

Healthcare Marketing Trends for 2022:

4 Key Themes

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Between the impact of the **COVID-19** pandemic, the progressive shift to a **cookieless** world, and additional factors turning digital marketing on its head, marketing professionals are faced with an array of **challenges** to which they must adapt in order to survive and thrive in a continually **evolving** landscape.

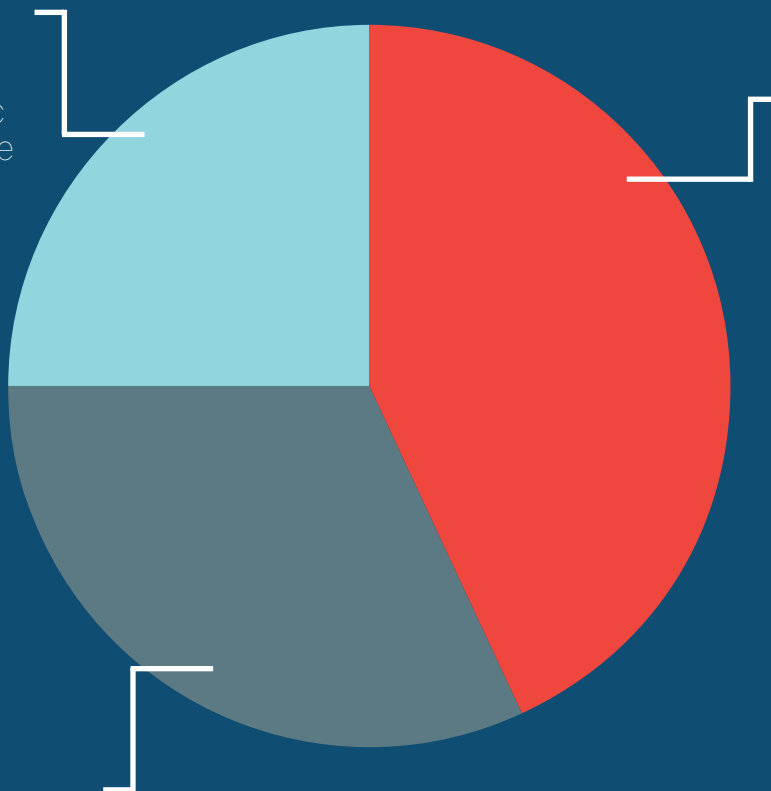
In healthcare, the ongoing pandemic has had a *major* impact on both **patients and providers** on a number of fronts, perhaps **forever** changing patient expectations about how they **access** and **receive** care, contributing to the **consumerization of healthcare** that's been growing ever since the industry started making its digital shift.

The explosion of telehealth is a perfect example.

According to ***The Harris Poll***, telehealth is “the coming new normal” for healthcare, with survey results demonstrating the rapid growth of both its **use** and **popularity**:



47%
users accessing
telehealth for chronic
care needs during the
pandemic



82%
telehealth users
who “say they
love/like it”

Overall,

8 in 10

of those who have already used
telehealth services say they are
likely to use [it] post-pandemic.

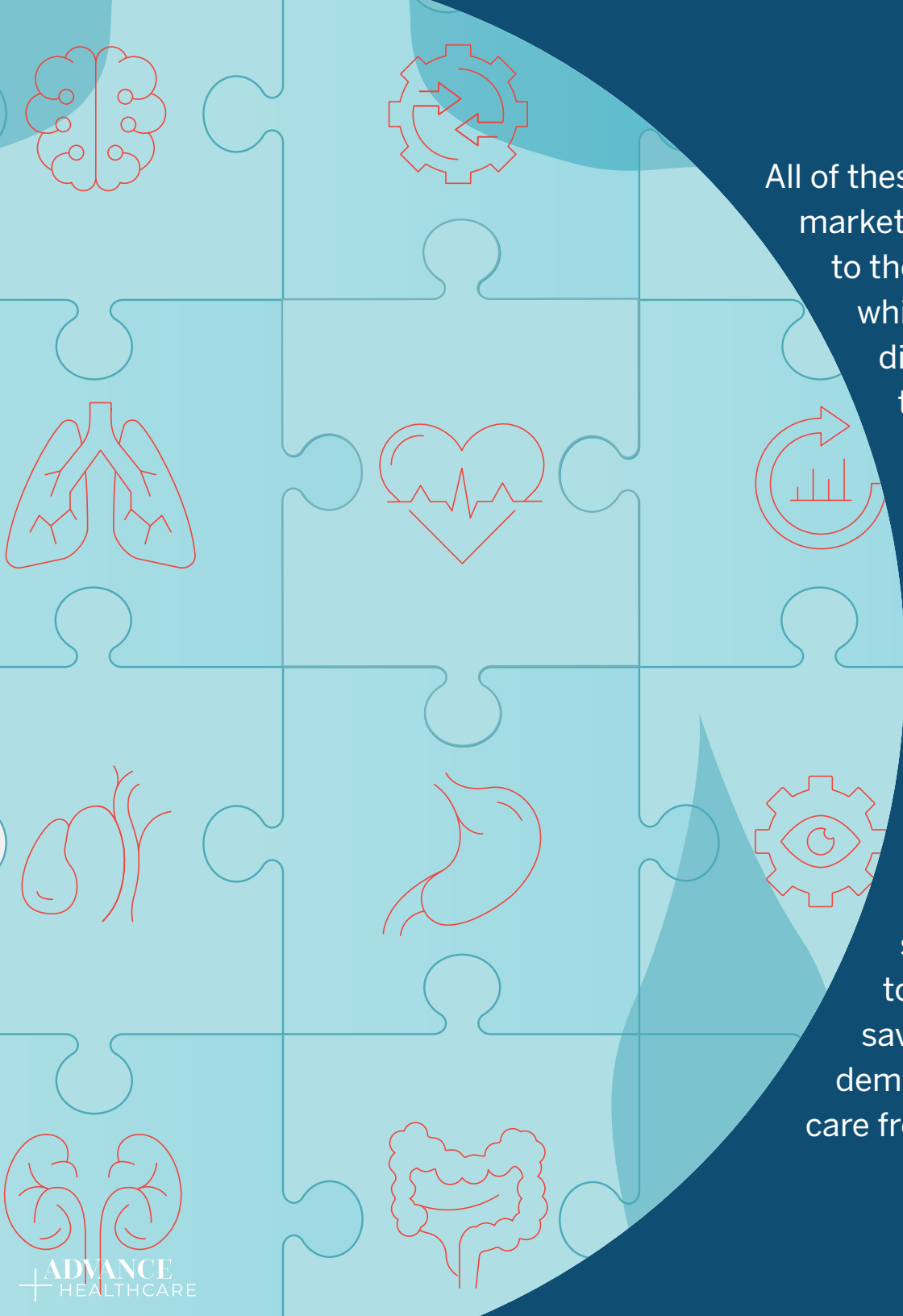
61%
non-users who
“say they like/love
the idea of using
telehealth services”



The Harris Poll COVID Tracker demonstrates how **empowered** healthcare consumers have become, with **52%** of participants indicating that *“Being able to easily access your medical records and price shop for services as needed via a healthcare app”* was either **extremely** or **very** appealing to them.

And in addition to focusing on delivering **high-quality care**, healthcare providers are also faced with a variety of factors affecting their specific practice areas, such as:

- The emergence of variants of the COVID-19 virus, resulting in overflowing hospital beds and supply shortages
- The growing push into the space from non-traditional players
- The **potential** for new regulations impacting post-acute care delivery
- **Burned out** healthcare workers and staff shortages
- A supply chain crisis that's impacting every industry across the board
- A growing call for **greater action** and transparency regarding environmental, social, and governance (ESG) issues

A large graphic of a puzzle with various medical and business icons. The puzzle pieces are light blue with dark blue outlines. The icons include a brain, a gear with a dollar sign, lungs, a heart with an ECG line, a bar chart with a circular arrow, a stomach, a kidney, and a large gear with an eye in the center. The puzzle is set against a dark blue background.

All of these challenges leave healthcare marketers with the tall task of adapting to the evolving dynamics of healthcare while also dealing with some major digital marketing shifts, such as the **deprecation of cookies**—which is a huge deal, since 83% of marketers rely upon this third-party data, according to Statista.

In spite of the rapidly evolving challenges they face from every direction, healthcare marketers are still expected to effectively demonstrate how their organization's offerings stand out from the competition to meet the needs of increasingly savvy healthcare consumers who demand the very best in terms of both care from and access to their providers.

This is true in terms of the **quality** of care they receive, the **experience** of receiving it, and the **marketing approach** used to help them find it. And just as patients and prospects need to *trust* that their healthcare providers **genuinely care** about them and have their best interests in mind—they also want to know that the marketers who represent their providers will treat them with the same level of **authenticity** and **respect**.

With **2022 looming on the horizon**, healthcare marketers can *benefit* from the in-depth research conducted over the past year regarding **current** and **predicted** trends in marketing, healthcare, and in healthcare marketing, specifically. Here, we'll dig into the results of studies conducted by the **American Hospital Association (AHA)**, **Deloitte**, **Gartner**, **PwC**, **Salesforce Research**, **The Harris Poll**, and others—using both *granular results* and *broader themes* to identify key healthcare marketing trends for **2022**.

Among the major global marketing reports included here are **Deloitte's 2022 Global Marketing Trends report**; **Salesforce's Digital Trends Report**; and the **State of Marketing Report**, also from **Salesforce Research** and in its *seventh edition*.

For the **2022 Global Marketing Trends report**, Deloitte conducted *two surveys* in early **2021**—the **Global Marketing Trends Executive Survey** and the **Global Marketing Trends Consumer Survey**—and also conducted *interviews* throughout the year with **18 executives** “who either *currently* or *previously* held **chief marketing, customer experience, or executive officer roles**.”

Deloitte says the insights gathered from those **three efforts** uncovered **seven key trends** related to digital marketing and the importance of customer centricity:

- 1 Purpose**—a beacon for growth
- 2 Authentically inclusive marketing**
- 3 Building the intelligent creative engine**
- 4 Meeting customers in a cookieless world**
- 5 Designing a human-first data experience**
- 6 Elevating the hybrid experience**
- 7 Supercharging customer experience with AI**

For its State of Marketing Report,

Salesforce Research also obtained a global perspective, noting that “Data in this report is from a double-blind survey conducted from May 4 through June 3, 2021 that generated 8,227 responses from marketing managers, directors, VPs, and CMOs. Respondents include marketers from B2B, B2C, and B2B2C companies across North America, South America, Asia Pacific, Europe, the Middle East, and Africa.”

The global trends identified in this research are reflected in the report's chapter titles and descriptions:

1 Marketers Embrace Change with Optimism:
“Emerging from a time of great upheaval, marketers are focused on a future of innovation and real-time engagement. Sixty-six percent of marketers expect revenue growth over the next 12 to 18 months.”

2 As Customers Go Digital, Marketing Steps Up:
“After years’ worth of changes in customer behavior occurring over the course of months, marketers are accelerating their digital transformations. Ninety percent of marketers say their digital engagement strategy has changed since the pandemic began.”



3

Collaboration Drives the Market-from-Anywhere Era:

“No longer tied to offices, a distributed workforce is reevaluating how they engage not only customers, but each other. Seventy-five percent of marketers say the pandemic has permanently shifted how they collaborate and communicate at work.”



4

Marketing Is Spelled D-A-T-A:

“Data empowers marketers to deliver the trusted, personalized engagement customers expect, but managing it is only becoming more complex. Marketers expect a 40% increase in the number of data sources they use between 2021 and 2022.”

5

Metrics and KPIs Continue to Evolve:

“As their work becomes more strategic and valuable for the business at large, marketers are reevaluating what successful marketing looks like. Seventy percent of CMOs align their KPIs with their CEO’s.”



An additional feature Salesforce Research provides with the report is a **Tableau dashboard** that allows findings to be filtered by industry, country, persona, and company type—allowing a deep dive into survey results specific to the U.S. Healthcare industry, some of which are captured and included at the end of this report.

The results of these reports, in combination with others cited here, have helped us identify a number of healthcare marketing trends for 2022—which we’ve tamed into **four key themes**:

- 1 Purpose, transparency, and trust are more critical than ever.**
And environmental, social, and governance (ESG) issues are part of the mix.
- 2 Digital plus hybrid is the new norm.**
To get it right, human-centered design and effective use of AI will be required.
- 3 Creating quality, personalized experiences is key.**
Which will require new skillsets, a pivot from third-party cookies, and the optimization of MarTech.
- 4 Digital marketing fundamentals still apply.**
Like the secret sauce of content marketing; the power of story; the necessity of an accurate online presence; the influence of customer reviews; and the imperative for omnichannel effectiveness.

In the following, we dig into these key four key themes and related trends to help healthcare marketers ensure they’re meeting the needs of increasingly savvy healthcare consumers while benchmarking their efforts to remain competitive on a challenging and evolving landscape.

1

Purpose, transparency, and trust are more critical than ever.

Topping the Deloitte list of marketing trends is *Purpose—a Beacon for Growth:*

“For many, having ‘purpose’ drive much of their business and operations has gone from aspiration to strategic priority. ...With this elevated prioritization comes greater complexities, as businesses rethink everything from their product delivery and brand messaging to employee and community engagement strategies.”

Referring to things like *competitive pricing* and *quality* as “largely commodity features,” Deloitte said other criteria, including “**purpose-related factors**” rise to the top to help an organization differentiate itself from competitors:

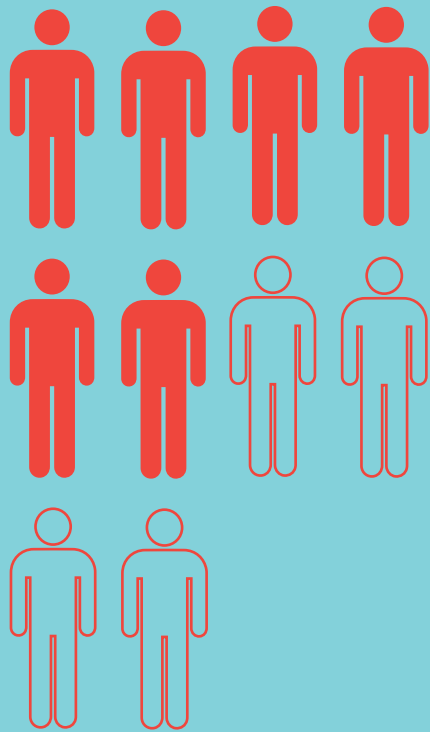
““ When brands know whom they are serving and what those individuals specifically care about, they can position their purpose as a competitive differentiator and, as importantly, move in the direction those consumers are expecting. ””

Additionally, the majority of customers are also holding companies accountable, with *Salesforce reporting* that “**86%** of customers want **more transparency** over how personal information is used.”



Salesforce also underscores the customer **data-privacy** concerns that marketers face:

“Customers are increasingly demanding more transparency with data use, and only 27% completely understand the way that brands collect, store, and use their data. As a result, over 60% of marketers say they are going above and beyond regulations and standards to protect their customers’ privacy.”



6 in 10

consumers find it frustrating
when a brand sends offers
that *aren't relevant* to them

The results of a recent Harris Poll commissioned by RedPoint Global, *Revisiting the Gaps in Customer Experience*, demonstrates this dynamic as well:

“Consumers’ top frustration with brand experiences is once again *when a brand sends their personal information to other companies* (79% say this is very/somewhat frustrating, in line with 82% in 2019), likely amplified by a perceived *lack of transparency*: only half of consumers feel brands are transparent with them regarding *how* their data is used (51%) and collected (50%). And not only do about **six in 10** consumers find it frustrating when a brand sends offers that *aren't relevant* to them (63%) or sends an offer for something they *just bought* (60%), even more say they wish email offers were more *relevant* (79%) and *timely* (71%).”

The report also notes that “Transparency from brands matters too; nearly **eight in 10** consumers (**78%**) say brands that were transparent about challenges they experienced in delivering CX (e.g., supply chain issues, shipping delays, lockdowns, etc.) during the **COVID-19** pandemic retained their loyalty more than brands that did not acknowledge those issues.”

ESG issues are part of the mix.

Across industries, companies are increasingly being asked to demonstrate how they are addressing environmental, social, and governance (ESG) issues—and healthcare is no exception.



*As global consulting firm **KPMG notes**, “As the market and now regulators begin to coalesce on the demand for sustainable strategies, business models, operations and investments across Environmental, Social and Governance (ESG) and sustainability criteria, the healthcare sector has a pivotal opportunity to unlock value. This can be done by balancing financing strategies and processes with social and environmental metrics in ways that meaningfully improve health outcomes and performance.”*

KPMG underscores that the “social” aspect of ESG has *always* been a key component of mission for healthcare organizations, **especially for non-profit entities**. *Additionally*, “While much of the regulatory focus related to for-profit institutions has previously been on *climate risk and environmental accounting*, it increasingly includes **access to healthcare, race equity, environmental justice, food equity, and affordable housing**, paramount markers that drive decisions around investment strategies for not-for-profit healthcare organizations.”

In “*How health organizations can integrate ESG priorities*,” global consulting firm PwC agrees that the “S” of ESG has long been a pillar for healthcare-related entities, and that current dynamics present a unique opportunity for the industry:

“Providers and payers have ample opportunities to differentiate themselves by improving their reporting and storytelling around ESG, and to build trust with the communities they serve, and with investors, donors and other stakeholders. ... Broader public awareness about sustainability and corporate responsibility means organizations can differentiate themselves by acting early to build ESG strategies that can enhance reputations with customers, employees, investors and analysts. ESG is a critical driver to capture opportunity and keep ahead of vulnerability.”

Within the specific steps PwC recommends that healthcare organizations take, the power of storytelling is underscored by noting that when transparency and accountability are measured, these “trusted metrics and disclosures” can help healthcare organizations “take a proactive approach to telling their story — to employees, customers, shareholders, suppliers and other stakeholders...”

This ESG-related storytelling is also demonstrated in another Deloitte trend,

Authentically Inclusive Marketing:

“Consumers—especially the youngest generations—are expecting more from these messages than just details about the latest seasonal sale. Rather, they are questioning whether a brand supports diversity and inclusion both publicly and behind the camera—and this focus is becoming increasingly important to brands as well.”

The **Redpoint/Harris Poll report** underscores this dynamic as well: “...given the upheaval the U.S. has encountered since the start of the COVID-19 pandemic, consumer frustrations are moving beyond what we might think of as more traditional aspects of CX. Half of consumers say it’s frustrating when a brand doesn’t acknowledge global issues and its impacts or doesn’t align with their personal stance on social justice, environmental activism, or other social responsibility. In fact, one quarter say if brands don’t do these things, they’re less likely to shop with or use their services in the future.”

2

Digital plus hybrid is the new norm.

As we know, the COVID-19 pandemic changed everything and fueled the surge toward **digital solutions** across industries to get things done. That includes the way healthcare is accessed and *delivered*.

PwC summarizes the **impact and shift** in its *Global M&A Trends in Health Industries: 2021 Mid-year Update*,

“ The pandemic has accelerated the pace of digitisation across many aspects of our lives, and healthcare is no exception. The ongoing adoption of digital technologies is affecting everything from patient-care delivery to practice management to the development of advanced precision therapeutics. ...For HCS [healthcare services], the whole operating model is shifting to focus more on delivering consumer-driven health and well-being services. ”

In fact, virtual care has become so popular that it made the **top-10 list of emerging trends in healthcare for 2021**, compiled by the American Hospital Association’s (AHA) Trustee Services:

“We will continue to see the emergence of virtual care solutions across the care continuum from telehealth visits to virtual hospital care and home-based care. ...This growth appears to have staying power as both patients and physicians adopt a new virtualization mindset. ... This isn’t a silver bullet but instead is a natural progression to support providers and patients in a more meaningful way: Virtual needs to become the way organizations work versus a disconnected component of the strategy.”



The Salesforce ***Digital Trends Report*** concurs with the major digital shift, proclaiming that “digital-first customer engagement is here to stay,” citing a number of factors:



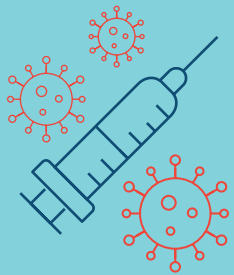
68%

of customers say they will continue to buy essential goods online after the pandemic

- Within the next **three years**, “56% of companies expect the majority of their revenue to come from digital channels.”
- The required shift to *digital* engagements during the initial phase of the pandemic has created a lasting trend: “**68% of customers** saying they’ll continue to buy essential goods online after the pandemic...”
- The increased digital activity of consumers has provided marketers with more customer-specific data to enable “***more personalized interactions.***”
- Increased consumer expectations have led to the adoption of “*new channels of engagement*, like **chatbots** and **self-service tools**,” by digital leaders.
- “**Social media, video, and digital ads** have become the three most common means of reaching customers, underlining the value in implementing *digital-first* marketing toolkits.”

However, many consumers want the best of both worlds.

When the pandemic hit, interactions in physical environments shifted to the digital realm nearly universally and seemingly without missing a beat. In this new world, consumers of all stripes made a beeline to their devices to begin accessing both the essential and not-so-essential when it came to services and goods.



But as vaccination efforts started to have an impact and the world began to open up, some consumers were eager to return to in-person experiences; others remained firmly entrenched in their new digital conveniences; and others wanted a little of both.

The last is what Deloitte is referring to in its trend, **Elevating the Hybrid Experience**: “Our lives went from physical to digital overnight—and amazingly, many brands excelled at delivering those digital experiences. ...Now that brands seem more adept at digital delivery, the next challenge is to deliver the best of integrated physical and digital, or hybrid, experiences.”



In its recent survey, **Tracking US Consumer Sentiment and Behaviors During the Coronavirus Crisis**, global consulting firm McKinsey & Company uncovered a similar trend, referring to those who adopt hybrid habits as “omnichannel consumers” with 60% - 70% of adults shopping in both brick-and-mortar stores and online.

In that light, consumers who enjoy these hybrid, omnichannel experiences in one industry **often expect the same** from others they engage with—including healthcare.

Human-centered design is critical.

With a nod to the many challenges that may be encountered when trying to meet high consumer expectations for quality hybrid experiences, **Deloitte** underscores the importance of embracing human-centered design when creating them:



“By putting human needs at the center, involving select individuals as cocreators of the experience, and then rapidly innovating, brands can make their physical and digital experiences as agile and flexible as consumers have come to expect.”

The need to foster trust with customers as evidenced by how companies interact with them and their data is the theme of another Deloitte trend, **Designing a Human-First Data Experience:**

“Geo-tracking, device listening, and third-party cookie-based recommendations can create an unsettling feeling that smart technology is not just inquisitive—it’s intrusive. As a result, people are increasingly rebelling against the idea of brands following their every move.”



To better understand the dynamics involved, Deloitte dug into how consumers felt about specific types of data interactions. The patterns that emerged demonstrated the critical importance of established relationships, the balancing act required when in-depth tracking is being used, and the importance of providing consumers with some level of control.

AI will play an increasingly important role.

Optimizing a *human-first* approach to the data experience will include the effective use of **artificial intelligence (AI)**, which is becoming ubiquitous across industries for a variety of purposes. The Deloitte trend that reflects AI's role in marketing is **Supercharging Customer Service with AI:**

“Artificial intelligence can integrate two marketing tactics—getting the right offers to customers at the right time and delivering great post-sales service—to make the customer experience even better.”

These dynamics were evidenced in consumer responses about what they found most helpful when deciding whether to purchase various products and services. The top two cited were a “timely offer” and “knowledgeable customer service.” Deloitte says the key to providing both lies in the optimization of AI within the customer experience as a partner to the human touch to create a “dynamic customer experience.”



AI and automation are also increasingly important to patient care, which is why they made the **AHA's top-ten list**: *"AI and automation are taking hold in health care at an accelerated rate as they have in other fields such as banking, media and retail."*



The AHA cites examples that include:

- Quality and efficiency in radiology: "AI is having an amazing impact in radiology with solutions to reduce redundant tasks, eliminate bias-based reading errors, identify data patterns in images to predict risk and enhance workflow processes."
- Real-time analytics to expedite care: "Large organizations are harnessing real-time information to drive the care process."
- Productivity in nonclinical areas: "Automation is streamlining health system business operations that lean heavily on repetitive tasks, such as supply chain, revenue cycle and customer service."

3

Creating quality, personalized experiences is key.

*According to **Salesforce**, “Eighty percent of customers say the experience a brand provides is just as important as its products or services.”*

However, the **Redpoint/Harris Poll** report uncovered a number of challenges in closing the customer experience gap, as described in an overview of the report:



The CX gap is a moving target as consumers and brands are constantly evolving. By raising standards for even doing business with a brand, consumers are moving the goalposts, firmly stating that price and product are less important than a brand sharing their values. Results throughout the survey reflect this, with consumers indicating a strong need for brands to have a deep personal understanding of them as individuals. Ultimately, consumers increasingly look to trust the brands they do business with – and that trust is earned, in part, by having a shared understanding.



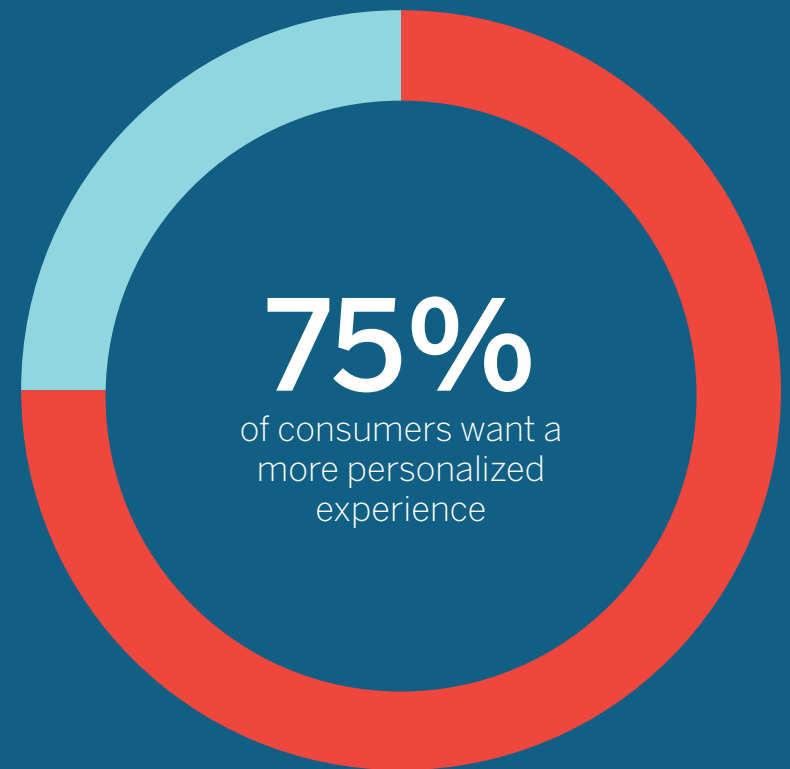
Although the marketers surveyed believed their company was doing a great job of “implementing customer engagement technologies (96%)”, consistently delivering personalized CX (93%), and keeping up with changing customer expectations (92%),” the consumers surveyed didn’t see it that way.



Instead, “More than half feel unseen (55%) and 48% feel undervalued by brands they interact with. The same percentage reported feeling that their experiences with brands rarely meet their expectations. In fact, compared to marketers, half as many consumers say the brands they interact with are doing an excellent job in delivering an exceptional CX (26%) .”

And when it comes to healthcare, this industry received the lowest overall score from survey respondents who ranked brands according to their ability to deliver an “exceptional customer experience.”

Along those lines, the report cites a 2020 Dynata survey (commissioned by Redpoint) that revealed “75% of consumers claiming a desire for their healthcare experience to be more personalized.”

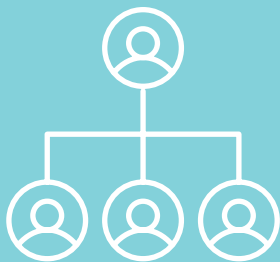


By the way, “Personalization of Care” also made the **AHA’s top-ten list**: “While patients want the convenience and ease of digital interactions, personalized care is still the touchstone of their loyalty.”

Marketers will be expected to possess new skillsets.

To meet all of these growing consumer expectations and keep up with competitive needs, marketers are increasingly expected to possess new skillsets—a dynamic described by another Deloitte trend, **Building the Intelligent Creative Engine:**

“Marketing was once pegged as a field for creatives, but the rise in big data and artificial intelligence has changed the demands of the profession. Now, marketers aim to uncover the most nuanced insights about their customers and connect brand messages to those moments in their daily lives. Similarly, there’s a growing expectation that marketers can bring these insights back into the organization to help inform everything from purpose to customer data strategies.”



However, Deloitte underscores the fact that this trend doesn’t reflect a “one-to-one swap of creative skills for analytical and technical skills,” but is about embracing a more collaborative mindset by “convening data scientists, strategists, programmers, and creatives together to make the whole greater than the sum of its parts... With the goal of getting ever closer to the customer, collaboration, both internally and externally, can be key to building a creative engine that moves at the speed of culture.”

No more reliance on third-party cookies to get the job done.

In light of all the cookie changes ahead, a 2022 marketing trends report would be remiss if it didn't include the demise of the third-party cookies that marketers have long relied upon. **Salesforce** describes the growing conundrum like this:

“As Google, Apple, and others restrict the use of third-party cookies, **leaders have to rely more on known digital identities**, such as email addresses, social IDs, and transactional data to personalize customer experiences.”

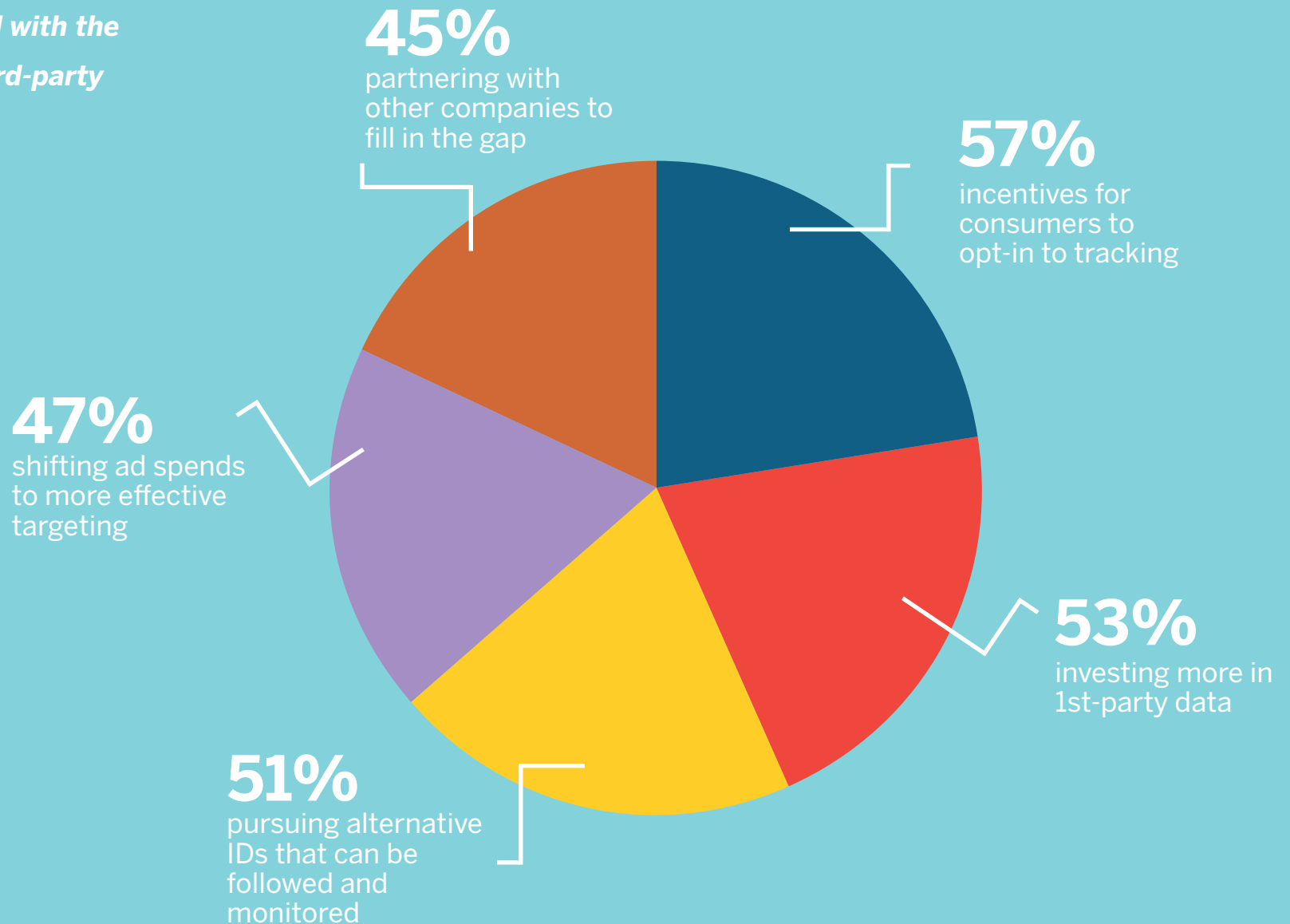


In this light, it's no wonder one of the Deloitte trends is **Meeting Customers in a Cookieless World**: “The phasing out of third-party cookies can hinder marketers’ ability to effectively engage with customers in myriad ways, including finding quality prospects, re-engaging customers who have considered a brand’s products but possibly moved away (‘plugging the leaky funnel’), and measuring the effectiveness of digital ad campaigns.”

Deloitte notes that in this evolving environment, marketing organizations are “pivoting toward using first-party data in combination with digitalization” to help them meet strategic goals.

Although the road ahead may be unfamiliar, the Redpoint/Harris Poll report says that of the marketers polled, **91%** feel their company is prepared for the change.

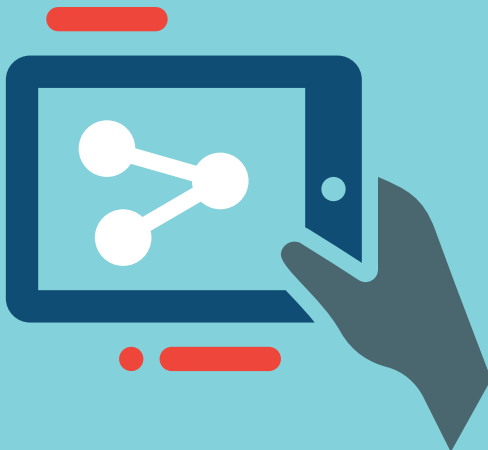
Strategies to deal with the elimination of third-party cookies include:



4 Digital marketing fundamentals still apply.

Although marketers face many changes ahead, the good news is that digital marketing fundamentals still apply—though some may include an additional twist to adapt to the changing landscape.

Mariah Obiedzinski of Stamats describes “6 Content Strategy and Marketing Trends to Expect in 2022.” Citing a number of experts she has engaged with, Obiedzinski described six themes that centered around shared challenges regarding “connecting on a personal level with clients, prospective clients, and audiences at large without inundating people with unwanted marketing messaging.” In light of what we’ve covered so far, some may sound familiar.



- 1 Get to the Point—Your Audience’s Time is Valuable:**
“That’s not to say readers and search engines don’t value long-form content. They do, but your content must prove its worth right away. ...Give your reader the hook in the first few sentences, then elaborate with data and details.”

2 Self-Service Buying Experiences Aren't Going Away.

In Fact, They're Growing: Citing Marcus Sheridan of River Pools and his "They Ask, You Answer" content marketing model, Obiedzinski described how the company provides an array of content products to inform the buyer's journey, with the ability to talk to a live salesperson at any time.



3 Capitalize on "Owned" Channels:

"Social media is excellent for distribution, but make sure your stories are housed on owned platforms (like your blog) for the longest-term impacts and 'safekeeping' of your information."

4 Watch What You Say and How You Say It:

"Use the language your audience speaks, not the language you want to use as a subject matter expert or brand." However, Obiedzinski acknowledged there are exceptions and underscored the importance of being aware of generational nuances.



5 Align Your Brand with Your Audience's Values, if You Can Do So Genuinely:

"Your story is not your products or services. Your story is your 'why.' But remember: Your 'why' only matters to your audience if it fills a need for them, a point reiterated by Ann Handley, Head of Content at MarketingProfs. ...today's audiences are savvy—they can see through brand bologna, so avoid virtue-signaling (disingenuous value representation) at all costs."



6 SEO is Your Golden Ticket for the Next Wave of Search Ranking:

"We've always known strong search engine optimization is crucial—but with the strong trend toward self-service and hands-off sales, SEO is your golden ticket to getting found, relevantly capturing mindshare, and converting users the moment they are ready."

Story is powerful fuel for the content marketing engine.

The power of story to demonstrate the “why” of a brand is also demonstrated in SHIFT’s **Healthcare Communications Report: 3 Takeaways for 2022:**

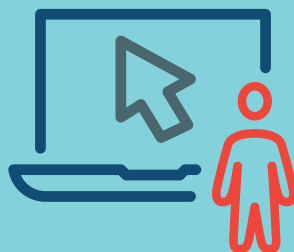
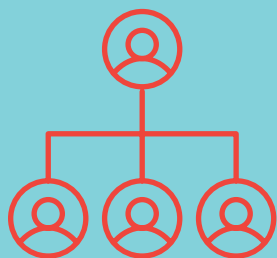
“The pandemic and it’s ongoing challenges demonstrated what is perhaps a once-in-a-generation opportunity for healthcare storytelling. ...Healthcare communicators must seize this moment to clearly define and communicate their company’s brand, why they do what they do and why others should care—now.”



Omnichannel effectiveness is key.

Speaking of making better use of digital channels...another finding in the **Redpoint/Harris Poll report** related to “omnichannel consistency” and the importance with which consumers view it.

When it comes to the aspect or dimension of the CX that is thought to be the most important to achieve or uphold, we find that similar to 2019, marketers emphasize the importance of customer understanding while more consumers this year prioritize consistency (omnichannel presence) – likely due to the digital acceleration of their experiences brought about by the COVID-19 pandemic.



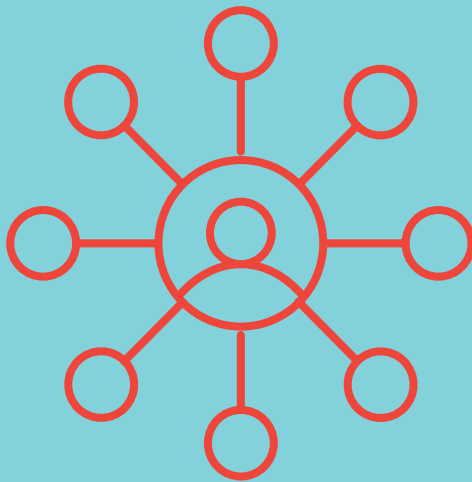
In this light, the authors of the report define this dynamic as:

“More than a seamless CX across channels, omnichannel consistency means a flawless experience irrespective of how a customer engages with a brand and where they are in their journey. It is a holistic interaction that transcends marketing, making the CX mission-critical for the enterprise.”

However, **Gartner research** predicts that “Through 2022, **(50%)** of large organizations will have failed to *unify engagement channels*, resulting in a **disjointed** and **siloed** customer experience that lacks context.”

Matt Moorut, principal analyst in the Gartner Marketing practice was quoted in the post announcing the research results:

“ *Frictionless omnichannel commerce provides consistent, streamlined experiences across channels throughout the customer journey, and this has increased in importance since the outbreak of the pandemic. ...Frictionless omnichannel experiences allow organizations to not only provide customers with more purchase and fulfillment options, but also enable customers to quickly switch engagement methods in case of channel disruption. This enables marketing leaders to better protect business-critical revenue streams.* **”**



One of the Gartner recommendations for marketing leaders in this context that applies to healthcare marketers is to ensure consistent messaging:

“Work with customer service leaders to ensure that messaging is consistent for customers when switching among channels, including social networks, chatbots and contact centers.”

An effective online presence still carries a lot of weight.

With all of the emerging challenges marketers face, it can be easy to overlook the basics—like ensuring the accuracy of your online profile, monitoring and responding to online reviews, and making the most of the social proof provided across various channels.

And in uncertain times such as ours, online reviews can help consumers sort out who can be trusted—or not—based on the social proof such reviews can offer. Consider some of the key findings from *Online Reviews Statistics and Trends: A 2021 Report by ReviewTrackers*:

- “Review interaction is up by 50% from pre-pandemic levels. It’s one of the many signs demonstrating consumers’ heightened sensitivity about where to go or what to purchase in the wake of the pandemic.”
- “Companies aren’t responding fast enough (or at all) to reviews. 53% of customers expect businesses to respond to negative reviews within a week. 1 in 3 have a shorter time frame of 3 days or less.”
- “Responsive industry leaders get higher ratings. Faster review response times are closely linked to having a positive reputation.”
- “Customers don’t trust companies with lower than 4-star ratings. The most common filter applied is to see only companies with 4-star ratings and higher.”
- “Reviewers demand greater value from businesses. Reviews that talk about value tend to be more critical than reviews that talk about other aspects of the customer experience (product, service, location).”

Findings like these demonstrate the power of online reviews and why marketers should ensure ongoing monitoring and a rapid response to negative reviews. **After all**, according to **Statista data** published in early 2021,

*“During a December 2020 survey of U.S. online customers, **94%** of respondents stated that positive reviews made them more likely to use a business. On the other hand, **92%** said that negative reviews made them less likely to patronize a local business.”*



Over the past several years, healthcare marketers have certainly faced some daunting challenges, and 2022 may offer more of the same.

However, those challenges are also accompanied by new capabilities in the tools, skills, and strategies available to help ensure that

healthcare consumers get what they need when they need it—and that healthcare organizations can meet their goals for both mission and business in the process.

Appendix

Salesforce Research: Data for the U.S Healthcare Industry

As noted previously, in its **7th State of Marketing Report**, Salesforce Research provides the **Tableau dashboard**, which allows findings to be filtered by industry, country, persona, and company type—allowing a deep dive into survey results for tabs labeled as:

- Marketers Embrace Change
- Digital Transformation
- Collaboration
- Marketing Data
- Marketing Metrics
- Marketing Skills and Training

Below are a few of the findings for each tab specific to the Healthcare Industry in the U.S. to provide a snapshot of current healthcare marketing trends, according to all respondents in this segment. For a detailed look at all findings, please visit the Tableau dashboard and apply the appropriate filters.

Marketers Embrace Change Tab

Generally, *“Emerging from a time of great upheaval, marketers are focused on a future of innovation and real-time engagement.”*

Filtered for the U.S. Healthcare Industry

Marketers' Top Priorities:

1. Improving marketing ROI/attribution
2. Creating a cohesive customer journey across channels
3. Improving collaboration
4. Improving our use of tools and technologies
5. Sharing a unified view of customer data across business units

Marketers' Top Challenges:

1. Creating a cohesive customer journey across channels
2. Insufficient organizational structures and processes
3. Sharing a unified view of customer data across business units
4. Engaging with customers in real time
5. Measuring marketing ROI/attribution

Digital Transformation Tab

Generally, *“After years’ worth of changes in customer behavior occurring over the course of months, marketers are accelerating their digital transformations.”*

Filtered for the U.S. Healthcare Industry

“Marketing Organizations’ Use of the Following Channels

- *Digital content: 97%*
- *Digital ads: 90%*
- *Direct mail/print advertising: 87%*
- *Email marketing: 87%*
- *Social media: 84%*
- *Website/app: 77%*
- *Events and sponsorships: 74%*
- *Video: 71%*
- *Audio: 65%*
- *Mobile messaging: 58%*
- *TV/OTT: 45%”*

“Marketing Organizations Using the Following Technologies:

- *Advertising platforms: 87%*
- *Customer relationship management (CRM) system: 87%*
- *Data management platform (DMP): 87%*
- *Customer data platform (CDP): 84%*
- *Marketing analytics/measurement tools: 84%*
- *Marketing attribution tools: 84%*
- *Artificial intelligence (AI): 81%*
- *Interaction/personalization management tools: 81%”*

Collaboration Tab

Generally, “No longer tied to offices, a distributed workforce is reevaluating how they engage not only customers, but each other.”

Filtered for the U.S. Healthcare Industry



94%

of marketers say the pandemic has permanently shifted how they collaborate and communicate at work



77%

of marketers say it's harder to collaborate now than before the pandemic

Marketing Data Tab

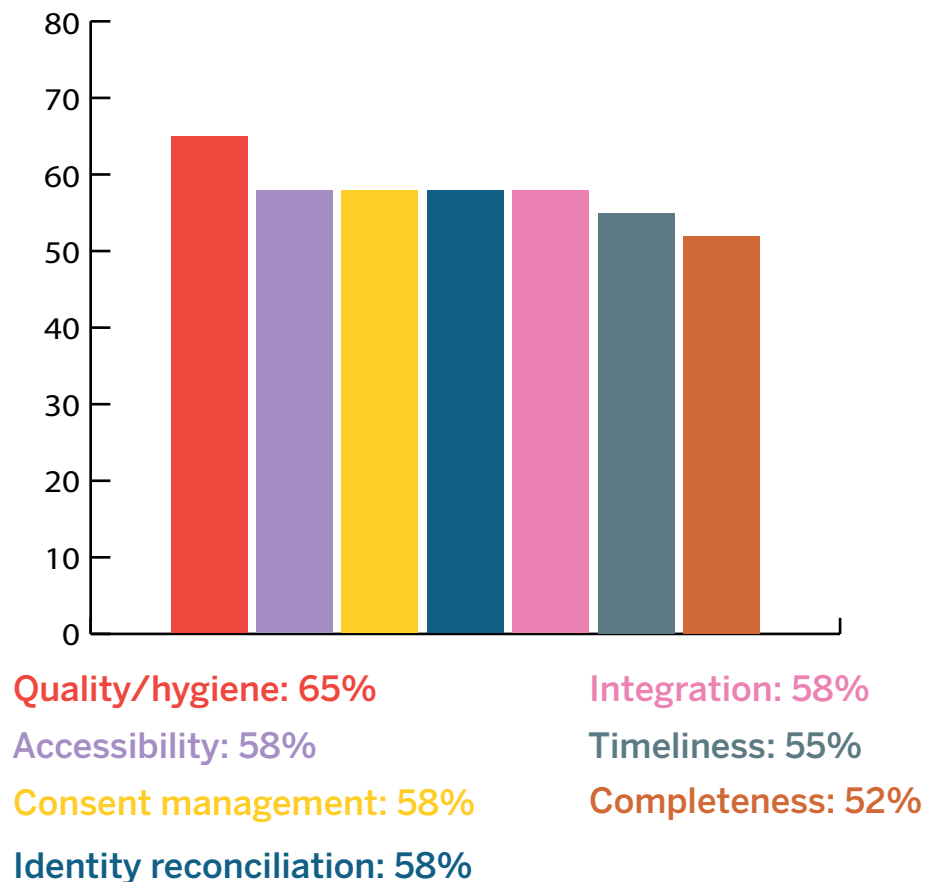
Generally, “Data empowers marketers to deliver the trusted, personalized engagement customers expect, but managing it is becoming only more complex.”

Filtered for the U.S. Healthcare Industry

Popularity of Customer Data Sources:

- 1 Second-party data
- 2 Transactional data
- 3 Declared interests/preferences
- 4 Known digital identities
- 5 Offline identities
- 6 Anonymized digital identities
- 7 Inferred interests/preferences
- 8 Third-party data
- 9 Non-transactional data

Marketers Who Are Completely Satisfied With the Following Aspects of Their Customer Data:

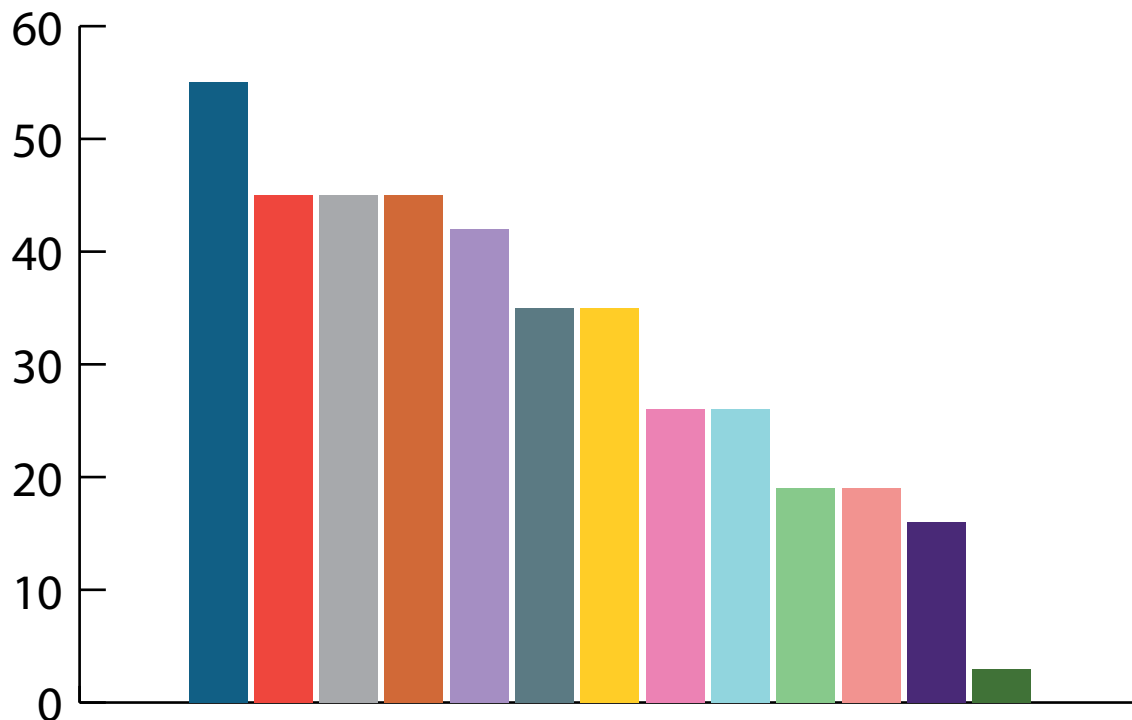


Marketing Skills and Training Tab

Generally, “Change is afoot, but marketers aren’t necessarily prepared for it.”

Filtered for the U.S. Healthcare Industry

Marketers Who Say Their Employer Offers the Following Training:



- Data science: 55%
- Campaign strategy: 45%
- Collaboration: 45%
- Creativity: 45%
- Data analytics: 42%
- Communication: 35%
- Leadership: 35%
- Content marketing: 26%
- Digital Proficiency: 26%
- Agility/adaptability: 19%
- Coding/software development: 19%
- Emotional intelligence: 16%
- Resiliency: 3%