

7 Content Types to Increase Physician Engagement

Sometimes a large block of text is the best way to cover the subject matter at hand. But what about when it's not? Here are seven ways to more creatively package your content so that it actually gets read.

Q&As

Q: Do physicians know everything?

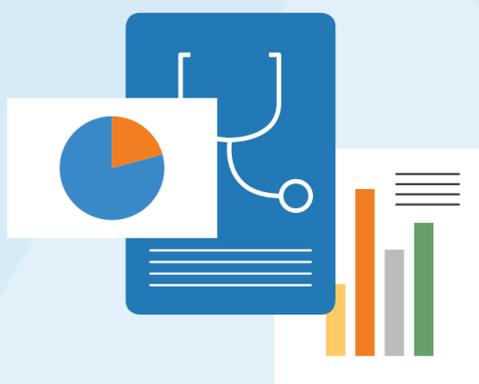
A: No!

Q: Should you ask providers to submit questions around a particular topic (or make up questions), and then answer them?

A: Yes! For example, you could put together FAQs on the process of referring patients within your hospital system.

Infographics

If there's **one** thing we know about physicians, it's that they're **short on time**. Skip the **running** narrative altogether and present information in a graphic format.



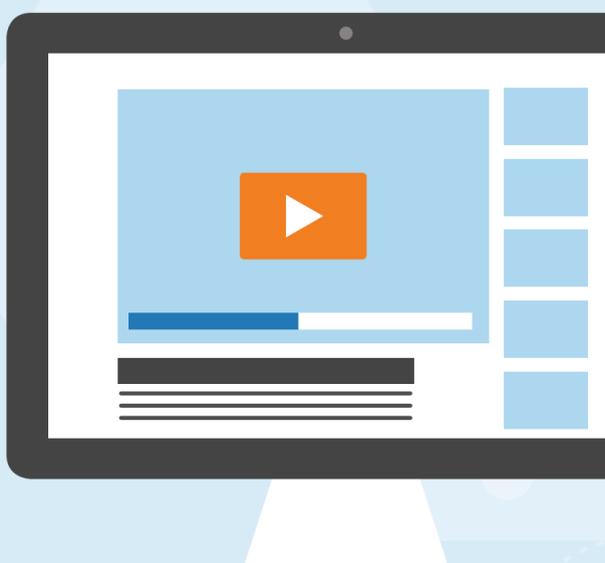
Decision Trees



Videos

If you're not doing video in 2019, [you should be, considering:](#)

- In 2019, **83 percent** of marketers (up from 78 percent last year) report [positive returns on video marketing](#).
- **87 percent** of consumers expressed a preference to see more video from brands they follow.
- **74 percent** of marketers who don't currently produce video content plan to start this year.



Top 10 (or 5!) Lists

Listicles are great because they're ...

- 1 Easy to digest.
- 2 Informative.
- 3 Visually appealing.
- 4 Engaging.
- 5 Short and sweet.

Quizzes and Polls

True or false: People like to test their knowledge and voice their opinions.



False

Answer: True!

Ask physicians about topics ranging from medical conditions to treatment options to the latest health news.

Interviews

You: Are people more likely to engage with content that features real people?

Hospital Solutions: **Yes, they are!** That's why interviews are so effective. Consider interviewing physicians on everything from what they love most about their work to the medical breakthroughs they're working on.

