



Inside the Minds of Echocardiographers

Topics That Drive Clicks

What are Echocardiographers Reading?

Echocardiographers 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 echocardiographers crave can be a great starting place for organizations looking to maximize the effectiveness of their marketing and advertising outreach. Whether it is a guideline update, an opinion article, a groundbreaking clinical or research trial, or general healthcare news, HCPs 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 more than 8,500 echocardiographers who receive ASE's *Echo Headlines* from BulletinHealthcare, we asked our data insights and analytics team to analyze click data from the briefing.

According to the data, the following topics are what echocardiographers care about right now.

TOP TEN MOST CLICKED STORIES BY ECHOCARDIOGRAPHERS

- 1. Advanced Echocardiography Training**
ASE, AHA, And ACC Release Updated Advanced Training Statement On Echocardiography.
[JACC.org](#)
- 2. Heart Disease Imaging Guidelines**
Groups Release Appropriate Use Criteria For Imaging In Nonvalvular Heart Disease.
[JACC.org](#)
- 3. Diet's Impact On Heart Disease**
Eating Fermented Dairy Products May Protect Against Heart Disease, Study Suggests.
[British Journal of Nutrition](#)
- 4. Medical Advancements In TAVR Systems**
First US Patient Treated With TAVR System Designed To Treat Aortic Regurgitation.
[Cardiovascular Business](#)
- 5. Impact Of Marriage On SCD**
Unhappily Married Men Have Higher Likelihood Of Suffering Sudden Cardiac Death, Study Suggests.
[Cardiovascular Business](#)
- 6. Advancements In Smartphone Technology**
Miniature ECG Device Combined With Smartphone Spotted More Cases Of Atrial Fibrillation Than Were Later Detected By Holter Monitoring, Research Indicated.
[Medscape](#)
- 7. Federal Exercise Guidelines**
Federal Government Releases New Exercise Guidelines.
[JAMA Network](#)
- 8. Studies Comparing TAVR And SAVR**
TAVR Shows Long-Term Durability With Less Structural Valve Deterioration Than SAVR, Studies Suggest.
[JACC.org](#)
- 9. Impact Of Lifestyle Choices On Cardiovascular Health**
Saunas May Decrease Risk Of Death From Heart Disease For Older People, Study Indicates.
[BMC Medicine](#)
- 10. Exercise And CVD**
Static Exercise May Be Superior To Dynamic Exercise For Conferring Protection Against CVD, Study Suggests.
[Medscape](#)



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