

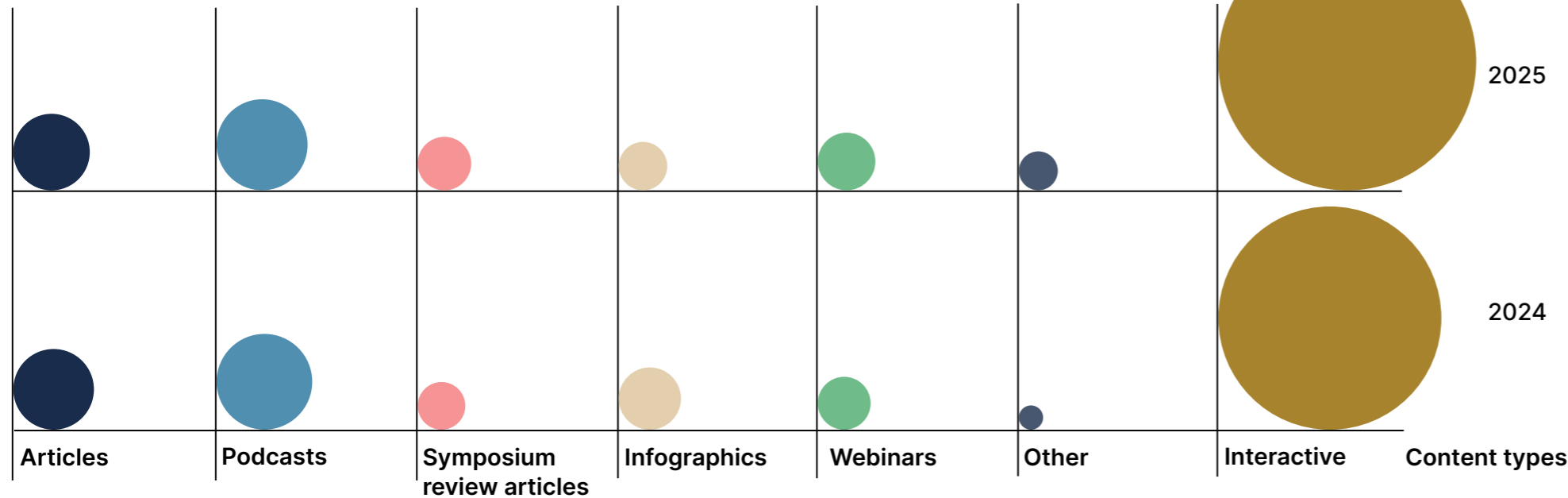
Uncovering how HCPs consumed medical content in 2025

This infographic explores how healthcare professionals engaged with medical content in 2025. Based on EMJ's data, it highlights evolving digital content preferences, key topics of interest and the continued growth of interactive content



What content formats did HCPs prefer?

Impact factor (Likelihood of content making the top 100)



Interactive is the standout performer, topping the charts for the second year running, with **growth of 33%** since 2024.



Articles remain a dependable core format, reinforcing the ongoing value of **static content** as well as interactive.



Symposium reviews continue to build momentum, with a **29% increase** in impact from 2024 to 2025.

Source: EMJ, 2025

The steady surge of symposium reviews

In 2025, symposium reviews were increasingly popular, showcasing an appetite for post-congress publications.

Popular topics included:



Advances in targeted and biologic therapies



Optimising treatment strategies and sequencing



Shifting towards remission and long-term control



Biomarkers, epigenetics and precision medicine



Practical decision-making in complex chronic disease



Source: EMJ, 2025

EMJ case study: Interactive content in action



Brief

A pharmaceutical company in the respiratory space wanted to create content to help healthcare professionals choose a **COPD treatment**.



Interactive solutions

- Article with expert KOL insights
- Patient case study to test knowledge
- 3-click decision tool for diagnosis



Impact

5/5

Rated five out of five by HCPs



Key takeaway

Interactive formats spark engagement, enable flexibility and have **real-world use**.

Source: EMJ, 2025

Hints and tips: What HCPs want from medical content



1. Ease and experience matter:

65% of HCPs have reduced or stopped engaging with a pharma company due to poor digital experiences.



2. Practical value drives engagement:

76% of HCPs say patient-friendly educational materials are the most helpful digital asset.



3. On-demand over interruption:

HCPs are **less likely** to avoid websites, portals and webinars than **pharma push channels** like social, SMS, or phone calls.

Source: Graphite Digital, 2025