



HEALTHCARE MARKETING TRENDS



Between the lasting impact of the pandemic, the progressive shift to a **cookieless** world, and additional factors turning digital marketing on its head, marketing professionals are faced with an array of **challenges** to which they must adapt in order to survive and thrive in a continually **evolving** landscape.

In healthcare, the pandemic had a major impact on both **patients and providers** on a number of fronts, perhaps **forever** changing patient expectations about how they **access** and **receive** care, contributing to the **consumerization of healthcare** that's been growing ever since the industry started making its digital shift.

Telehealth is here to stay

Experiencing its biggest boom during the pandemic, consumers and healthcare providers learned to embrace technology and find convenience in virtual care.

According to **The Harris Poll's**, "The Coming New Normal", survey results demonstrated the rapid growth of telehealth's use and popularity citing:

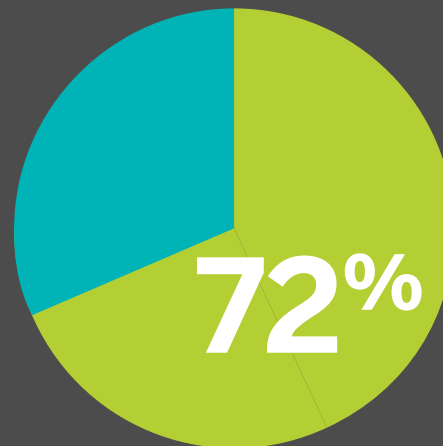
Overall,

8 in 10

of those who used telehealth services say they are likely to continue using telehealth.



A recent study by the Medical Group Management Association (MGMA) on telehealth utilization and patient demand in 2023 reveals:



Of medical groups expect patient demand for telehealth to stay the same or increase in 2023.

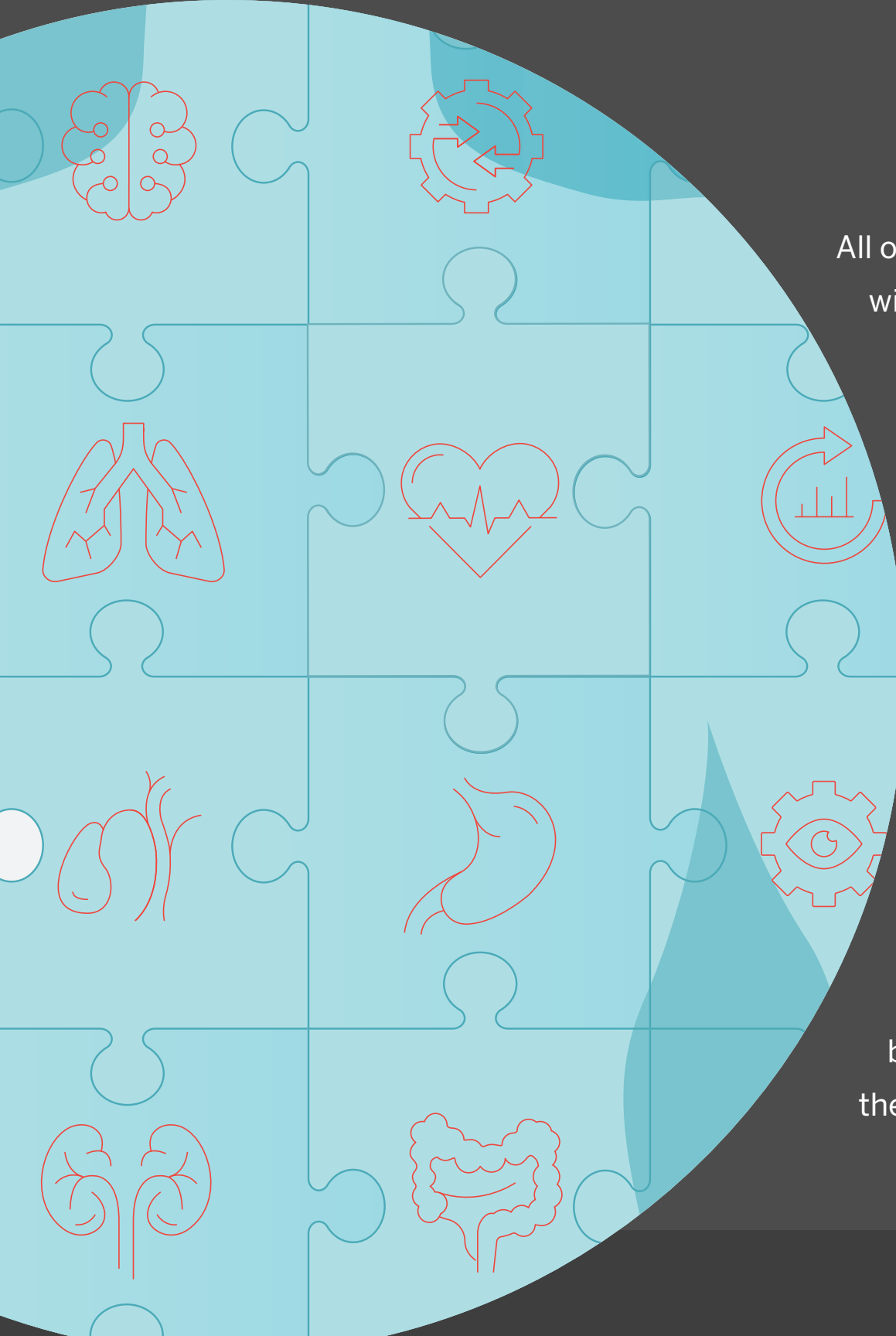
“Consumers have been empowered by technology, they’re accessing more information than ever before, and they’re able to make choices about their own healthcare, whereas in the past perhaps they would have relied upon their doctor to make those choices for them.”

- Scott Melville, CEO of the Consumer Healthcare Products Association

A study by **The Harris Poll** demonstrated how empowered healthcare consumers have become, with **52%** of participants indicating that “*Being able to easily access your medical records and price shop for services as needed via a healthcare app*” was either **extremely** or **very** appealing to them.

And in addition to focusing on delivering **high-quality care**, healthcare providers are also faced with a variety of factors affecting their specific practice areas, such as:

- **The growing push** into the space from non-traditional players
- **The potential** for new regulations impacting post-acute care delivery
- **Continued** healthcare worker shortages
- Supply chain issues that still impact many industries
- **A growing call for greater action** and transparency regarding environmental, social, and governance (ESG) issues



All of these challenges leave healthcare marketers with the tall task of adapting to the evolving dynamics of healthcare while also dealing with some major digital marketing shifts, such as the ***deprecation of cookies***—which is a huge deal, since 83% of marketers rely upon this third-party data, according to Statista.

In spite of the rapidly evolving challenges they face from every direction, healthcare marketers are still expected to effectively demonstrate how their organization's offerings stand out from the competition, and to meet the needs of increasingly savvy healthcare consumers who demand the very best in terms of both care from and access to their providers.

This is true in terms of the **quality** of care they receive, the **experience** of receiving it, and the **marketing approach** used to help them find it. And just as patients and prospects need to *trust* that their healthcare providers **genuinely care** about them and have their best interests in mind— they also want to know that the marketers who represent their providers will treat them with the same level of **authenticity** and **respect**.

Here, we'll share insights from the results of studies conducted by the **American Hospital Association (AHA)**, **Deloitte**, **Gartner**, **PwC**, **Salesforce Research**, **The Harris Poll**, and others to identify key healthcare marketing trends.

Among the major global marketing reports included here are **Deloitte's 2022 Global Marketing Trends report**; **Salesforce's Digital Trends Report**; and the **State of Marketing Report**, also from **Salesforce Research** and in its *eighth edition*.

Deloitte uncovered **seven key trends** related to digital marketing and the importance of customer centricity:

- 1 **Purpose**—a beacon for growth
- 2 **Authentically inclusive marketing**
- 3 **Building the intelligent creative engine**
- 4 **Meeting customers in a cookieless world**
- 5 **Designing a human-first data experience**
- 6 **Elevating the hybrid experience**
- 7 **Supercharging customer experience with AI**

For its *State of Marketing Report: 8th Edition*,

Salesforce Research also obtained a global perspective, noting that “*This report is based on a third-party, double-blind survey conducted from June 30 to August 8, 2022, that generated 6,000 responses from marketing managers, directors, VPs, and CMOs across 35 countries.*”

The global trends identified in this research are reflected in the report’s chapter titles and descriptions:



1 **Marketers Remain Optimistic Amid Change**

Although macroeconomic instabilities have teams examining their budgets and fine-tuning their tech stack, marketers remain optimistic in the face of change. **Eighty-seven percent of marketers say their work provides greater value now than it did a year ago.**

2 **Innovative Channels and Tactics Redefine Customer Engagement**

Brands are investing in a combination of channels and technologies to reach their audiences and build lasting customer relationships. **Eighty-three percent of marketers say their marketing organizations engage customers in real time across one or more marketing channels.**

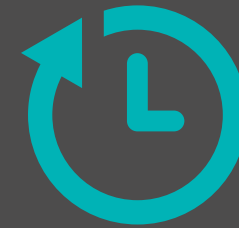


3 **Marketers Walk the “Personalization vs. Privacy” Tightrope**

Marketers are adapting to changes in privacy regulations and calls for data transparency. With the end of third-party cookies on the horizon, **68% of marketers have a fully defined strategy to shift toward first-party data.**

4 KPIs Shift as Marketers Adopt Real-Time Intelligence

Across every stage of the funnel, marketers are tracking more metrics year over year than ever before. Speed to insight remains a competitive advantage, with **72% of high-performing marketers able to analyze marketing performance in real time.**



5 Distributed Teams Unite with Collaboration Technology

Recognizing that remote and distributed work is here to stay, leaders are making investments in how marketing teams collaborate. **Marketers have adopted an average of four collaboration technologies, and 70% expect these investments to be permanent.**

6 Marketers Lead with Values

Today's customers want their values reflected in the brands they buy from, and marketers are responding. **Eighty-five percent of marketers say their external messaging reflects corporate values.**



Additional Salesforce Research provides a deep dive into survey results specific to the U.S. Healthcare industry.

These results, combined with other insights, helped us identify a number of healthcare marketing trends — which we've consolidated into **four key themes**:

- 1 Purpose, transparency, and trust are more critical than ever.**

And environmental, social, and governance (ESG) issues are part of the mix. Global consulting firm PwC notes “Providers and payers have ample opportunities to differentiate themselves by improving their reporting and storytelling around ESG, and to build trust with the communities they serve, and with investors, donors and other stakeholders.”
- 2 Digital plus hybrid is the new norm.**

Increased consumer expectations have led to the adoption of digital-first engagement such as chatbots and self-service tools. And while telehealth continues to provide greater, more convenient access to health providers, healthcare consumers will still seek in-personal interactions. Managing the right balance, human-centered design and effective use of AI will be increasingly important to patient care.
- 3 Creating quality, personalized experiences is key.**

Which will require new skillsets, a pivot from third-party cookies, and the optimization of MarTech. The AHA notes “While patients want the convenience and ease of digital interactions, personalized care is still the touchstone of their loyalty.”
- 4 Digital marketing fundamentals still apply.**

Like the secret sauce of content marketing; the power of story; the necessity of an accurate online presence; the influence of customer reviews; and the imperative for omnichannel effectiveness.



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