PHYSICIANS TURN TO US FIRST

Medscape is the premier source for medical news, clinical reference, point-of-care tools and medical education for physicians and health care professionals around the world.
ESSENTIAL TO PHYSICIANS.
ESSENTIAL TO MARKETERS.

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PROFESSIONAL EDITORIAL TEAM

LARGEST AND
MOST ENGAGED
PHYSICIAN & HCP AUDIENCES

PROPRIETARY INTELLIGENT
COMMUNICATIONS
PLATFORM (ICP)™
TO DELIVER COMMERCIAL INFORMATION

PROVEN IMPACT
THROUGH 3RD PARTY ROI STUDIES
INFORMATION THAT DRIVES PRESCRIPTION CHANGE AND IMPROVED PATIENT OUTCOMES

Medscape translates the latest medical news and clinical research into practice recommendations, enabling physicians to benefit from the expertise of leading clinicians.
WE KNOW OUR AUDIENCE AND THAT CAN HELP YOU DRIVE RESULTS

Partner with us to reach a highly targeted and actively engaged community of physicians and healthcare professionals.

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LARGEST US PHYSICIAN REACH ON MOBILE

55%
THE ESSENTIAL RESOURCE FOR HEALTHCARE PROFESSIONALS

At home, at the office, at the hospital, and on-the-go. Medscape extends across every platform—online, print, and mobile apps—to empower healthcare professionals to make well-informed decisions to improve patient care and well-being anytime and anywhere.
Throughout the flow of their day, across all of their devices, HCPs receive your brand’s message right alongside the essential information that supports their clinical decisions.

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We deliver proven business impact, guaranteed. Measure your program’s effectiveness through qualified audience, KPI shifts, and transactional performance measurement.

**MEDSCAPE IS YOUR PHYSICIAN ENGAGEMENT PARTNER**
Throughout the flow of their day, across all of their devices, HCPs receive your brand’s message right alongside the essential information that supports their clinical decisions.