

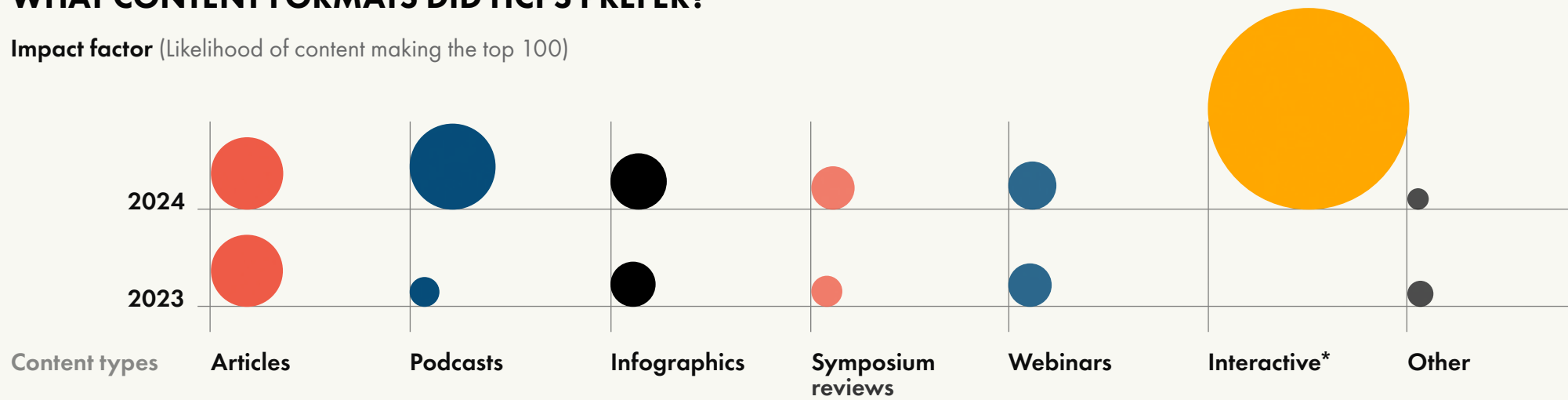
# HOW HCPS CONSUMED MEDICAL CONTENT IN 2024

This infographic explores how healthcare professionals engaged with medical content in 2024. Based on EMJ's data, it highlights evolving content preferences, key topics of interest and the growing impact of interactive formats



## WHAT CONTENT FORMATS DID HCPS PREFER?

Impact factor (Likelihood of content making the top 100)



**Article interest remains steady**, with a slight increase in top 100 rankings from 2023 to 2024.

**Podcasts have surged over 730%**, becoming an increasingly more impactful content format.

**Symposium reviews and infographics have gained traction**, seeing a noticeable rise in their impact from 2023 to 2024.

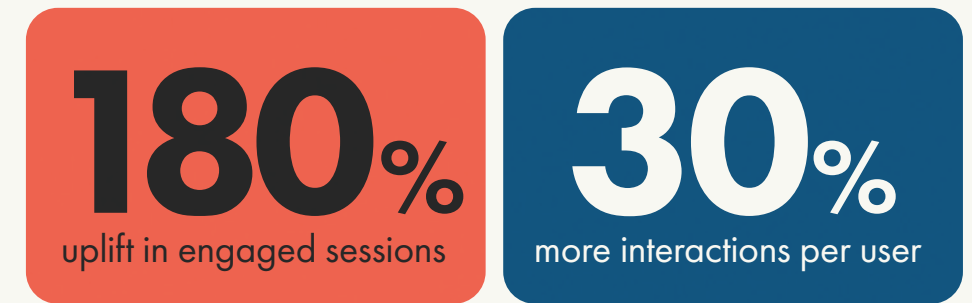
**Interactive content is the clear breakout success**, highlighting its emergence as a highly engaging and effective format.

\* Interactive content was only launched in 2024.

Source: EMJ, 2024

## WHY INTERACTIVE CONTENT IS REDEFINING HCP ENGAGEMENT

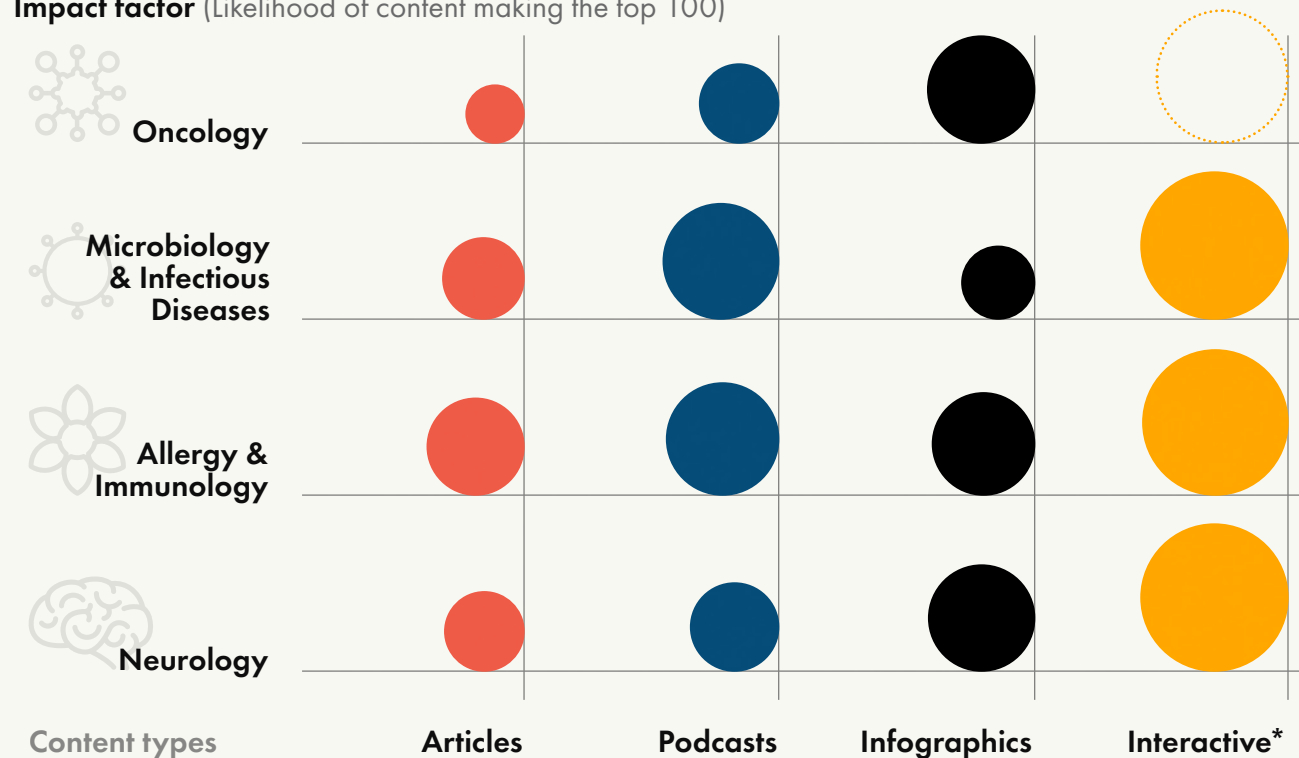
When comparing static and interactive versions of the same articles, the interactive format delivered significantly higher engagement, including:



Source: EMJ, 2024

## HOW CONTENT PREFERENCES VARIED ACROSS THERAPY AREAS

Impact factor (Likelihood of content making the top 100)



**Articles and Infographics** are strong performers across all therapeutic areas.

**Podcasts** are proving highly effective, popular across multiple therapy areas.

**Interactive content** is the most engaging format, hitting the top impact score in **Neurology, Microbiology & Infectious Diseases, and Allergy & Immunology.**

\* Oncology interactive content not yet published.

Source: EMJ, 2024

## THE RISE OF PODCASTS: WHAT HCPS WERE LISTENING TO

In 2024, podcasts on **microbiology** and **oncology** topics were most likely to be in the **top 100** listened to episodes.

### Popular topics included:

- Advancements in disease surveillance and diagnostics
- Innovations in medical technology
- Personalised and precision medicine
- Integration of multidisciplinary approaches
- Addressing under recognised health issues

Source: EMJ, 2024