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HEALTHCARE MARKETING GUIDE REVAMPED FOR 2016

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Landscape of Healthcare Marketing

The healthcare industry is projected to spend \$2.2 billion in digital media by 2018 Frost & Sullivan

Digital marketing has become the new normal. To leverage its power, all industries are integrating new digital marketing strategies, tactics and channels. While the healthcare industry has been considered to be the laggard among others, there is a noticeable transformation in widespread adoption of digital marketing and in building a new technology stack. Healthcare and pharma marketers are extensively using data, technology and innovative advertising tactics such as behavioral targeting and programmatic buying.

Healthcare marketing has evolved and there are many improvements and new marketing tactics implemented to reflect such change. The current landscape of healthcare marketing showcases a shift across various dimensions such as cost consciousness, decision making and purchasing power, decision criteria, source of information, the role of sales reps, the use of technology, metrics to measure clinical performance, payment models and care delivery.



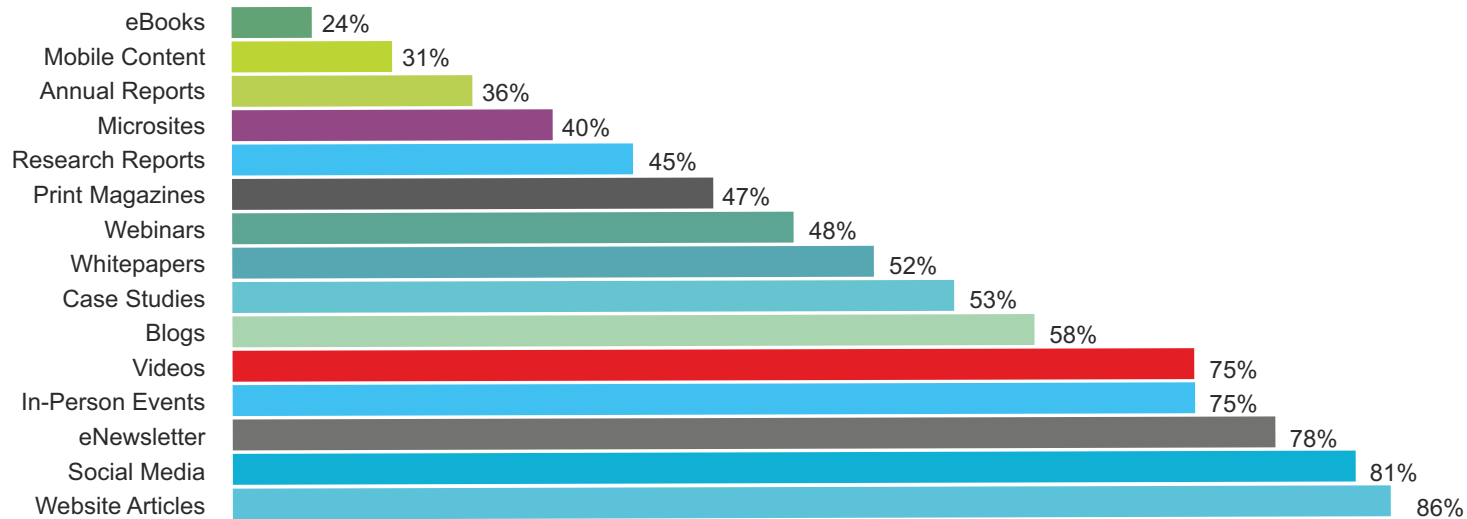
Preferred Source of information

To connect with healthcare and medical professionals, you need to know where they get their information from when they make their purchasing decisions. Check out these stats to find out the preferred source of information of procurement officers, surgeons and physicians.

Source of Information	Procurement	Surgeons	Physician
Online Resources	36%	31%	
Accredited Medical Education	19%	3%	23%
Journals	26%	7%	7%
Key Opinion Leaders	5%	-3%	16%
Trade Shows	-72%	-27%	
Sales Reps	-3%	-25%	-26%

Source: - Bain Front Line of Healthcare Survey, 2015

Content Consumption in Healthcare Marketing



Source: - Bain Front Line of Healthcare Survey, 2015

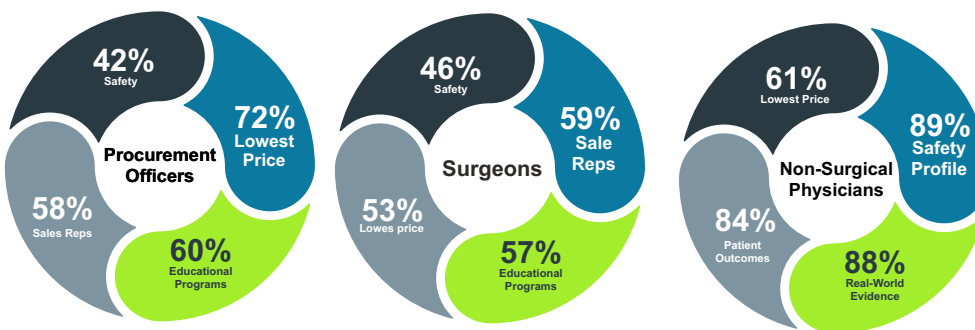
Here are key takeaways from the stats above...

- Procurement officers and surgeons consider online resources as their most preferred source of information. Marketers will be able to create a better connection with healthcare professionals by creating online material such as articles, whitepapers, eBooks, guides and blog posts.
- Physicians prefer accredited medical education material and key opinion of industry leader. Thought leadership material and educational information on industry news, latest trends in technology or new medical products, will be a good resource that could stimulate interests.
- Reflecting the change in the industry, trade shows and sales reps seem to have taken a back seat and preferred less by healthcare professionals as a source of information.

Purchasing Decisions and Cost Consciousness

Reliability and clinical evidence are the common factors based on which surgeons and procurement officers make purchase decisions. Non-surgical physicians consider safety and real-world evidence of higher importance. Procurement officers give more importance to factors such as lowest price and educational programs, while surgeons find sales reps to be a major source of information when making purchase decisions.

- In the past 10 years, the percentage of physicians who state they have personal responsibility of controlling costs has more than doubled.
- There seems to be a shift in decision making and purchasing power from surgeons to procurement officers.
- 40% surgeons state that the reason for not using a product is no longer based on nonavailability in their hospital.
- Almost 63% of procurement officers have decision making power about medical devices compared to 20% of surgeons.
- In past 3 years, the percentage of surgeons who state that, their procurement officers make most of the purchasing decisions on devices and tools has doubled.



The Avatar of the New Digital Buyer in the Healthcare Industry

Buyers in the healthcare industry have evolved. You can see doctors, nurses, clinicians, surgeons, dentists, hospital administrators and other healthcare professionals using new medical apps, hospital management systems, practice management software and other medical technology. Even patients nowadays access their medical records through online systems. As healthcare marketers, this translates to new touchpoints through which you can reach your target market. Moreover, with the introduction of new technology such as mobile, it is possible to create personalized marketing messages and reach buyers at the right time through the right channel.

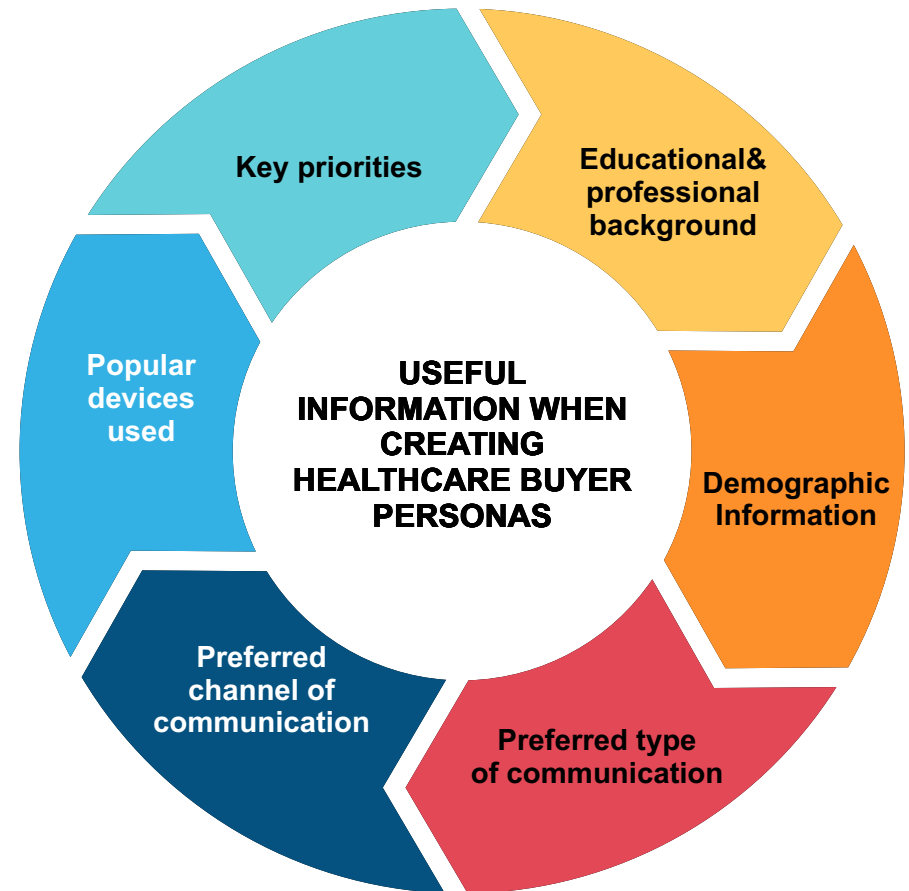
In addition to a shift in the way healthcare buyers consume information, there is also a change in purchasing power. Procurement professionals and administrators play a bigger role in decision making. This means that all your marketing material should revolve around such decision makers. Most healthcare decision makers nowadays conduct extensive online research before connecting with a sales rep. This makes it imperative that you understand your target market, the nature of their buying cycle and the psychology of each buyer persona.



Tips to Map Healthcare Buyer Personas

Here are a few important tips that healthcare marketers need to consider when creating buyer personas:

- Healthcare professionals and procurement officers have different areas of expertise and priorities compared to clinicians. They all however, play an important role in purchasing decisions.
- Marketers should work along with sales teams to get customer data and valuable insights on buyer personas. This will help in articulating information and creating marketing material that will revolve around specific concerns and priorities.
- When speaking to sales teams or mapping information on buyer personas, the following areas will be good to cover:
 - Key priorities of buyers when they search for particular products or services
 - Educational and professional background of buyers. This will help in understanding areas of expertise, grasp on technical information and how communication can be effective.



- Buyers' preferences on type of communication. For instance, independent medical professionals such as doctors and dentists ideally prefer communication on medical products, supplies, equipment and educational material. Whereas chief administrators would more likely relate to information on industry news, latest trends in technology, new medical products and equipment.
- Buyers' preferred channel of communication. Choosing the right channel is important when connecting with healthcare professionals. While email is the most popular channels, healthcare professionals are now active on social media and this channel proves to be a great way to connect, engage and understand the psyche of your buyers.
- Most popular devices used by buyers. By knowing which device buyers use, you can create relevant marketing messages and drive buyers through their decision making process. For instance, a short mobile marketing message on the launch on your new product could create interest. Adding a link to additional educational material could drive buyers to know more and consider your product.
- Personal demographical information of your buyers. This helps you in creating personalized marketing campaigns.

Check out this resourceful [post](#) and an [email calendar](#) that will help you create targeted marketing material and connect with healthcare decision makers relevantly.





Dissect Your Healthcare Database to Personify Buyers

- ◇ As healthcare marketers, you need to use data analytics and technology to create groups of buyer profiles. When creating buyer personas, one of the best ways to begin is by segmenting your healthcare database. Here's how you can leverage healthcare data, analytics and technology:
- ◇ With information from a custom built database you can segment your database and create specific goals and media strategies that revolve around the healthcare sector.
- ◇ With marketing automation, you can segment and target individuals based on demographic, geographic, psychographic and behavioral information.
- ◇ With the latest marketing technology, you can get a single point of source to implement strategy, tailor marketing messages and improve support and quality of healthcare services. In the healthcare industry, the marketing approach has become more person-centric. By identifying buyer personas, you not only get a better idea of your target market, you can also tailor your marketing messages around their preferences, challenges and requirements. A good place to begin buyer persona mapping is by getting a custom built database. Here's a snapshot of our Healthcare Masterfile which helps you to target Specialists within their specific field of expertise...

DIGITAL MARKETING ELEMENTS FOR HEALTHCARE MARKETERS

Behavioral Targeting For Next-Gen Healthcare Marketers

With the drive to become person-centric, medical professionals and institutions are using new medical apps, hospital management systems, practice management software and other medical technology. You can see doctors, nurses and other medical professionals using tablets as way of increasing efficiency and improving patient care. Even patients nowadays can access their records online through Internet-based systems. Mobile technology is also a recent adoption that healthcare marketers use to get the right message at the right time to doctors, medical professionals and patients.

Facebook has already created online communities that connect and support users interested in health. Through channels like this, healthcare companies and marketers have a major source of information about their patients and customers, and it serves as a platform that facilitates automated advertising, marketing, and retargeting.

As healthcare marketers, technology and data analytics play an important role in building better connections relevantly and behavioral targeting is one of the major benefits. With the latest medical technology, healthcare marketers and medical professionals can get a single point of source to implement strategy, tailor marketing messages, and improve support and quality of healthcare services. However, the important matter is where to begin...

Here's a simple process to adopt a person-centric approach and achieve behavioral targeting in the healthcare industry:

- Use **segmented healthcare databases** that are data-driven and provide you with insights about your prospects.
- Use integrated platforms that assimilate data from various channels such as mobile apps, emails, websites, and social media networks.
- Interpret data based on online and offline behavior.
- Segment your database into identifiable groups.
- Create and customize marketing messages relevant to each group.

The core aspect in Behavioral Targeting in the Healthcare Industry is DATA! Here's how it helps....



In the healthcare sector, with automated marketing, you can target individuals using demographic, geographic, psychographic and behavioral information. With a 360° marketing platform customized for healthcare marketers, you can use a **Healthcare Database**, create email templates, launch campaigns and view real-time results. With information from a **custom built database** you can segment your database and create specific goals and media strategies that revolve around the healthcare sector.

Best Marketing Channels for Healthcare

The healthcare industry includes different institutions and medical professionals ranging from hospitals, community health centers, dentists and doctors, diagnostic centers, nursing homes and public health departments. Every healthcare decision maker has independent budgets with specific requirements. In order to make your healthcare marketing message resonate with medical professionals, you need to target specific people in particular departments or institutions. Based on the type of medical institution or and role of each medical professional, you can tailor your marketing messages and use appropriate channels to connect with them.

CHOOSE A CUSTOM HEALTHCARE MAILING LIST

Check out our targeted **healthcare lists** that you can use to tailor marketing messages that relate to specific healthcare professionals and medical institutions:



Medical
Mailing List



Hospital
Mailing List



Dentist
Mailing List



Dental Schools Email List
And Mailing List



Diagnostic Radiologist
EmailLists And
Mailing List



Nurse Mailing List

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Healthcare Professional / Institution	Specific People to Contact and their Role	Best Type of Marketing Collateral – What they may be interested in buying	Best Channel to Use	Tips to Fine Tune Your Marketing Campaigns
Hospitals	Chief / Administrators who have independent budgets and are decision makers	Educational material, industry news of latest trends in technology, new medical products and equipment, through email campaigns and newsletters	Telemarketing, Email Marketing, Online Healthcare Forums, Social Media	You can fine tune your campaigns based on type of hospital (size and specialty)
Dentists and Doctors	Doctors, Dentists, Independent Medical Professionals	Medical products, supplies, equipment, educational material through newsletters, magazine or email campaigns.	Direct Marketing, Email Marketing, Telemarketing, Online Healthcare Forums, Social Media	You can also connect with office managers of Medical Group Practices as they may impact purchasing decisions

Diagnostic Centers	Directors and Managers	Medical products, equipment, educational material through newsletters, magazine or email campaigns.	Direct Marketing, Email Marketing, Telemarketing	You can also target diagnostic centers that are part of multi-facility chains
Nursing Home	Nursing Home Administrator	Range of products from medical equipment, hospital furniture to art and craft supplies.	Direct Marketing, Telemarketing	You can tailor your campaigns based on special programs and activities they conduct.
Public Health Departments	Directors, Heads, Chairman	Medical equipment, office supplies, medical technology and educational material on nutritional information through programs, publications, newsletters and magazines.	Direct Marketing, Email Marketing, Telemarketing	You can customize your campaigns based on location and focus on medical and health concerns relevant to that region.

Customize your campaign by using targeted mailing lists to ensure your marketing initiatives are successful. **Find out how** our healthcare mailing lists can help you improve response rates and conversion rates, achieve marketing goals and boost ROI.

Marketing Automation and Technology

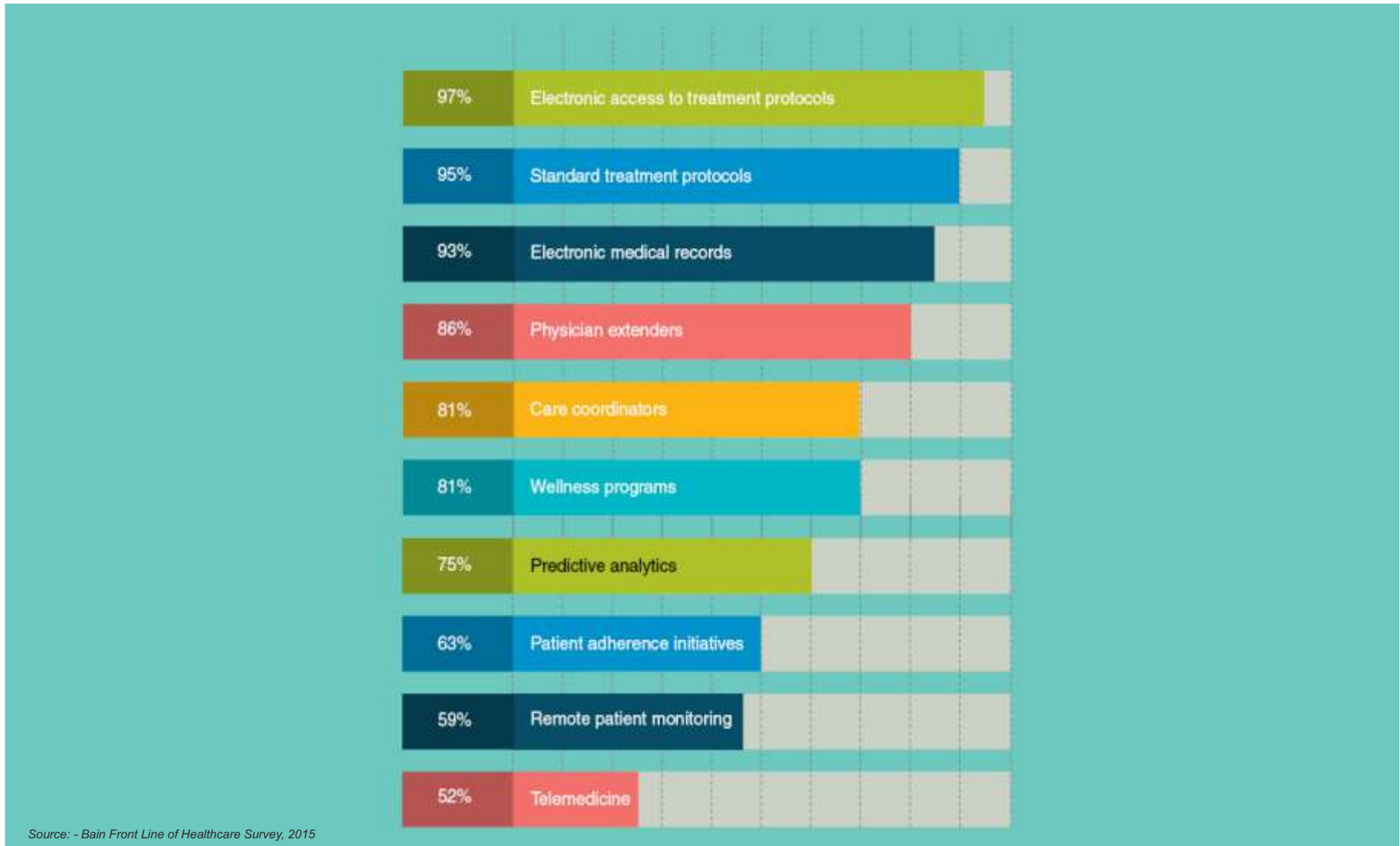
As macroeconomic forces have an effect on healthcare costs, systematic changes have occurred. Healthcare institutions are testing new strategies, adopting new operating models and transforming processes with technology. A change can be observed in the use of clinical and analytical tools:

In the past 2 years...



Source: - Bain Front Line of Healthcare Survey, 2015

As healthcare marketers, it is important to what kind of technology procurement teams, surgeons, physicians, clinicians and other professionals are looking out for. Here's a snapshot of the kind of clinical tools physicians expect to use in the next 2 years.



Healthcare professionals are also interested in the latest technology and new innovations in the industry that help them reduce costs and optimize operations. Some of the clinical innovations suggested by non-surgical physicians and surgeons include:

Clinical Innovations Suggested by Surgeons	
Cardiac	MRI-compatible pacemaker
	Bio-absorbable stents
	Suprarenal AAA stent graft
	Percutaneous valve implantation
	Arrhythmia mapping
	Atrial appendage closure
Orthopedic	Patient-specific, cost-effective implants
	Total ankle implants
	Cartilage restoration
	Bone glue
General	Robotic spine
	Improved laparoscopic video equipment
	Wireless laparoscopy
	Advancements in microlaparoscopy
Other technology	Reusable surgical instruments
	Easy interchangeable device capability
	Telemedicine
	Biologic solutions
	Neurostimulation
	Pain management

Clinical Innovations Suggested by Non-Surgical Physicians	
Cancer	Curative therapy
	Individualized pharmacotherapy
	Pancreatic cancer treatment
	Targeted therapy for glioma
Cardiovascular Disease	Peripheral vascular medication
	Antiatherosclerotics
	Treatment of chronic angina
Diabetes	Novel anticoagulant with antidote
	Low-cost generic basal insulin
	Oral drug type 1 diabetes
	Polypill combinations
Other	Self-regulating insulin
	Eradication of Lyme disease
	Non-addictive pain medication
	GI medications
	IV calcimimetic

Conclusion

Healthcare marketing has evolved and there are many organizational improvements and new marketing strategies adopted to reflect such evolution. Buyers in the healthcare industry have also evolved. Healthcare professionals now use new medical apps, hospital management systems, practice management software and other medical technology.

The current landscape of healthcare marketing showcases a shift across various dimensions such as cost consciousness, decision making and purchasing power, decision criteria, source of information, the role of sales reps, the use of technology, metrics to measure clinical performance, payment models and care delivery.

As healthcare marketers, this translates to new touchpoints and channels through which you can reach your target market. By knowing your target market, mapping buyer personas, connecting with channels they use and providing information they are searching for, you will be able to connect with them relevantly and urge them through their purchase decision making process.

About us



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Lake B2B has been in business for over 13 years with the objective of providing accurate global B2B database to companies irrespective of their sizes and revenues. Since then, over 450 clients have used our leads to reach prospects, acquire customers, and run marketing campaigns.

Lake B2B is a leading provider of data management services, list solutions, and customer data insights. We provide data centric solutions to a wide range of business-to-business companies. Our focus over the years has been on improving the efficiency of marketing campaigns, driving more revenue, and increasing profitability of sales and marketing teams in organizations.