

HEALTHCARE MARKETING IN 2022:

**Exclusive Report on
Patient Decision-Making**

LOCALiQ



WHAT'S INSIDE:

Introduction

It can be hard to know what patients are thinking and how they're making healthcare decisions. Our study dives deep into what you need to know for successful healthcare marketing.

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INTRODUCTION

It can be difficult to fully understand the modern consumer and how they make decisions when it comes to healthcare, but this understanding is crucial to crafting a marketing strategy that best resonates, engages, and educates your intended audience.

So, to arm you with this knowledge along with the marketing tactics that will resonate best with healthcare consumers today, we conducted a survey of over 4,200 US adults who have been involved in any healthcare research or decision making in the last 12 months to get the data on:

- The top factors behind healthcare provider selection.
- The impact of the COVID-19 pandemic on healthcare consumers.
- The strategies that are most effective for healthcare marketing.
- And more.

What we found was both surprising and enlightening. For instance, patients value compassion and feeling like a priority over quality physicians when it comes to hospital selection, which can impact the way you're marketing your healthcare system as well as your messaging.

In this guide, we'll dive deeper into this exclusive data and share how – based on these insights – you can create a healthcare marketing strategy that connects you with the modern consumer when they're making their healthcare decisions.



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2021 GANNET NATIONAL HEALTHCARE STUDY

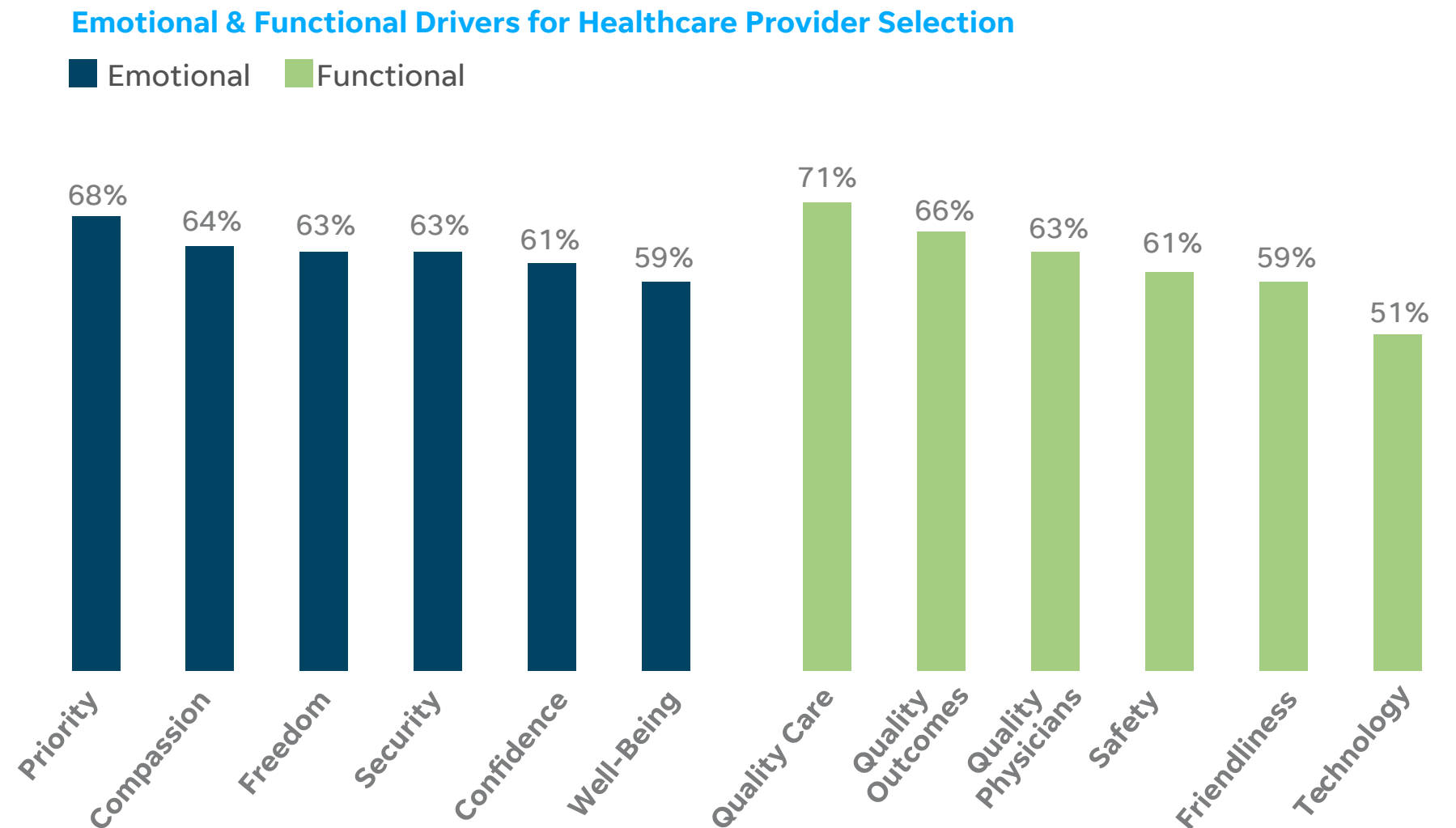
2021 Gannett National Healthcare Study, proprietary information

THE MODERN CONSUMER & THE CURRENT STATE OF HEALTHCARE

It can be difficult to get a sense for all the factors that go into how and why people make decisions about their healthcare providers. With our study, we sought to distill these factors into some applicable data points that can help you create an informed – and successful – healthcare marketing strategy.

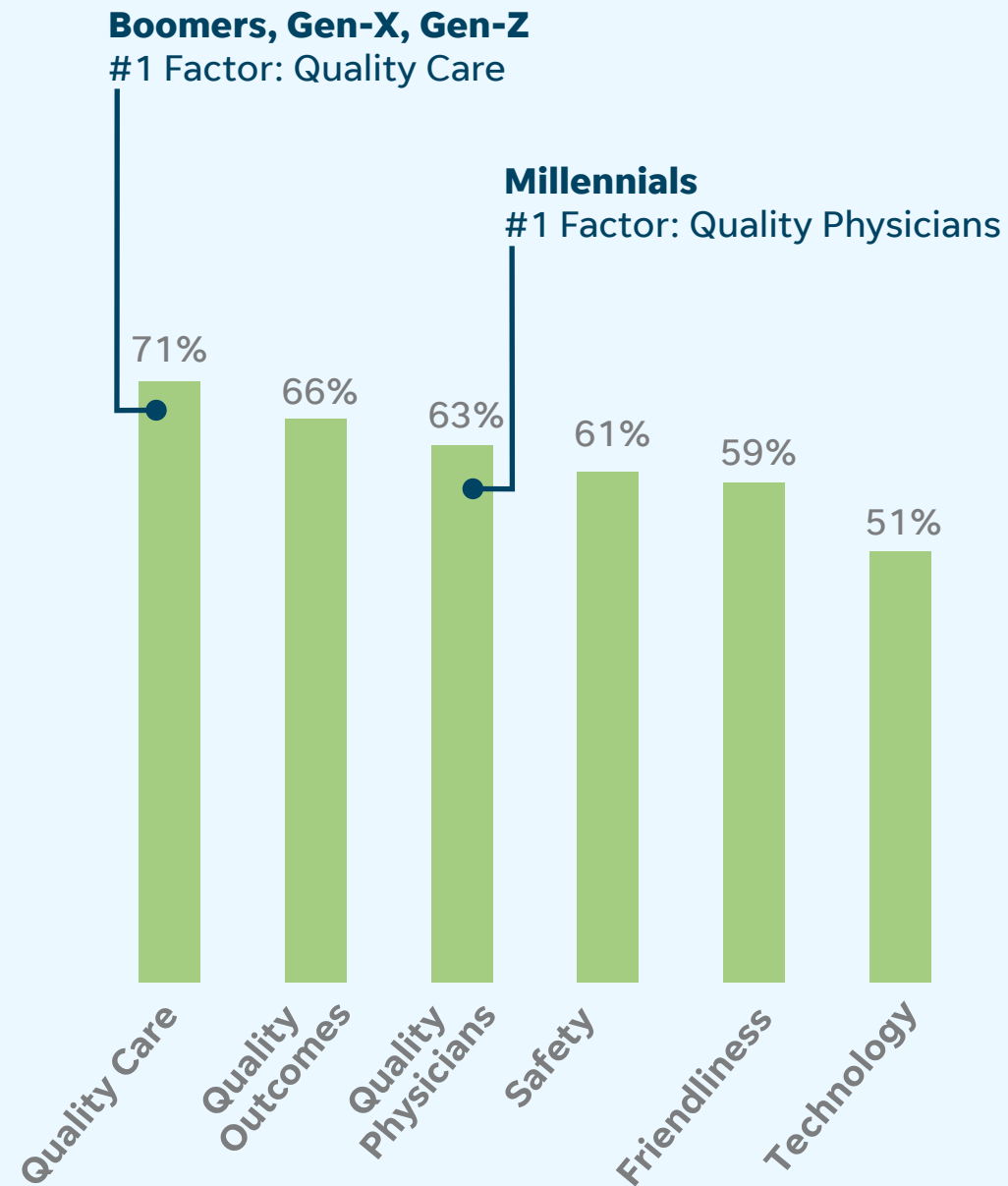
Top Factors for Healthcare Provider Selection: Emotional vs. Functional

When it comes to choosing a healthcare provider, we know that there are a mix of both emotional and functional factors that impact consumer decision-making. When it comes to the emotional factors, our study found that feeling like a priority and compassion topped the list, while quality care and quality outcomes were the top functional drivers.



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Top Functional Factors for Provider Selection



While these factors aren't necessarily surprising, what is surprising is that when you compare the emotional and functional factors, feeling like a priority and compassion were more important than quality physicians on the functional side, which speaks to the way many consumers lead with emotion when making healthcare decisions.

The Role Age Plays in Healthcare Decision-Making

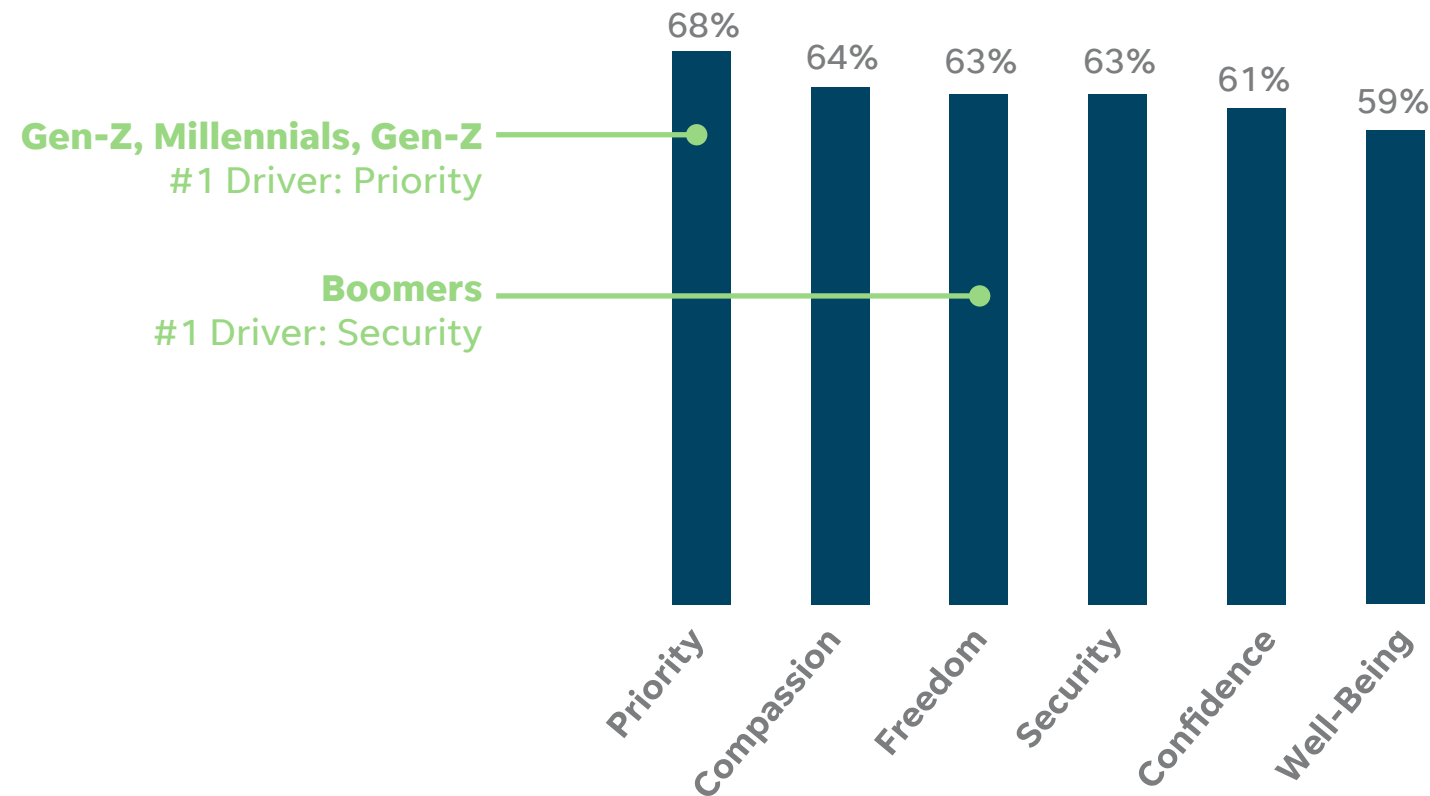
Unsurprisingly, age does impact the way that healthcare consumers are making decisions about their providers.

For example, as people age, top functional drivers like quality care and quality outcomes exponentially increase in importance – just over half (53%) of millennials indicated that quality care was a top driver compared to nearly 90% (86%) of boomers.

Incorporate emotional pieces into your healthcare marketing by sharing patient stories, highlighting the way your physicians care for patients, and touching on the areas that prospective patients care most about: Feeling like a priority and compassion.

Different demographics also perceive emotional drivers differently. Boomers noted security as their top emotional driver, while Gen X, millennials, and Gen Z noted feeling like a priority as their top emotional driver when finding a physician.

Top Emotional Drivers for Provider Selection



This data speaks to the importance of understanding your target audience so you can tailor your marketing messaging to the drivers that will most impact them and their decision-making.

Adjust your marketing messaging based on the demographic(s) you're targeting. Focus on security for boomers and making patients feel like a priority for Gen X, millennials, and Gen Z. You also need to tailor your strategy to the right channel in which to reach these demographics – we'll talk about this in detail later.

How COVID-19 Has Impacted Consumers' Perception of Healthcare Workers

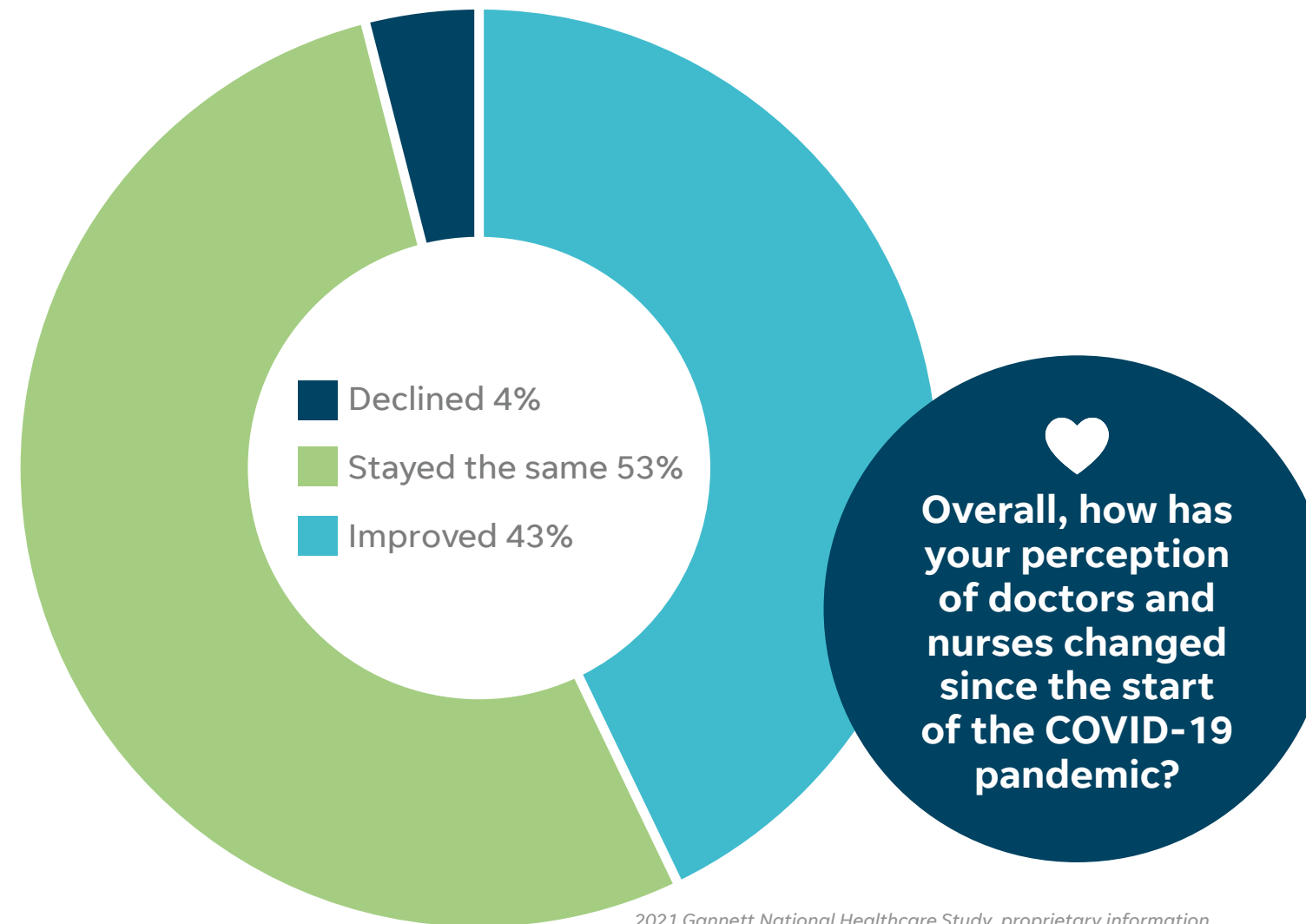
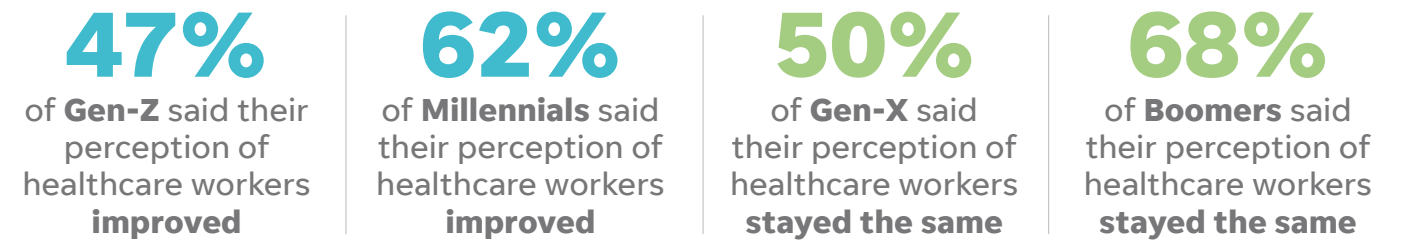
Obviously, we can't talk about data from 2021 without mentioning the COVID-19 pandemic, which has very clearly impacted healthcare above almost any other industry.

One point our study found enlightening, though, was around the perception people have of healthcare workers. Nearly half (43%) of respondents said their perception of doctors and nurses improved since the start of the pandemic. And, if you break down the data by demographic, the percentage was even higher for millennials (62%) and boomers (68%).

This data speaks to the effectiveness of Healthcare Heroes campaigns that illuminate the brave physicians, nurses, and healthcare employees who have been on the frontlines of the pandemic.

Healthcare Heroes campaigns can continue shining a positive light on your staff as well as influencing the perception of healthcare workers for your audience. Branded content and video can make these pieces really stand out and shine, and by sharing these assets on your social media pages, you can encourage more reach and engagement.

COVID-19 Impact on Consumer Perception of Healthcare Workers



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A Growing Focus on Self Care

Physicians have been increasingly taking a holistic approach to healthcare and focusing on the patient as a whole – which includes their mental health as well as their physical health. Our study found that healthcare consumers agree that this is important with over 60% (64%) preferring to choose healthcare providers who care about patients’ physical and mental health.

We also surveyed respondents about their self-care habits now versus what they would like to implement once the pandemic is over. While some results were unsurprising (only 43% are traveling now, while 74% would like to post-pandemic), others were illuminating. For instance, only 44% of respondents are currently in a weight loss program while 70% would like to be post-pandemic.

But, even more importantly – only 62% of respondents are currently seeking traditional healthcare such as primary healthcare and regular checkups, while nearly 80% (79%) would like to post-pandemic. This isn’t shocking data but

does speak to the need to educate consumers about the importance of preventive healthcare now.

This growing focus on self-care also provides another way for healthcare providers to connect with consumers through content focused on self-care. Our study found that many consumers, especially Gen Z and millennials, are consuming content around self-care multiple times per week (30% for millennials and 27% for Gen Z) or even daily (24% for millennials and 16% for Gen Z).

By creating self-care content for these demographics, you can create a new channel with which to engage and connect with prospective patients.

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Putting a Focus on Primary Care

As we outlined, just under 80% of respondents would like to incorporate primary care into their self-care routine post-pandemic. And while our study found that nearly 90% (89%) have a primary care physician currently, 44% have been with that provider for less than three years. When you look at the data by age, Gen Z and millennials have been with their primary healthcare providers for a shorter duration than Gen X and boomers.

We also found that Gen Z and millennials are more likely to switch primary care providers in the next 12 months, with 61% of millennials and 56% of Gen Zers saying they are “extremely or somewhat likely” to make a switch. This speaks to an opportunity for healthcare marketers to target this group and sway them toward your practice.



Target Gen Z and millennials with content that humanizes your brand and highlights their top emotional factors (priority and compassion) to encourage them to make the switch to your healthcare system.



Create self-care content for your Gen Z and millennial audience to share on social media, your YouTube channel, and on your blog or website. And, don't forget to run display advertising to drive more people to your content.

Branded content is another important strategy for sharing this type of content as 90% of people prefer premium news and publishing sites when consuming healthcare-related content online.

2021 Gannett National Healthcare Study, proprietary information

The Growing Importance of Telehealth

The COVID-19 pandemic has only increased the prevalence of telehealth – a change that consumers are largely happy with. Of those who have used telehealth, patients were satisfied with their experience, and for both Gen Z and millennials, having telehealth options is the top driver behind their decision on who they choose as their primary care provider.

Insurance, safety, and convenience were the top reasons respondents chose telehealth rather than an in person visit across all age ranges, which speaks to the importance of offering this option as part of your healthcare practice.

Your healthcare system should be incorporating information about your telehealth options into your marketing messaging and campaigns. Share details about ease of use, make scheduling simple, and emphasize the convenience factor for your patients.

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CREATING A DATA- INFORMED HEALTHCARE MARKETING STRATEGY



It can be a challenge to connect with consumers when they're making important healthcare decisions. But, with a data-informed healthcare marketing strategy, you have a better chance at reaching them when, where, and how it counts to build trust and a connection that wins patients and helps you stand out in the crowded healthcare marketplace.

At LOCALiQ, our team has the data, solutions, and expertise to partner with you on a strategy that positions your healthcare system for success.

We've shared a glimpse of our insights here, but we have even more we can dive into with you. Schedule your consultation with one of our healthcare marketing experts today to review this data in detail and discuss the right marketing mix to help you reach patients no matter where they are in their healthcare journey.

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SO, ARE YOU READY TO GET STARTED?

LOCALiQ provides local businesses the way to build their presence, drive leads and awareness, manage leads and customers, and know what marketing investments work.

Connect with us today to kick start your local marketing.

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