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ASIA EDITION

Medscape establishes presence in Australia to support healthcare innovation

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To support healthcare professionals, foster innovation, and deliver impactful, locally relevant solutions



Medscape, a leading provider of medical news, education, and resources for healthcare professionals, has announced the establishment of a dedicated presence in Australia. Medscape Australia will feature local content published every week, written by local medical experts, to complement extensive global content.

Medscape's trusted connection with over 246,000 healthcare professionals (HCPs) in Australia, including 80,700 verified physicians, offers a proven channel to deliver local tools and resources to impact patient care.

In a recent Global Insights Survey, 76% of Australian physicians indicated that independent physician websites have a significant or positive impact on their clinical practice, and 86% of physicians state they access Medscape on a daily or weekly basis.

To support the daily practice of HCPs who regularly visit Medscape, a team of over 250 journalists work with 10,000 KOL contributors to publish over 60,000 articles and keep over 10,000 monographs and guidelines updated every year.

By combining global expertise with local insights, Medscape is uniquely positioned to help Australian organisations achieve their objectives in awareness and disease education. The local Medscape presence will collaborate with industry partners in Australia to reach and engage their target audience on a platform that they know and trust. These partnerships will give Australian physicians access to more local tools and resources to support patient care.

This strategic move aligns with the growth of Medscape's fully connected global ecosystem and ongoing partnerships with industry in local markets across the globe including Europe, South America, Canada and now in Australia.