

White Paper – Trends Report

# Healthcare Professional Media Consumption Trends



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# Introduction

Hospitals and health systems face unique challenges in improving efficiency compared to other industries. Tight budgets, staffing shortages, clinician burnout and mounting pressure to adopt new technologies leave Healthcare Professionals (HCPs) with limited time for their core responsibilities — researching treatment options and delivering patient care. Meanwhile, patient expectations for better service, communication and outcomes continue to grow.

With [over 70% of health system executives](#) prioritizing operational efficiency in 2025, understanding the challenges HCPs face — and how they access information — can mean the difference between engaging with them or not.

Email remains an effective way to reach HCPs, but simple email blasts and broadly targeted campaigns won't necessarily impact decision-making.

To truly shape HCP behavior, hospital and health system marketers must go beyond visibility — delivering clinically relevant, trustworthy content that aligns with professional standards and arrives through the channels HCPs prefer.

Understanding how HCPs consume media is critical to developing effective communication strategies and maximizing engagement. In this report, we'll answer the following questions:

- What does the healthcare media landscape look like in 2025?
- What are some 2025 HCP email engagement benchmarks?
- What are the top HCP media strategy trends in 2025?
- How to incorporate email into an omnichannel strategy?
- How are email strategies for HCPs evolving?

# What does the healthcare media landscape look like in 2025?

Like everyone else, HCPs are now operating in a digital-first media environment. The average U.S. adult spends [nearly eight hours per day](#) with digital media, more than double the time spent with traditional formats like out-of-home, print or broadcast. It's a gap that continues to grow.

While trusted sources of information haven't necessarily changed, the way HCPs get information — from peer-reviewed journals, clinical decision support tools, and professional networks — has moved to digital channels. Today, HCPs are engaging with:



**LinkedIn:** Used by 70% of medical professionals for networking and professional development, with an average of 15 minutes per day spent on the platform.



**YouTube:** A popular source for professional content, with 54% of physicians using it to stay informed.



**Doximity:** A peer-to-peer network for clinical updates and professional connection.

## Email still leads: Trusted, targeted, and driving HCP engagement

Despite the rise of new platforms, email remains a cornerstone of HCP communication. According to Wolters Kluwer, it consistently ranks as the most used and trusted channel for clinical updates, research, and organizational news. Its reliability — and the space it offers for delivering personalized, in-depth content — makes it especially valuable for reaching busy providers with information that can influence their practice and disrupt the status quo.

"What we noticed in 2024 was that HCPs fluctuate between business (institutional) and personal email addresses," said Ashley Davis-Annett, product manager, Email, at IQVIA Digital. "It was very interesting to note how much fluidity there was back and forth between the use of personal and business email addresses across our universe of HCPs."

As HCPs spend more time on digital channels, health system and hospital marketers can make email work more effectively and efficiently by focusing on personalized outreach. Messages must be aligned with how HCPs are engaging with digital content as they move through the busy workday.

## What are some 2025 HCP email engagement benchmarks?

This section analyzes data from our 2025 HCP email campaigns. We look at key performance metrics, including open rates, click-through rates and read times, and highlight trends and benchmarks that can inform effective HCP email engagement strategies.

### Broadcast vs. triggered email: Hospital and health system specialties (2024)

IQVIA sent approximately 56 million broadcast emails across nearly 2,400 projects to HCPs across all hospital and health system specialties in 2024.

- Broadcast email unique open rate: **25.3%**.

IQVIA sent approximately 1 million triggered emails to HCPs across all hospital and health system specialties in 2024.

- Triggered email open rate: **33%**.

### Hospital and health system HCP open rates by specialty in 2024:

- Oncology: **23.4%**.
- Cardiology: **23.1%**.
- Neurology/Neurosurgery: **24.2%**.



Our internal data shows a strong email read rate of 84% on mobile vs. 44% for desktop. This is a key reason for marketers to be design conscious and create email campaigns for all kinds of modalities.

Notes Davis-Annett: “The data shows that HCPs are consuming content in all sorts of ways — desktop, mobile, likely even on their smart devices like Apple Watches — so subject lines should still be a strong emphasis.”

We see the highest success (measured by engagement) when a client does both broadcast plus triggered email. Triggered email includes “event triggered,” “near real time” and IQVIA’s Audience Identity Manager (AIM)-triggered email.

## What are the top HCP media strategy trends in 2025?

Internal IQVIA data reveals the four key trends hospital and health system marketers should know:

### 1. There’s growing adoption of omnichannel and segmented strategies.

Marketers are increasingly adopting omnichannel approaches, integrating email with other digital and in-person tactics to reach HCPs. There is a clear shift toward more sophisticated segmentation, with campaigns tailored to specific specialties, therapeutic areas and individual HCP profiles.



### 2. Email remains a foundational and effective strategy for reaching HCPs.

Email remains a key channel for engaging HCPs in hospitals and health systems, consistently delivering strong ROI and high engagement — even as send volumes rise. Our data shows that engagement with HCPs does not reduce engagement. In fact, email engagement rose 47% year-over-year in 2024, with open and read rates remaining strong.



### 3. Marketers should plan for device and account flexibility.

HCPs check email across multiple devices and switch between personal and professional accounts throughout the day. To maximize reach and engagement, marketers should ensure their database includes both institutional and personal email addresses — making it easier to connect with providers wherever they are.



### 4. Performance remains strong for hospital and health system campaigns.

Hospital and health system campaigns continue to see strong engagement — especially when messaging is highly relevant and well-segmented by specialty, patient population, or provider role. While open and click-to-open rates may differ slightly from other industry benchmarks, the opportunity to connect meaningfully with HCPs is clear when content is timely, personalized, and aligned with clinical priorities.



### 5. AI technology will continue to factor into how marketers reach HCPs.

AI is helping hospital marketers connect with HCPs in smarter ways — delivering personalized messages and content based on real-time data. As these tools continue to evolve, they’ll offer even more precise insights, making it easier to reach providers with the right information at the right moment in their decision-making journey.





## How do you incorporate email into an omnichannel strategy?

The most effective hospital and health system marketing strategies integrate email with a mix of digital and in-system touchpoints (e.g., channels that HCPs interact with as part of their daily work, like Electronic Health Records (EHRs), websites HCPs use to research treatment options and social media). This creates a more cohesive and connected experience for providers. Here are our recommended approaches:

### **Reach out to HCPs on healthcare system-specific platforms**

Pair email with channels like EHR messaging, referral management tools and secure internal portals. These platforms are already part of HCPs' daily workflows, making them natural complements to external email campaigns.

### **Personalize and segment content**

Customize content and Calls To Action (CTA) by specialty or therapeutic area to increase relevance across every HCP touchpoint — from email to internal platforms, social media and industry-specific websites.

### **Integrate broadcast and triggered emails**

Use both broadcast and triggered emails as part of a broader multichannel strategy to reach HCPs at different points in their workflow and decision-making process.

### **Deliver to multiple HCP email addresses**

Reach HCPs where they are — on both personal and professional email accounts. Since providers often switch between inboxes throughout the day, having both types of addresses in your database helps ensure your message gets seen.

### **Optimize for mobile and ensure consistent design**

Maintain consistent, mobile-optimized design across all channels so HCPs get the same high-quality experience, no matter where or how the message is received.

### **Use analytics to refine and maximize impact**

Regularly monitor performance metrics — like open rates, click-through rates and read rates — to see what's resonating with your audience. We recommend going beyond just tracking averages. Dig into the data by specialty, HCP type and device to spot trends and opportunities.

# How are email strategies for HCPs evolving?

We expect email's role in the HCP decision-making journey will continue to evolve within the broader omnichannel landscape. IQVIA's comprehensive approach to integrating targeted email within omnichannel campaigns offers a scalable and proactive way to keep up with changing behaviors and new trends.

IQVIA offers valuable resources for hospital and health system marketers looking to enhance their HCP engagement strategies, which include:



## **Balanced email strategy:**

We simplify the integration of broad email campaigns with highly targeted, triggered sends. Moving beyond a broadcast-only approach, this balanced strategy has proven highly effective. Triggered emails saw a 30% higher open rate than broadcast emails in 2024, underscoring the impact of a more personalized, integrated approach.



## **Data-driven insights and personalization:**

Sophisticated segmentation starts with rich, multi-dimensional data. When marketers understand HCPs' clinical interests, market access roles, and digital content preferences, they can more effectively identify and engage the right providers. Accurate tagging and identity resolution ensure outreach reaches specialists actively researching specific conditions, treatments, or care pathways.



## **Omnichannel performance monitoring:**

Successful email strategies work best when integrated with other channels to create a cohesive communication experience. Since HCPs routinely gather information across multiple channels throughout their day, integrating messaging across platforms and tracking cross-channel performance keeps your messaging consistent and impactful.



## **Dynamic HCP profiling and targeting:**

IQVIA uses vast amounts of Real-World Data (RWD) combined with AI and Machine Learning (ML) to adapt to changing HCP behaviors and preferences in real time. Our research shows that [up to 40% of HCPs](#) change segments within six months, making static target lists quickly outdated.



## **Next best action approach:**

Advanced analytics and AI/ML help predict which HCPs are most likely to engage, determine optimal timing for communications, and select the most relevant content for each HCP.

As technologies, behaviors, and trends continue to evolve, email remains an effective channel for reaching HCPs. The most successful hospital and health system marketers will be those who integrate email into a cohesive omnichannel strategy — one that places the HCP at the center, delivering personalized, relevant interactions at decisive moments of a physician's day.

By embracing this approach, marketers can build stronger relationships with HCPs, drive more meaningful engagement, and ultimately improve patient outcomes through better-informed healthcare providers.

For information about transforming your HCP email campaigns, contact a hospital and healthcare marketing expert on IQVIA Health Systems Solutions team.



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