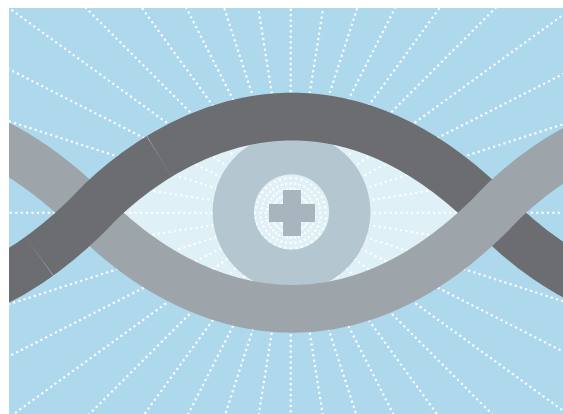


Health Care Marketing Insights

The shift to value-based care, coupled with ever-increasing access to information by customers, partners and patients, is triggering a shift in marketing strategies for smart health care industry players. Here are four key market insights to consider when formulating your messages – across all media – to your audience, be they physicians, patients, payers, providers, suppliers, hospital administrators or any other segment.



Responsibility is Paramount

You must always keep in mind that at the end of the day, your marketing is about enhancing health and well-being. People's lives may literally be at stake, and all marketing efforts should be honest and accurate.

Achieve Motivation Through Education

What are perceived as hard-sell tactics are increasingly rare. In an age where patients are being asked to assume more of the financial burden of their own care via higher copays and deductibles and to be their own advocates, consumers are looking for brands they can trust to give them the information they need to make informed, medically sound decisions. For example, many end users remain unclear on the distinctions between emergency rooms and urgent care or primary care centers. Brands that provide clear, straightforward information will be greatly appreciated.

Communicate the Value of Value

Although the business is shifting more and more to value-based care from fee-based care, customers still need to receive compelling reasons to embrace this shift. Whether you're helping a hospital system cut costs through improved processes or helping consumers find the treatment that is right for them in the long term – even when it is not necessarily the lowest priced one initially – communicating the importance of value is crucial.

Use a Range of Media

Digital is the fastest growing channel for marketing, but traditional channels including print, outdoor advertising, radio, event booths, direct mail, and sales collateral still remain effective. Digital channels can offer attractive targeting, with tools including search-engine ads, sponsored social media, and marketing automation technology.

Vital Statistics for Health Care Marketers

U.S. per capita national health expenditures are
\$9,523
a year.



(Source: Centers for Disease Control)

The average marketing budget of health care companies in the United States in 2015 was

\$11.9M.

Companies above \$500 million in revenue spent an average of

\$24.1M
on marketing.

Companies below \$500 million in revenue spent an average of

\$3.3M.



(Source: Statista)

62%
of smartphone owners use their device to search for health information.



72%

of Internet users search for health info online.

(Source: Pew Internet Research)

50%
of hospital administrators research equipment and vendors online;

82%
of hospital administrators compare products.



(Source: Clarity Quest)

What channels are health care marketers using to reach the HCPs (health care professionals) they target?

86% are using digital tools, including websites, social media, digital ads and mobile apps.

80% are marketing at meetings or events.

69% are using printed sales materials.

48% are using journal print ads.

47% are using direct marketing/direct mail.

29% are using point-of-care materials.

(Source: MM&M's Healthcare Marketers Trend Report 2016)

\$3,000,000,000,000

*Amount Americans devote per year
to health expenditures*

(Source: Centers for Disease Control and Prevention)



Does your health care marketing need a jolt?

Despite the significant resources devoted by consumers to health every year, health care providers face many economic challenges. Consider the stresses on hospital systems, for example. With shifting reimbursement models and other changes created by the transition from volume- to value-based care, one pressure remains paramount for health care providers: to cut costs even as you improve quality of care.

A Prescription for Improvement

*One way to reduce costs: to increase the impact and efficiency
of every health care marketing dollar.*

SullivanPerkins will see you now.

If you'd like to discuss how SullivanPerkins can inject some life into your healthcare marketing, please contact us at 214.922.9080 or info@sullivanperkins.com.

What SullivanPerkins brings to the table:

Healthcare Marketing Experience

Adeptus Health
CareNow
Childrens Health
Denton MD
DOC/Direct Orthopedic Care
Essilor of America
Hospitalists Now
Instead

Johnson & Johnson
Medhost
Metrocare
NRC+ Picker
Southwestern Medical Foundation
Susan G. Komen
UT Southwestern
VHA/Vizient

Multiple Solutions



The convenience you need, the care you deserve.

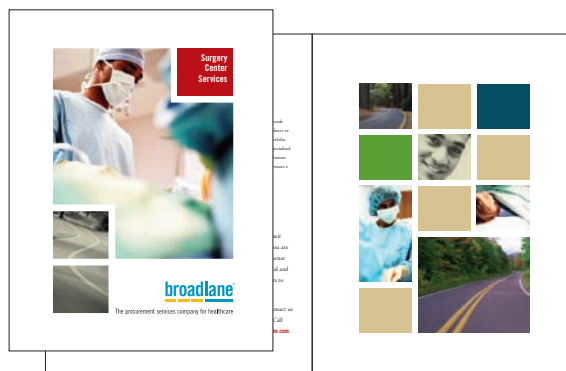


Naming, Identity, & Positioning CareNow

Website Hospitalists



Digital Marketing VHA



Print Sales Collateral Systems Tenet/Broadlane

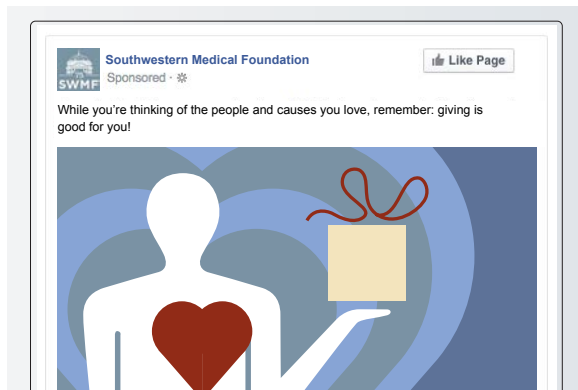
Multiple Solutions *(continued)*



Transit Advertising Metrocare



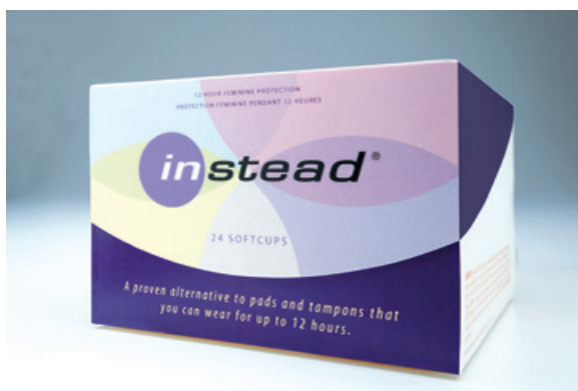
Outdoor & Signage CareNow



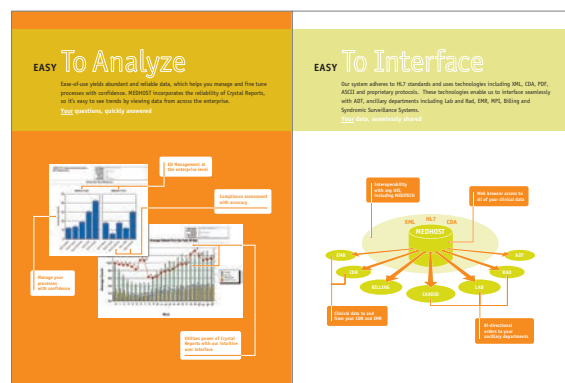
Social Media Southwestern Medical Foundation



Annual Reports Children's Health

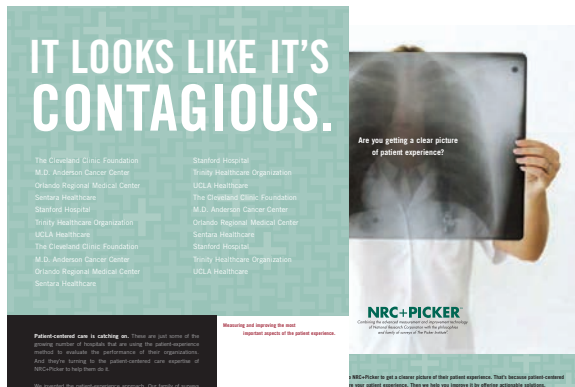


Product Packaging Instead

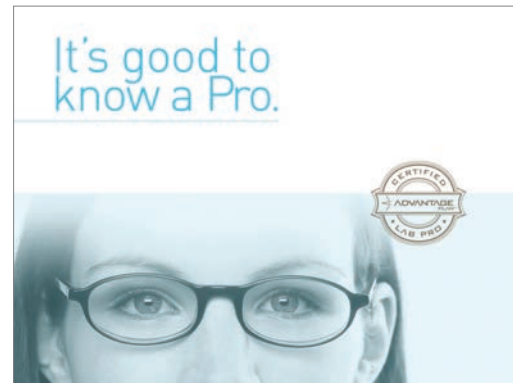


Capabilities Brochures MedHost

Multiple Solutions *(continued)*



Print Advertising NRC+ Picker



Training Brochures Essilor of America



Trade Show Displays VHA

