

# HEALTHCARE MARKETING GUIDE



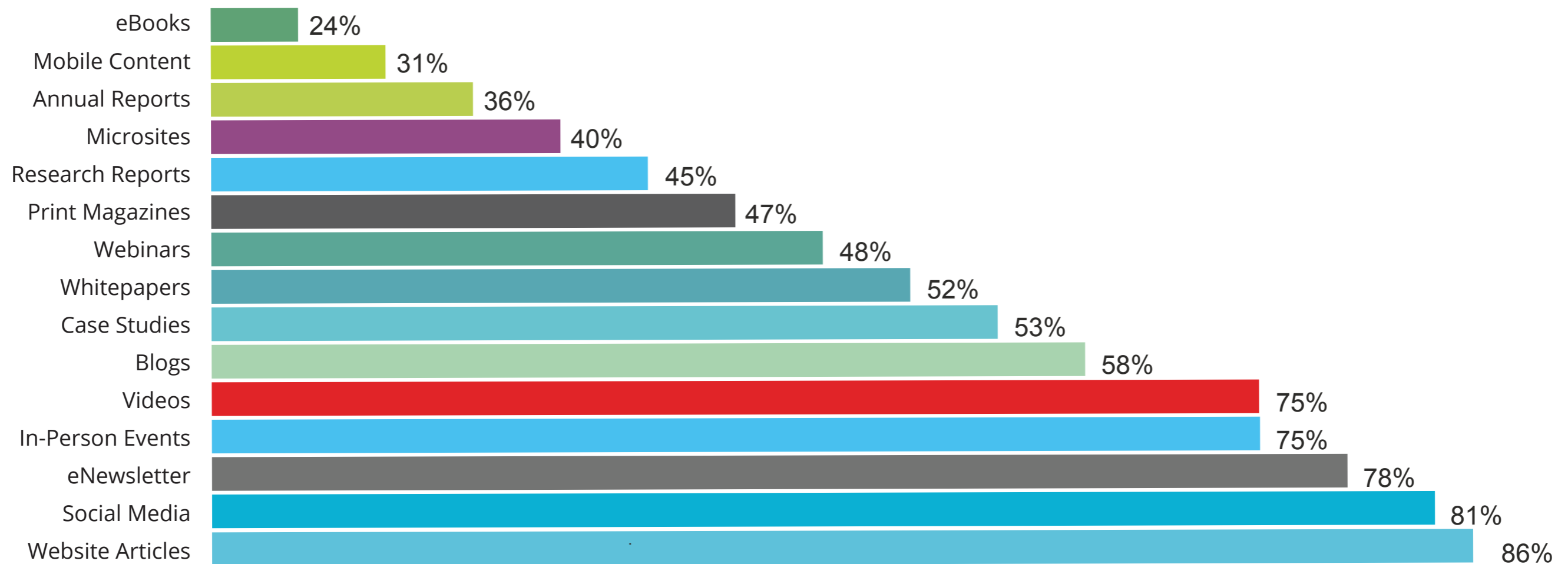
## Landscape of Healthcare Marketing

The dynamics of the healthcare industry is influenced by a series a factors including changing government regulations, ever evolving consumer needs and preferences, technological innovations, and more. These triggers eventually contribute to how a healthcare organization innovates and evolves over time. The current landscape of healthcare marketing denotes a tremendous 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. It is thereby essential that healthcare marketers discover innovative and cost-effective solutions to acquire, engage and retain customers effectively.

In this guide, let's explore factors that are transforming the healthcare marketing industry, and how healthcare marketers can leverage digital strategies to adapt and drive results.



## Content Consumption in Healthcare Marketing



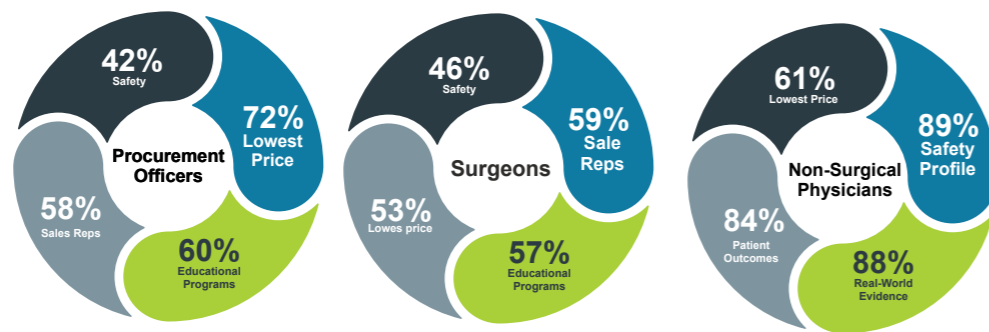
### Here are key takeaways from the statistics above...

- 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 decade, the percentage of physicians who state they have personal responsibility of controlling costs has 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 non-availability 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.



## Understanding the Persona of the New Digital Buyer in the Healthcare Industry

Buyers in the healthcare industry have evolved. Doctors, nurses, clinicians, surgeons, dentists, hospital administrators and other healthcare professionals are using medical apps, hospital management systems, practice management software and other medical technology. Even patients today access their medical records online. For healthcare marketers, this translates to creating new touchpoints for deeper customer engagement and personalization. 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 focus around such decision makers. Most healthcare decision makers today 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:

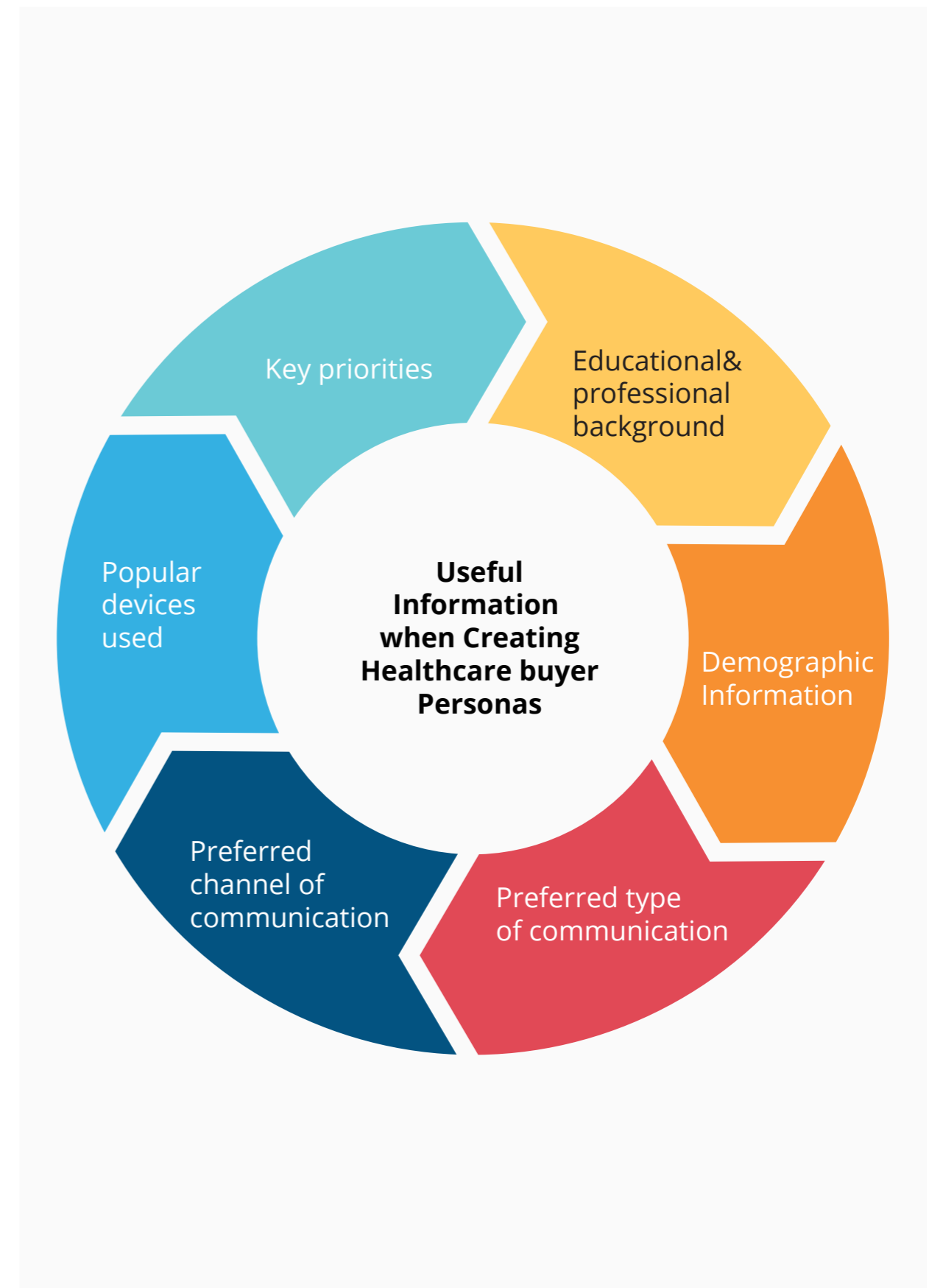
Healthcare professionals and procurement officers have different areas of expertise and priorities compared to clinicians and play an important role in purchase decisions.

Marketers should work along with sales teams to get customer data and valuable insights on buyer personas. This will help to articulate information and create marketing material that will revolve around specific concerns and priorities.

While collaborating with sales teams to identify buyer personas understand buyer priorities while they search for particular products or services & also the educational and professional background of buyers. This will help in understanding areas of expertise, gain insights regarding the technical information and build communication effectiveness.

Buyer preferences on the 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 are more likely to rely 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 one amongst 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 understanding 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 of 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 in creating personalized marketing campaigns to connect with healthcare decision makers effectively.



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



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 an exclusive Healthcare Database, create email templates, launch campaigns and view real-time results. With information from a custom built database you can further segment your database and create specific goals and media strategies that revolve around the healthcare sector.

## Best Marketing Channels for The Healthcare Industry

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  
& Mailing List



Diagnostic Radiologist  
EmailLists  
& 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 multifacility 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

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 -absorb able 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
	Robotic spine
General	Improved laparoscopic video equipment
	Wireless laparoscopy
	Advancements in microlaparoscopy
	Reusable surgical instruments
Other technology	Easy inter -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
	Novel anticoagulant with antidote
Diabetes	Low -cost generic basal insulin
	Oral drug type 1 diabetes
	Polypill combinations
	Self -regulating insulin
Other	Eradication of Lyme disease
	Non -addictive pain medication
	GI medications
	IV calcimimetic

## Conclusion

Healthcare marketing and the buyers in this sector have evolved over the recent years. Healthcare professionals now use new medical apps, hospital management systems, practice management software and other medical technology and healthcare marketers need to translate this information to create new touchpoints and channels to reach their target market effectively. With relevant insights on the target market, buyer personas and the channels Healthcare professionals use to seek information, you will be able to connect with them meaningfully and urge them through their purchase cycle.



## About us

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Lake B2B has been in business for over 15 years with the objective of providing accurate global B2B database to companies irrespective of their sizes and revenues. Since then, over 3000 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.



## Digital marketing elements for Healthcare marketers

### Behavioral Targeting For Next-Gen Healthcare Marketers

As healthcare marketers, technology and data analytics play an important role in building better connections and behavioral targeting remains one of its core benefits.

With the latest medical technology, healthcare marketers and medical professionals can get a single point of source to implement strategy, personalize messaging, and improve overall support and quality of healthcare services.

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

- Use segmented healthcare databases that are data-driven and provide gain 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.

