT**
Off-the-Shelf Virus-Specific T-Cells to Treat BK Virus, Human Herpesvirus 6, Cytomegalovirus, Epstein-Barr Virus, and Adenovirus Infections after Allogenic Hematopoietic Stem-Cell Transplantation, *Journal of Clinical Oncology*

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**METRICS AND TRACKING**

**How Does Our Data Team Do It?**

BulletinHealthcare’s data team utilizes analysis methods that exceed industry standards to deliver clear and verifiable campaign metrics reports to all of our advertising clients. Our metrics reports include total sends, the briefing open rates, gross impressions, CTR, CTR by creative and creative size, and audience profile. You can view a sample metrics report [here](#). Additionally, we work with verified, third-party organizations to perform ROI and attitudinal studies measuring the impact of advertising in BulletinHealthcare briefings.

If you’d like to learn more about reaching the right physicians, in a credible environment, with a message that will resonate, click [here](#).
Delivering essential news to 1 million physicians, dentists and HCPs.

Every day.