#### **myadvice**

## 2022 HEALTHCARE MARKETING TRENDS REPORT

Navigating the Growing Digital-First Approach



#### Contents

WHY THIS REPORT

Methodology

Operational Goals

7 T W O Patient Acquisition Strategies

10 THREE Managing Marketing Efforts

16 FOUR Common Challenges

Outsourcing Marketing

21 CONCLUSION
What Does It All Mean?

With the new year upon us, we wanted to know what was happening in the world of healthcare marketing.

## METHODOLOGY

So, we polled 131 healthcare professionals to get a sense for what they're focusing on—from their goals to their pain points, and how they're planning on getting the results they want. The goal was to keep the focus on healthcare, but the data encompasses everyone from dentists, medical spas, and cardiologists from across the United States.

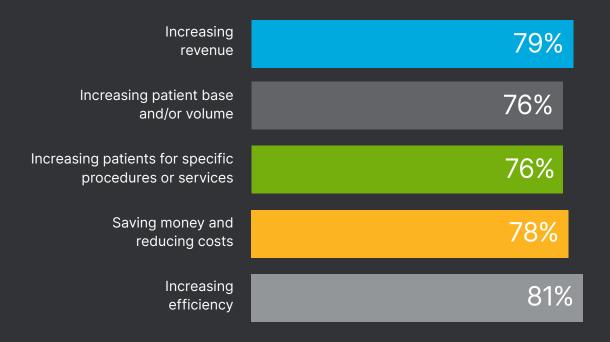
Here's what we wanted to know:

- 1. What **operational goals** are healthcare practices focusing on in the new year?
- 2. Which patient acquisition strategies are most effective for practices right now?
- 3. How are practices managing their marketing efforts?
- 4. What are the **greatest** challenges practices face in achieving their goals?
- 5. What's important to practices looking to **outsource their** marketing?

We gathered, analyzed, and interpreted the responses to create insights that practices can start putting to work now. Use this data to help plan marketing strategies or compare your practice's efforts with others in the industry.

# OPERATIONAL GOALS

### Percentage of respondents who consider this goal to be "important" in 2022:



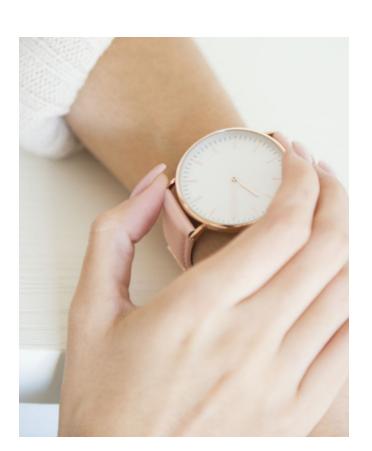


Practices want more revenue, more patients, and more profitable procedures.

What operational goals are healthcare practices focusing on in the new year?

It probably doesn't come as much of a surprise that most practices want to increase their revenue in 2022. However, almost as many respondents indicated they're looking to increase the return on investment (ROI) of their marketing efforts. How are practices looking to achieve this

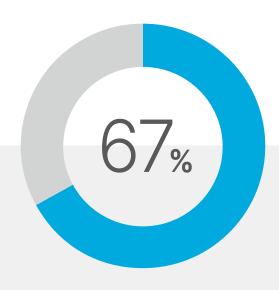
goal? By increasing their patient base and the volume at which they get new patients. They're also focusing on increasing specific procedures or services, presumably to target those with higher profit margins. They're looking for more bang from their marketing bucks.





Along with increasing revenue, **cost reduction** and **efficiency** is also a focus.

In a similar vein, most practices are also concerned with reducing their costs and increasing efficiency, both within their general operations and specifically within their marketing programs, with 67% of respondents saying their marketing expenses and efficiency are a focus. By focusing on decreasing costs and increasing revenue, it's clear that increased ROI is the real goal.



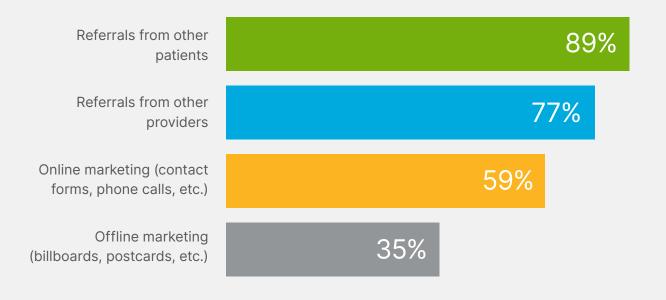
2 out of 3

said their marketing expenses and efficiency are a focus

# PATIENT ACQUISITION

Which patient acquisition strategies are most effective for practices right now?

### Respondents who consider these strategies to be "effective" for acquiring new patients:





**Referrals** and **word of mouth** marketing are extremely important, and an updated online presence helps **convert** those opportunities.

It's clear that referrals are extremely important in healthcare marketing, both from other providers and patients. Maximizing the referrals a practice receives is therefore a worthwhile endeavor. In the push to increase referrals from patients, customer service is still incredibly important. If a practice isn't seeing any sort of impact from patient referrals, it's probably worth trying to figure out why, whether they implement post-visit

patient surveys or simply ask for feedback while their patients are in the waiting room.

Whether a patient finds a provider via an online search or a referral, first impressions are everything. If they can't find accurate contact information in search results or the website they land on is outdated and has incorrect information, they won't be able to contact a practice.

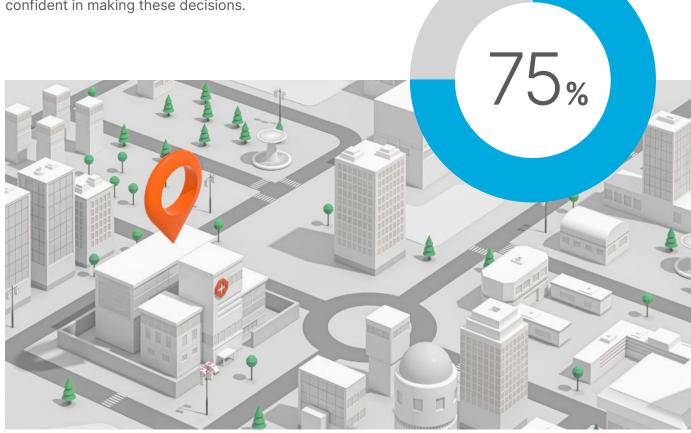


**Online marketing** is outpacing traditional marketing, but most practices **don't know what's working**.

While offline marketing strategies continue to decrease in effectiveness as the number of consumers opting for online platforms continues to grow (by some estimates, up to 75% of people now utilize online sources to find providers), it's clear that some practices still aren't quite certain their online marketing is giving them the results they need. With so many digital marketing strategies to choose from, it's difficult to know which one will give the best return on effort, and equally difficult to feel confident in making these decisions.

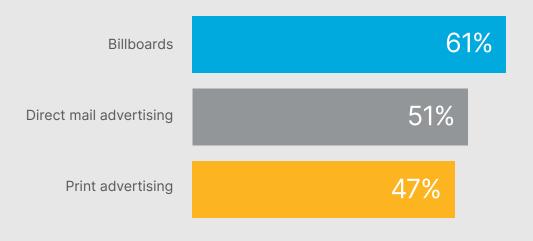
#### 3 out of 4

people now utilize online sources to find providers



# MARKETING EFFORTS

## Percentage of practices who say they **do not** plan to use these tactics in 2022:





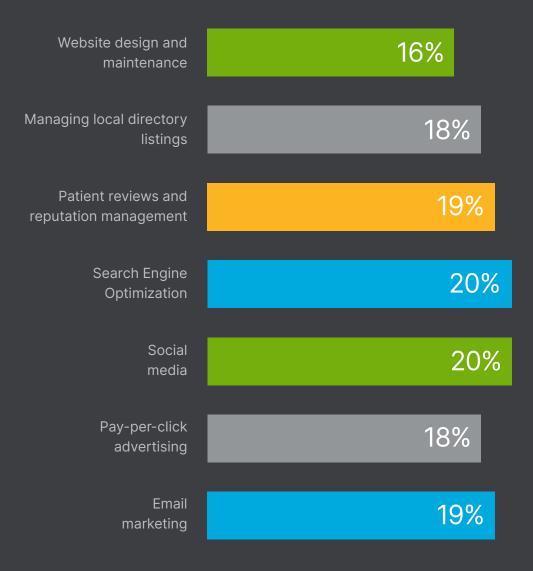
**Traditional** offline tactics **are fading** as part of marketing plans.

How are practices managing their marketing efforts?

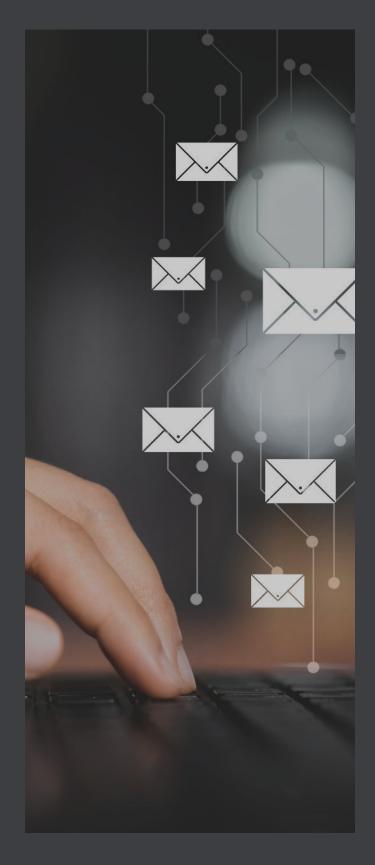
The data is clear: offline marketing tactics are increasingly being left behind. As rising numbers of consumers say they use online searches to find new providers, it stands to reason the digital shift is to blame. While uncertainty around where to start remains, it's evident that online marketing

provides more opportunities for practices looking to grow their businesses by meeting prospective patients where they are searching. If traditional marketing is on the decline, online marketing is just as much on the rise. Which online marketing strategies are practices adopting going forward?

Percentage of survey respondents who **do not** currently utilize this marketing tactic but **plan to start** in 2022:



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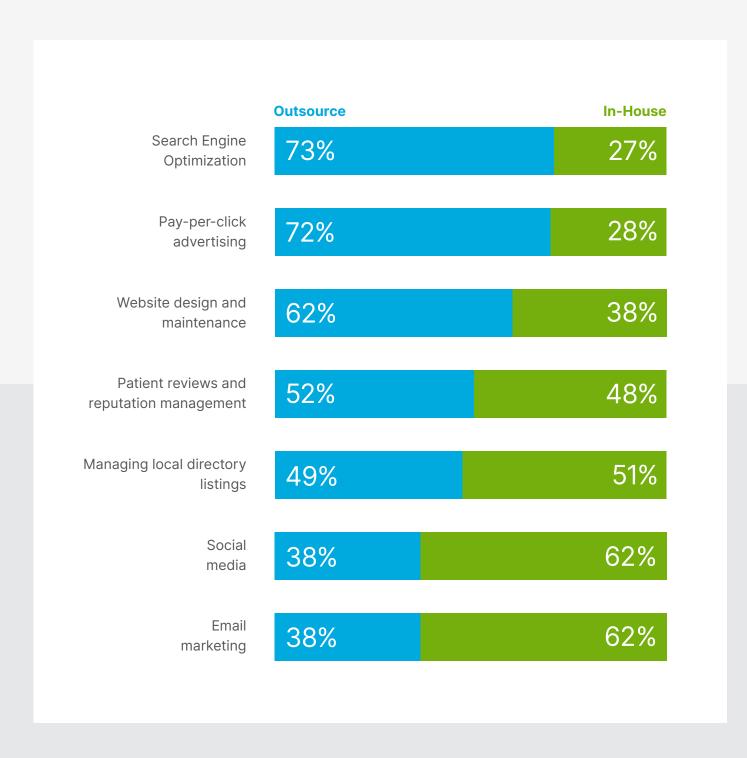


INSIGHT

A large percentage of practices will be starting digital marketing strategies for the first time in 2022.

Digital marketing tactics continue to grow in popularity as healthcare consumers embrace those channels as a first step when researching new providers. Practices that are already utilizing these tactics as part of their marketing strategy are ahead of their competition, but this wave of "plan to in 2022" first-timers suggests that even digital marketing veterans should re-evaluate their programs and results to stay ahead.

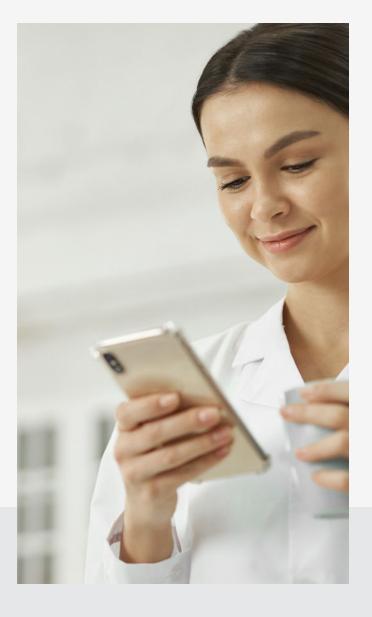
### How practices are managing their active marketing efforts:



14



A practice's tendency to **self-manage** marketing activities rather than outsourcing **varies widely** by tactic.



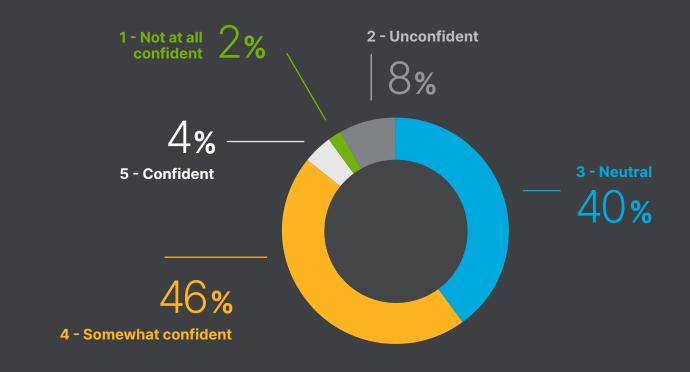
The theme here is that there really isn't a theme: it just depends. However, with lack of confidence cited as a major concern for the majority of respondents we polled (see <a href="next section">next section</a>), it's not surprising that most practices choose to outsource the more complex marketing activities like website design, SEO, and pay-per-click. With more expertise needed to get the most return on these investments, and so many practices concerned with reducing costs, there's a clear

correlation between choosing to outsource these marketing strategies.

Higher touch strategies like social media and email marketing are more likely to be managed in-house. When balancing those in-house activities with the goal of increasing efficiency, the question needs to be asked: Are the right marketing tools and platforms in place to make that happen?

# COMMON CHALLENGES

### On a 1-5 scale, how prepared do respondents feel to achieve their marketing goals?





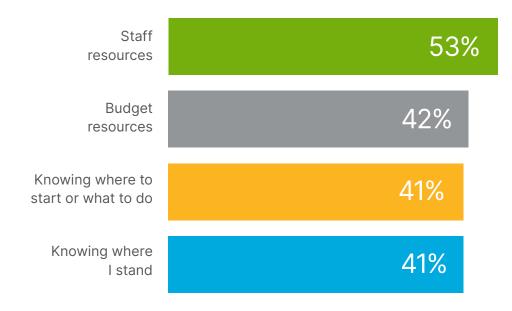
Only a small percentage of practices feel **fully prepared** to achieve their marketing goals.

What are the greatest challenges practices face in achieving their goals?

It's great to have marketing-related growth goals, but preparation and confidence are key to making it happen. With **only 4**% of our respondents feeling fully confident about their chances of

achieving their marketing goals in the new year, it's clear that confidence is in somewhat short supply. What's driving this lack of confidence?

# Percentage of respondents who rated these factors as **difficult** aspects of marketing their practice:





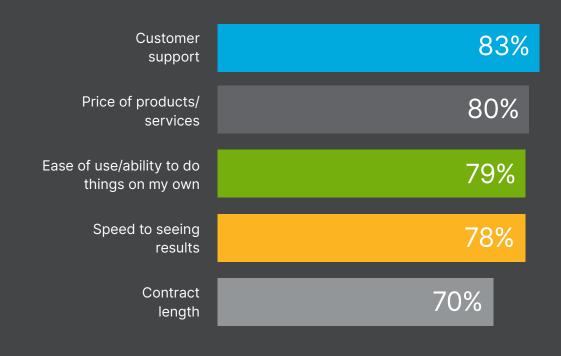
**Understanding** strategy and measurement is nearly as challenging as **having the resources** to do it.

While budget and staffing constraints impact the marketing strategies of many of our respondents, many also indicated that a lack of knowledge impacts their marketing just as much. Knowing where to start, which strategies to pursue, and how to benchmark their efforts against their competitors is clearly a challenge for most practices.

## OUTSOURGING FACTORS

What's important to practices looking to outsource their marketing?

#### Percentage of respondents who consider these criteria to be important when selecting a marketing vendor or partner:





**Customer support** leads the way when choosing marketing vendors and partners.

While price of products and services will always be a factor when deciding to partner with vendors, it's not the most important factor. 2 of the top 3 criteria are the ability to use tools independently, and MOST importantly, get support when it's needed. 5 out of 6 survey respondents (83%) agree that

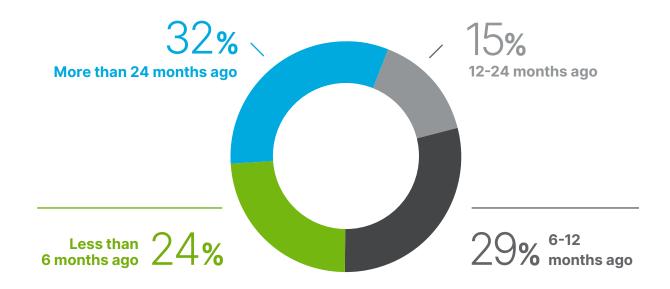
customer support is important.

Contract length rates as least important, suggesting that survey respondents are willing to commit to products and services that deliver on self-service with as-needed support for the right price.

## WHAT DOES IT ALL MEAN?

With traditional offline forms of marketing on the decline and digital marketing on the rise, it's clear that healthcare marketing is halfway through a major transition to a new era. Patient and provider referrals still make up a huge part of most new patient acquisitions, so practices face the challenge of maintaining an excellent patient experience while seeking to gain the trust of their prospective patients through their digital presences.

#### When was the last time you updated your website?



And yet, despite the widespread adoption of these new digital marketing strategies, 47% of respondents hadn't updated their website's design in over a year. What does that tell us? Well, for starters, the chances that new patients are being

funneled to outdated websites is very high. It also indicates that most practices are struggling to know exactly where to focus their efforts, and as a result may not be maximizing the website traffic and/or referrals they do succeed in getting.

21

#### Our Advice?

With so many new strategies and platforms to choose from, it's easy to understand and empathize with the majority of practices not feeling particularly confident in their marketing plans for the coming year.

After all, most healthcare professionals didn't get into their industry of choice with the goal of being a digital marketer.

Knowing where to start and where to spend their budget and focus their resources is one of the biggest challenges facing most organizations.

Healthcare marketing is facing some serious growing pains, and what most organizations need is a trusted source of advice that they can turn to as they plan and expand.





