



Five Tips for Developing Engaging HCP Content

Whether you're placing banner ads or buying native posts, running a brand's blog or overseeing its communications, good content is vital to any marketing campaign, especially in today's saturated media environment. It puts healthcare marketers in a position to satisfy their audience's information needs while nurturing meaningful customer relationships.

From Instagram influencers, to YouTube stars, to more traditional content relationships, in 2019, most marketers have a good sense for what kind of content their target audiences respond to. But when it comes to HCP marketing, figuring out the content game can be a little trickier.

At BulletinHealthcare, we've been delivering essential news to healthcare professionals for more than a decade. And during that time, we've seen what our audience of nearly one million daily recipients – members of the nation's most prestigious medical associations – tend to respond to. So, we thought we'd share some of the data, and how we think HCP marketers might be able to use it.

1

For specialty audiences, narrow your focus.

WHAT THE DATA SHOW

In the last three months, the five most-clicked articles across The Endocrine Society, American Psychiatric Association, American College of Cardiology, and the American Society of Clinical Oncology were all directly related to the association's respective specialty, i.e., endocrinology, psychiatry, cardiology, and oncology.

The Endocrine Society

1. Endocrine Disruptors & Cancer Risk, [Oxford Academic](#)
2. Amputation Risk in Diabetes, [BMJ](#)
3. Impact of Prenatal Androgens, [JCEM](#)
4. Hypoglycemia Regulation, [Science Translational Medicine](#)
5. Post-Bariatric Surgery Condition, [MDedge](#)

American Psychiatric Association

1. Insomnia Subtype Treatments, [The Lancet](#)
2. Psychiatric Hospital Violations, [WSJ](#)
3. Physical Health Drugs & Psychiatric Outcomes, [JAMA](#)
4. Alcohol Dependence & Psychiatric Disorders, [Nature Neuroscience](#)
5. Brain Analysis Insights, [Science](#)

American College of Cardiology

1. Revascularization Outcomes for Silent Ischemia, [JACC](#)
2. Cardiovascular Disease Protection, [Medscape](#)
3. Risks of Vaping, [NPR](#)
4. Demographic of Sudden Cardiac Death, [AJC](#)
5. ACC/AHA Cholesterol Guideline, [JACC](#)

American Society of Clinical Oncology

1. Managing Effects of Hormone Therapy in Cancer Patients, [JAMA](#)
2. Chemotherapy Outcomes, [Journal of Clinical Oncology](#)
3. Radiology Dose for Early-Stage Breast Cancer, [Journal of Clinical Oncology](#)
4. Responses to Leading Cancer Drug, [Journal of Clinical Oncology](#)
5. Gene-Based Treatment in Metastatic Cancers, [Journal of Clinical Oncology](#)

WHAT WE SUGGEST

When you're focusing on a specific subset of HCPs, avoid general interest content that lacks immediate relevance. Segment your audience by a particular attribute, then emphasize a single topic, condition or disease state that you know will resonate with each group.

2

For broad audiences, identify the common denominator.

WHAT THE DATA SHOW

In the last three months, the five most-clicked articles in *AMA Morning Rounds*, the official briefing of the American Medical Association, included stories on new federal guidelines and drug price increases.

American Medical Association

1. Low-Dose Aspirin & Disability-free Survival in Seniors, [NEJM](#)
2. New U.S. Exercise Guidelines, [JAMA](#)
3. Unapproved Drugs in Dietary Supplements, [JAMA](#)
4. Dairy Could Reduce CVD Risk, [The Lancet](#)
5. Drug Price Increases, [WSJ](#)

WHAT WE SUGGEST

For broad or large HCP audiences that can't be segmented, identify the common denominator and don't be afraid to test different messaging. For example, some healthcare providers will gravitate to a recently published drug trial, while others will be drawn to information that has the potential to impact their day-to-day, like updated guidelines and best practices.

Topics that relate to practice management, clinical guidelines, and healthcare policy tend to appeal to these large, general audiences.

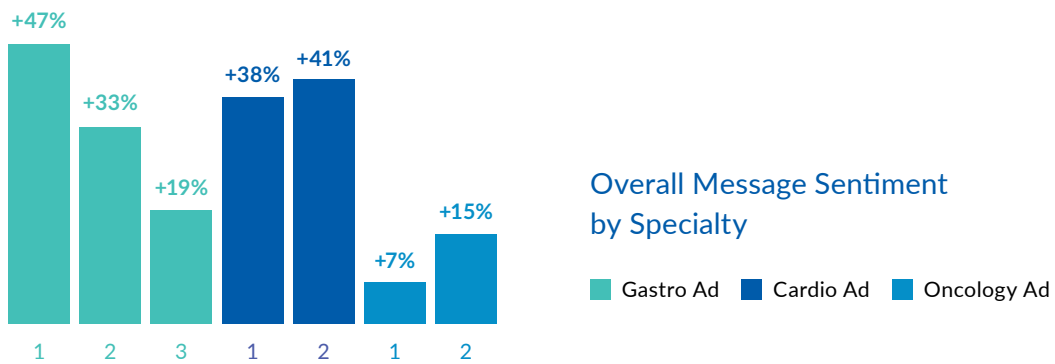


3

Invest in writers who understand the industry.

WHAT THE DATA SHOW

Recently, we worked with a hospital client and an independent survey vendor to facilitate an attitudinal study following the hospital's ad campaign. One of the key insights the study surfaced was that physicians were "apprehensive of messaging that unintentionally insinuated the effectiveness of alternative cancer therapies." The ad with the offending copy (**oncology ad 1, below**) generated less engagement than similar ads with clinically-focused messaging.



WHAT WE SUGGEST

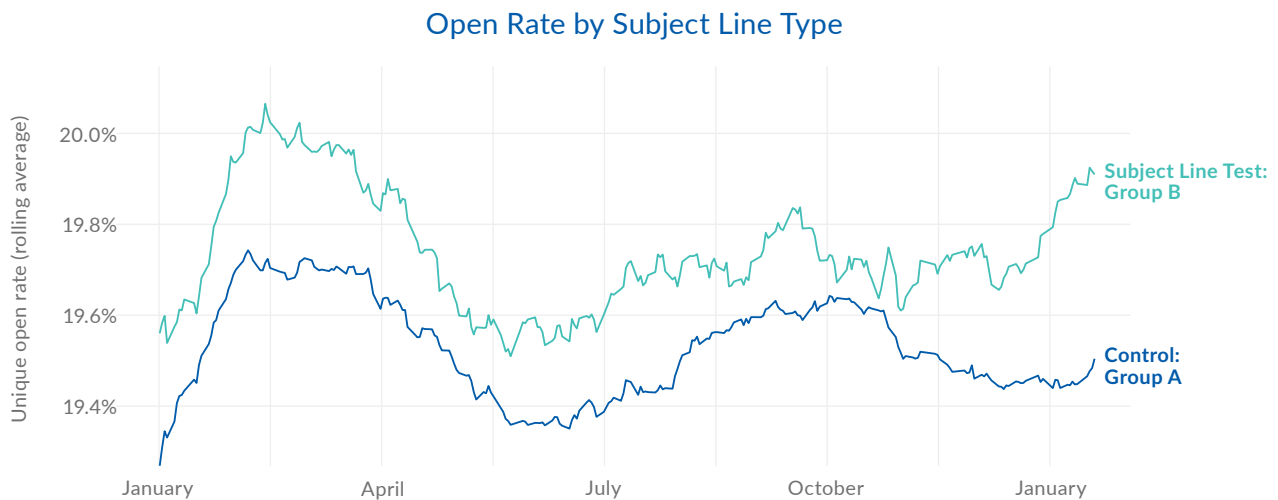
Invest in copy writers and marketing professionals who understand healthcare. Better yet, invite healthcare professionals themselves to participate in interviews, webinars, or contribute content.

4

Use an engaging email subject line.

WHAT THE DATA SHOW

We decided to put our own content to the test. Each day over the course of a year, we sent the same email subject line to group A, while group B received a different subject line based on the day's top news story. Our A/B test demonstrates a consistently higher open rate among group B, as a product of changing the subject line every day to coincide with the day's top news story.



WHAT WE SUGGEST

When drafting an email subject line, think through the lens of your target audience. Establish and maintain credibility by carefully selecting what to talk about and when to talk about it. When in doubt, consider the news cycle's central narrative and if it has any impact on your audience.

5

Select content formats that enhance user experience.

WHAT THE DATA SHOW

Ads served in BulletinHealthcare briefings in the 300x250 format generate 25% more clicks on average when compared to other display ad sizes, e.g. 728x90 and 160x600.

Clicks on Average



[Advertiser Supplied Content](#), our native advertising format, generates nearly 100% more clicks than display ad creative.

Clicks on Average



WHAT WE SUGGEST

Consider the format of your content delivery and align that with your marketing KPIs. Certain content formats will improve the user experience, which in turn will improve the response your content generates.



Remember, the ultimate goal is to be viewed by healthcare providers as a trusted and reliable source of information, thereby fostering an affinity for your brand or product.

We're here to help. If you have questions, or need support engaging HCPs, please don't hesitate to reach us at advertise@bulletinhealthcare.com.



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11190 Sunrise Valley Drive | Suite 20
Reston, VA 20191