



# Generational Differences in Healthcare Marketing

**HOW TO ATTRACT AND RETAIN NEW PATIENTS**



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# Introduction

Different generations approach healthcare decisions in distinct ways, influenced by their age and lifestyle. Younger generations typically utilize healthcare services less frequently due to their generally good health. While parents and schools may encourage regular check-ups and vaccinations, young adults often neglect these routines after leaving college — though parents still wield a great deal of influence during these years. In many cases, they continue to be the main drivers in guiding the healthcare decisions of their young-adult children and often influence related long-term habits. As individuals age, start families, and eventually retire, health issues become more prevalent, increasing their healthcare utilization. Many will find themselves seeking healthcare providers for both their children and aging parents at the same time. As they do, the manner in which they embrace digital offerings to meet other needs can play a major role.

## **ENTERTAINMENT AND INFORMATION HABITS MATTER**

So, how does each generation research healthcare concerns and select providers for themselves or others? The answer varies significantly and is largely determined by how they interact with the digital landscape. The lines between entertainment and information sources have blurred; we use the same tools to decide where to eat as we do to find a pediatrician for our kids.

Understanding how each generation interacts with their entertainment and information sources is crucial for developing an effective healthcare marketing strategy. Each generation approaches healthcare decisions differently, influenced by the information sources they trust and value in their daily lives.

## THE PATIENT IS IN CHARGE, NOT THE PROVIDER

The traditional model of primary care-directed medical decisions is evolving. Doctors are no longer the first authority consulted by patients at the start of their healthcare journey. The paradigm has shifted, placing the patient in charge. Understanding the healthcare consumer is key to crafting a marketing strategy that drives better results for practices, clinics, service lines, and hospital systems.

Let's begin by exploring how each generation searches for the information they need — and what sources they trust and rely upon to shape their healthcare decisions.

GENERATION	BIRTH YEARS	AGE	WORK AND SCHOOL	HEALTHCARE PROFILE
Gen Z	1997 - 2012	14 - 27	Oldest have graduated college/begun work	Rarely seek care except for routine visits. 45% of those over 18 still don't have their own PCP.
Millennials (GenY)	1981 - 1996	28 - 43	Fully engaged in adulthood, starting families, managing kids – make up 35% of the workforce	Most adults are only utilizing healthcare for routine visits. Parents are managing healthcare for their younger Gen Z and Alpha kids.
Gen X	1965 - 1980	44 - 59	Full time workers, managing families with pre-teen to college aged and older children. This generation makes up 33% of the workforce.	Gen Xers are beginning to encounter more serious health issues beyond the care of their primary care physicians. While they are shopping for specialists, they are also managing the healthcare needs of their Gen Z children and aging Boomer and Silent generation parents.
Baby Boomers	1946 - 1964	60 - 78	This generation is either retired or transitioning to retirement. They make up 25% of the workforce.	Baby Boomers are high-volume users of primary, specialty, and hospital care.

# Understanding Generational Preferences

In May 2023, we launched a survey asking patients in the Southeastern U.S. several questions about their healthcare — such as the process for selecting primary and specialist care and how they interact with practice advertising, websites, and appointment-setting channels (both human and electronic). Because we also asked their age, we were able to segment the responses by generation.

As described in our report, [Patient Insights Unveiled: Exploring Patient Care Shopping Habits and the Impact of Social Media, Thought Leadership, and Advertising](#), results revealed that each generation has unique needs, habits, and methods for researching health information, booking appointments, and ultimately finding physicians.

Research from [Press Ganey](#) uncovered similar results. Its survey of over 1,000 healthcare consumers sought greater insight into how participants find providers and factors that influence the selection process. Findings revealed that different age groups demonstrate different preferences and behaviors.



*2023 survey takeaways:*

## US HEALTHCARE SPENDING SHARE:

### BOOMERS

**57%**

(36% of respondents)

### GEN X

**22%**

(20% of respondents)

### MILLENNIALS

**12%**

(38% of respondents)

### GEN Z

**9%**

(6% of respondents)



In its [2024 Employee Benefits Survey](#), HRA administration software provider PeopleKeep found that while Boomers often lean on more traditional channels to get their healthcare needs met, the younger generations — aka Millennials and Gen Z — would rather work with technology-based offerings and want “convenient access to their medical data.”

And in its [November 2022 healthcare research study](#), Pandora — now part of SXM Media — also uncovered valuable insights about generational differences related to healthcare needs.

In the following, we’ll take a look at what research and current healthcare trends reveal about why it’s critical to understand generational differences to help guide healthcare marketing strategy — and how you can use [the four pillars of healthcare marketing](#) to do it.

**50% of all patients book appointments for others**

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**77% of Millennials shop for care for others**

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**OVER 50% of all patients have tried telemedicine**

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**The effectiveness of telemedicine was questioned by all generations except for Gen Z**

## GEN Z (BORN 1997-2012)

“Millennials and Zoomers — [aka Gen Z] — demand a painless and streamlined end-to-end experience,” Press Ganey notes. “These digital natives have been conditioned to seek the path of least resistance. At the same time, functions like one-click checkout and online scheduling convert more leads into paying customers.”

Unlike older generations faced with a tech learning curve, Gen Z grew up with devices at their disposal. As a result, they typically turn to some type of online platform to meet their healthcare shopping needs — and they expect smooth sailing when they do.



Noting the “common misconception” that this younger generation isn’t seeking health-care, SXM Media says its findings revealed that Gen Z “makes up 40% of U.S. consumers and is a healthcare-active age group that marketers cannot afford to ignore.”

“...83% of Pandora’s Gen Z listeners had a visit with a healthcare professional in the last year; of those who visited a healthcare professional, nearly 20% saw a specialist for the very first time, such as a cardiologist, neurologist, or OB/GYN. Gen Zers are big proponents of preventive healthcare and mental healthcare,” according to SXM Media.



“Nearly 6 in 10 Gen Z listeners have had a visit with a primary care physician over the last year, and, when compared to adult 18+ listeners, they are 95% more likely to have met with a psychiatrist.”

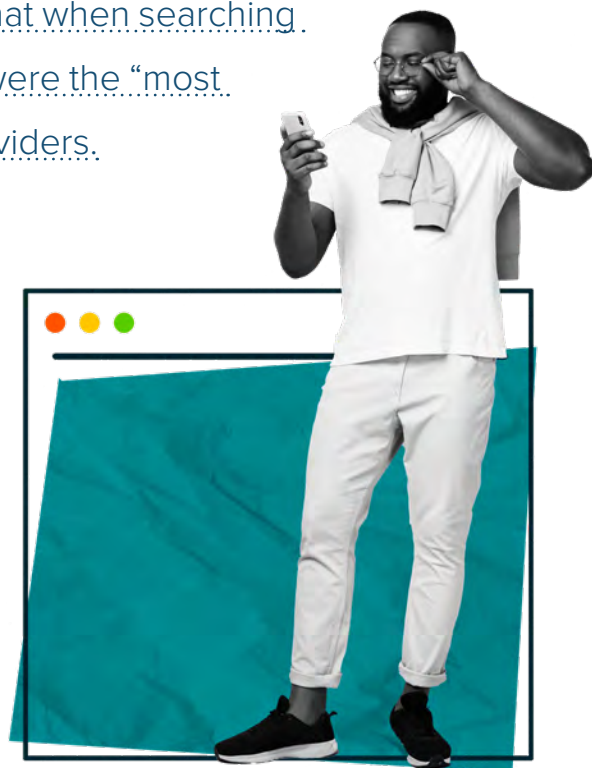
And keep in mind, the primary and specialist care decisions these individuals are making now could make them patients for life.

Another factor in the mix? Older Gen Zers are transitioning off of their parents’ health-care insurance and starting to make some of their own healthcare decisions — which provides the perfect opportunity to offer health education. However, when doing so, it’s key to strike a balance between providing the information they need without talking down to them, since — as SXM Media notes — Gen Z is “the most diverse, educated, and technologically-connected generation ever to exist.”

Social media is also important to Gen Z, as are online reviews. In its survey, Press Ganey found that both Millennials and Zoomers indicated that when searching for a specific type of specialist, ratings and reviews were the “most important factor” in their research for healthcare providers.

## MILLENNIALS (BORN 1981-1996)

According to SMX Media, 82% of the Millennials surveyed said they’d visited a healthcare professional in the previous 12 months — with 70% of those visits to a primary care provider and 41% to a specialist.





That health-conscious mindset is good news for healthcare marketers, since Millennials with growing families are starting to shop for them, as well. These tech-savvy and cost-conscious consumers understand and embrace the value of digital offerings and tend to shop around for the best options. As a result, one area in which healthcare providers need to step up to the plate is to address the challenge of transparent pricing in a variable payer world related to health insurance coverage.

## **GEN X (BORN 1965-1980)**

A unique factor facing Gen X is the need to manage evolving family dynamics. These individuals and their children span a wide range of ages, and some have kids who are graduating from high school.

As healthcare needs increase for older members, many are shopping for specialists, various types of therapies, options for concierge medicine, and elective procedures to meet their unique needs. And since they may not use technology as much as younger generations, it's important to offer a balanced approach between online and traditional methods to attract those prospects when they do.



Another priority for Gen X? Finding healthcare providers they can rely upon and trust — and one aspect of that is ensuring they're involved in their care through an informed decision-making process.

## BOOMERS (BORN 1946-1964)

Boomers are another demographic that places high value on trust — as well as the long-term relationships that are often the result of having it.

And though digital adoption is growing among Baby Boomers, many still count on [traditional methods](#) to meet their healthcare needs — such as relying on face-to-face interactions, talking with a real person on the phone, and receiving human assistance for tasks like setting appointments.



## Digital Marketing Strategies for Each Generation

In the healthcare industry, digital marketing is becoming increasingly important as more patients turn to the internet to research health information and find healthcare providers. The approach to healthcare digital marketing typically involves creating a strong online presence through a combination of website design, search engine optimization, email marketing, and social media marketing.

In addition to Facebook, three other [social media platforms](#) have demonstrated to be powerful tools for healthcare marketers: TikTok, YouTube, and Instagram.

According to our research from [Patient Insights Unveiled: Exploring patient care shopping habits and the impact of social media, thought leadership, and advertising](#), all generations, from Gen Z to Boomers, rank Instagram, TikTok, and YouTube as their second, third, and fourth most-used social media platforms.

Overall, the goal of healthcare digital marketing is to create a strong online presence that engages patients and provides them with the information they need to make informed healthcare decisions. By using a combination of tools geared toward the unique needs and preferences of each generation, healthcare providers can effectively reach patients and build lasting relationships.

## GEN Z

### Role of authenticity and trust in content

In the dynamic landscape of healthcare marketing, [establishing trust with patients](#) is paramount — and for Gen Z, this is especially key. Doing so requires a strategic approach that emphasizes transparency, patient testimonials, and delivering quality content.

### Social media channel usage

“Millennials and Gen Z frequently question traditional health-care providers and turn to alternative sources for medical



*2023 survey takeaways:*

**ALL  
GENERATIONS USE  
SOCIAL MEDIA**



*Top Four Social Apps  
For All Generations*

information and support, like friends and social media, to improve their health and overall well-being,” PeopleKeep says, specifically noting that 33% of Gen Z turn to social media for “guidance when dealing with chronic health conditions and other medical issues.”

Within these younger generations, TikTok has been surging in popularity, according to [Pew Research](#), which says 39% of adults under 30 turn to the platform to get their news.

**39%**  
of adults under 30  
get their news  
from TikTok



When it comes to overall social media use, [Statista](#) says that as of June 2024, Gen Z made up 25% of the U.S. social media audience: “Among these Gen Z users, the top social media activities were liking and commenting on other users' posts. Sending private messages was also a leading activity of this cohort, and just one in twenty users reported being passive social media users.”

The research firm says that an April 2024 survey found that when searching for information online, nearly half (46%) of those polled would rather use social media than search engines — and that this demographic’s shift to TikTok underscores the value of mobile offerings.

“For Gen Z specifically, Instagram took the top spot with a reach of 65%, followed by YouTube and TikTok with 63% and 58%, in turn,” according to Statista. [“TikTok's popularity among Gen Z in the United States indicates the social media shift from desktop to mobile, as well as the desire for short form video and personalized content.”](#)



Additional social media insights from the firm about Gen Z include:

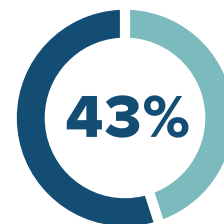
**THE VALUE OF “FREE” CONTENT:** 34% indicated “they did not mind advertising in return for free content”

**EFFECTIVENESS OF PRODUCT ADVERTISING:**

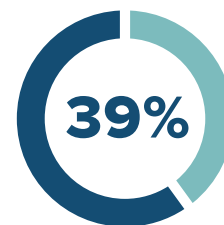
43% in the U.S. “bought a product they had seen advertised on TikTok, and 39% had made a purchase after seeing something on Instagram”

**POWER OF RECOMMENDATIONS:**

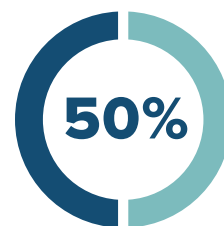
Nearly half liked having “personalized products recommended to them online”



PURCHASED SOMETHING ADVERTISED ON TIKTOK



PURCHASED SOMETHING ADVERTISED ON INSTAGRAM



LIKE HAVING PERSONALIZED PRODUCTS RECOMMENDED ONLINE

Research firm [EMARKETER](#) agrees that Gen Z relies heavily on social media, referring to it as the generation experiencing the most rapid growth in its use. According to its [May 2024 forecast](#), the firm says, “US Gen Z social media usage will grow 7.7% versus 1.8% for the general population.”

From its report findings, the firm identifies three ways Gen Z is leading when it comes to usage of social media:

**INCREASED INSTAGRAM USE:** “Instagram has always been a millennial-dominated platform, holding the largest share of users since the platform’s inception. By next year, millennial Instagram users will be [overtaken by Gen Z in the US, with 52.4 million Gen Z users on the platform](#), per our forecast.”





**USE OF REDDIT** to “find community and knowledge”: “...Logged-in [Gen Z](#) [Reddit users will grow 21.0% in the US](#) this year, reaching 18 million...”



**CONTINUED USE OF FACEBOOK** to maintain “connection”: “Gen Z is the only generation to increase their usership on Facebook. This year, [US Gen Z](#) [Facebook users will increase 8.6%](#), reaching 33.9 million...”



### Influencer partnerships

Another potential tool for reaching Gen Z effectively is the use of [influencer marketing](#) through social media channels. According to a recent [Morning Consult report](#), the “shares of Gen Zers and Millennials who said they trust social media influencers [grew from 51% in 2019 to 61% in 2023](#).” The research firm also notes that “There isn’t an influencer for everyone: People are more likely to say they don’t have a favorite influencer than to agree on one, and [51% of the influencers Gen Z listed as their favorite were unique](#).”

### Interactive content

Gen Z also enjoys engaging through interactive content, and social media is one of the most effective ways for healthcare providers to execute this. Healthcare organizations can use platforms like Facebook, Twitter, and Instagram to share relevant content, engage in conversations, and foster a sense of community. Regularly posting updates, health tips, and success stories can humanize the brand and make it more approachable.

## Mobile optimization

Since Gen Z has a preference for convenience and speed — and they spend more than seven hours a day on their mobile devices — mobile optimization of your website and other digital offerings is a must. These individuals are accustomed to using online platforms for all their needs, and they expect healthcare services to offer intuitive online portals or websites that can do the same. SXM Media underscored convenience as a “huge priority” for this demographic.

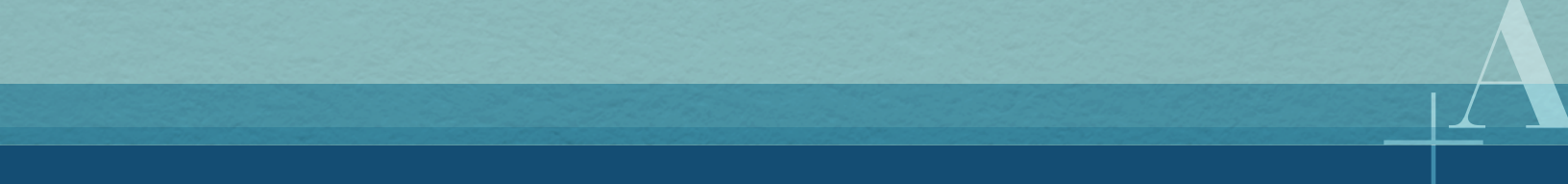
## MILLENNIALS

### Social media channel usage and media habits

According to Statista, Millennials are viewed as “technologically savvy and highly focused on staying mobile and connected.” Noting that Millennials’ use of traditional media has been “somewhat ambiguous,” the research firm says what seems to be most important is not the media itself, but how easy it is to access: “If the companies in the traditional media industry can find a way to deliver their products on a platform with greater support for mobility and on demand access, they may be able to find success among this younger generation of media consumers.”

Since Millennials spend so much time online, Statista says targeted advertising on various platforms may be an effective way to reach them: “Around 57% of Millennials say that online advertising has become more relevant for their wants and needs over the past few years.”





And with a “huge percentage” of younger generations using social media, the firm says social media influencers can have a big impact — if they are [“viewed as honest and knowledgeable](#) unlike many traditional advertisement options.”

### **Content that answers their needs**

When searching for healthcare information, Millennials are seeking content that answers their needs — which is where effective content marketing comes in. [Content marketing in healthcare](#) is not just about promoting services; it’s about empowering individuals with knowledge. Creating high-quality, accessible content can help patients understand health conditions, treatment options, and preventive measures. From blog posts and articles to infographics and video, diverse content formats can cater to various learning preferences, ultimately making healthcare information more digestible.

### **Email marketing**

Email marketing is another great way to reach Millennials, since it can help keep them informed about health-related news and events — and can be used to promote new services and appointments.

### **Importance of testimonials and online reviews**

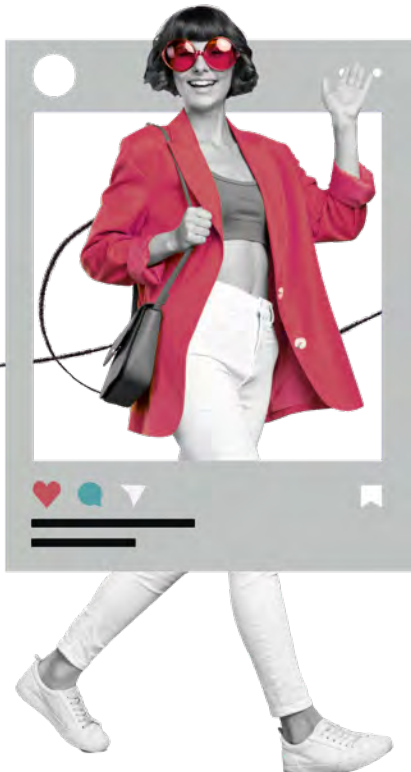
Millennials also place a lot of importance on testimonials and online reviews from other patients. Personal narratives carry a unique emotional weight. Sharing patient stories and testimonials through various content channels can inspire hope, reduce anxiety, and foster a sense of community. This human-centric approach can resonate deeply with the audience and create a positive association with the healthcare brand.

## GEN X

### Ongoing engagement

In its description of Gen Xers, [EMARKETER](#) says they are known for their “independence, skepticism toward authority, affinity for technology, and preference for authenticity in brands and marketing messages.”

In that light, it’s important to find ways to enable ongoing engagement that consistently communicates the authenticity and authority of your brand. This can be achieved through various forms of content marketing, such as email newsletters populated with educational content and information about key events — and social media posts that are relevant to your patients and prospective audiences. Along similar lines, webinars and online workshops that provide timely information about various chronic or seasonal health conditions can be a great way to connect and promote your brand.



For a generation that’s big on authenticity, loyalty goes both ways. So once you make those connections and build relationships, consider offering loyalty programs for access to various services that are a fit for your organization — such as elective cosmetic procedures and/or spa access.

### Social media channel usage and media consumption habits

According to the [GITNUX Report 2024](#), Gen X is “taking over the social media scene like never before!” “With 76% of Gen Xers scrolling through Facebook daily,

spending nearly two hours on social platforms, and engaging with branded content more than any other generation, it's clear that this cohort is not just online to stay connected with family and friends, but they're also making purchases, sharing reviews, following influencers, and even diving into political debates," the research organization says.

**76%**



**of Gen Xers spend  
two hours a day on  
Facebook**

GITNEX sums up its extensive list of related stats by emphasizing the power of social media when it comes to reaching Gen X: "...Gen X is fully engaged across multiple platforms. From Facebook to Instagram, Twitter to LinkedIn, they seamlessly integrate social media into their daily routines, whether at work, during their commute, or even while watching TV. This generation is proving that age is just a number when it comes to staying connected in the digital age."

## **BOOMERS**

### **Digital usage preferences and social media channel usage**



According to Press Ganey, it's essential for companies to understand that Boomers are now "digitally empowered."

"While digital adoption is historically driven by younger generations, Boomers and seniors are closing the digital divide in how they find, choose, and interact with doctors," Press Ganey says, citing the following trends:



**SEARCH FOR PROVIDERS ONLINE USE:** “When asked if they’ve used the internet to search for a healthcare provider in the past year, 100% of Boomers answered ‘yes,’ while 81.4% of Millennials and Gen Z said the same.”

**USE OF DIVERSE RESOURCES:** “Although Google is often the starting point, consumers end up on online content hubs, directories, and other sites in their search for care.

Reliance on platforms like Healthgrades and Vitals has spiked since 2019—up 38% among Boomers ... as they seek trustworthy data to inform their decision-making.”

**SEARCH FOR SPECIALISTS ONLINE:** “When searching for a care specialist online, the top four sites Boomers use are Google (73.8%), hospital websites (44.8%), WebMD (35.7%), and Healthgrades (23.8%).”

**USE OF MOBILE FOR SEARCH:** “Today, a lot of search happens on mobile devices—which are always on hand, whenever and wherever a patient starts looking for care. 43.8% of Boomers prefer to use a smartphone or tablet when researching healthcare providers (a 9.2% jump since 2019). ... To make a great impression out of the gate, a mobile-friendly experience is a must.”

**100%**  
of Boomers  
said they had  
searched  
online for a  
healthcare  
provider

### Easy transition from digital to human interaction

Despite being digitally empowered, Boomers still largely prefer human assistance for tasks like setting appointments. That’s why it’s key to provide an easy transition between digital and human interactions to meet various needs — and appointment setting is a critical aspect of the patient experience providers must get right.



Ensuring a seamless appointment experience is essential once a prospective new patient's interest is captured. In today's digital era, where convenience reigns supreme, accommodating diverse preferences in appointment booking methods is imperative. Balancing digital convenience with personalized human touch is crucial for providing a frictionless appointment setting experience across age groups, including — and perhaps especially — Boomers.

### **User-friendly websites**

Since Boomers are seeking user-friendly websites — and a healthcare organization's site is often the first point of contact with potential patients — it's important to have a well-designed website that is easy to navigate and provides relevant information about the services offered. Your website should also be optimized for search engines so it appears at the top of search results when patients search for relevant keywords. By incorporating relevant keywords and producing high-quality, shareable content, healthcare websites can rank higher on search engine results pages. This not only attracts more traffic but also ensures that the information reaches those who are seeking it out.

### **Educational content**

Boomers are also looking for reliable educational content about issues such as specific health conditions and potential treatment options — and content marketing through various channels is a great way to provide it. In addition to offering educational benefits for consumers, this approach provides healthcare professionals with a platform to showcase their expertise. Publishing articles, whitepapers, and research findings not only contributes to the broader medical knowledge base but also positions the healthcare organization as a thought leader in the field to help attract prospects who are looking for exactly that.



# Implementing a Multi-Generational Digital Marketing Plan

Now that you have specific information about each generation at your fingertips, it's time to create and implement an effective multi-generational digital marketing plan. Doing so involves building a strong foundation that integrates four pillars of healthcare marketing.

## **PILLAR 1: BUILDING A FOUNDATION**

At the [core of healthcare marketing](#) lies a framework that encapsulates the essential elements that will guide your marketing efforts and provide a solid base for decision-making and campaign planning. Defining your company mission, building your brand identity, and developing your online presence are essential elements in your marketing blueprint. The foundation of your marketing strategy must be strong before tactical marketing can be maximized.

## **PILLAR 2: REINFORCING YOUR BRAND**

After establishing the foundation for your marketing strategy (mission, brand, HIPAA-compliant website), [strengthen what you've set in motion](#). This involves executing on your brand promise, elevating your online presence through organic and paid search, and deploying targeted display and social campaigns.



## PILLAR 3: ENGAGING YOUR AUDIENCE

[Engagement](#) is the heart of any successful marketing campaign or strategy as it is vital for building meaningful connections with your target audience. Yet, engagement goes deeper than a click on an ad. Actively engaging with your audience through various modes and channels such as targeted display ads, organic and paid social media, video, email, or your website, means creating opportunities to educate, listen, and respond. By connecting with your optimal audiences — those most likely to resonate with your brand values and services — you can foster deeper relationships, driving higher conversion rates and long-term patient satisfaction. Focusing on engagement is key to building a thriving brand presence and driving sustainable growth in today's dynamic healthcare marketplace.

## PILLAR 4: MEASURING RESULTS

Once a strategically planned marketing program has been launched, it's important to [have KPIs and conversion tracking in place](#) to ensure it's working. Implement tools such as Google Analytics or CRM systems to monitor website traffic, lead generation, and patient acquisition metrics. This data allows you to make informed decisions, identify areas for improvement, and optimize your marketing campaigns. Accurate conversion tracking provides insights into which strategies are most effective and helps you allocate resources accordingly.

*For more on the core healthcare pillars, refer to our [Pillars of Healthcare Marketing](#) whitepaper.*

# Case Study - Southeast

## NESIN PHYSICAL THERAPY

### CAMPAIGN OBJECTIVES:

Increase awareness for Nesin Therapy clinics and NesinFit services throughout the Huntsville community

### SOLUTIONS:

Digital Display Advertising  
SEM (Search Engine Marketing)  
Social Media Marketing  
Content Marketing

### KEY RESULTS:

- Advance Healthcare Marketing campaigns drove 39% of Nesin Therapy's web traffic, and 74% of NesinFit's traffic
- Campaigns contributed to 6 out of 10 of Nesin's top web traffic sources
- 345 phone calls from paid search campaigns

[READ ENTIRE CASE STUDY. →](#)

*Advance Healthcare*

### CAMPAIGN RESULTS

**39%**  
of Nesin Therapy's  
web traffic

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**74%**  
of NesinFit's  
web traffic

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**6 of 10**  
of Nesin's top web  
traffic sources

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**345**  
phone calls from  
paid search



# Case Study - Southeast

## VEIN TREATMENT CENTER

### CAMPAIGN OBJECTIVES:

The campaign strategy focused on a multi-channel approach to reach a target audience of adults who are experiencing symptoms of varicose veins and other venous conditions.

### SOLUTIONS:

SEM (Search Engine Marketing)

Social Media Marketing

Digital Display Advertising

Content Marketing

### KEY RESULTS:

- 57,044 users brought to websites from our campaigns
- 2,486 calls received from paid search
- 694 appointment requests submitted

[READ ENTIRE CASE STUDY. →](#)

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### CAMPAIGN RESULTS

**57,044**  
website users

---

**694**  
appointment  
requests submitted

---

**2,486**  
phone calls from  
paid search

# Case Study - Midwest

## INSPIRE AUTISM

### CAMPAIGN OBJECTIVES:

Increase awareness and consideration for all locations.

### SOLUTIONS:

Digital Display

Social Media Marketing

Content Marketing

In Story Video

SEM (Search Engine Marketing)

### KEY RESULTS:

- 3 of Inspire Autism's locations have grown to waiting list status since our campaign has launched.
- 10.2% CTR (click through rate) on paid search ads

[READ ENTIRE CASE STUDY. →](#)

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## CAMPAIGN RESULTS

**3 locations now have  
waiting  
lists**

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**10.2%**  
**click through rate on  
paid search ads**

# Case Study - Midwest

## CATHERINE'S HEALTH CENTER

### CAMPAIGN OBJECTIVES:

Spread awareness and increase visitation for Wyoming location

### SOLUTIONS:

Content Marketing  
Targeted Digital Display  
Social Media Marketing

### KEY RESULTS:

- 40% increase in organic site traffic
- 60% increase in direct site traffic over the life of the campaign

[READ ENTIRE CASE STUDY. →](#)

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### CAMPAIGN RESULTS

**40%** increase in  
organic site traffic

---

**60%**  
increase in direct site  
traffic

# Case Study - Northeast

## DENTIST OFFICE

### CAMPAIGN OBJECTIVES:

Increase consideration for local  
New Jersey dentist office.

### SOLUTIONS:

SEM (Search Engine Marketing)

### KEY RESULTS:

- Surpassed ROI by nearly 5 times
- 88% increase in phone calls within the first 90 days of campaign

[READ ENTIRE CASE STUDY. →](#)

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## CAMPAIGN RESULTS

**Surpassed ROI  
by nearly**

**5x**

**88%**

**increase in phone  
calls in first 90 days**

# Case Study - Northeast

## INFECTIOUS DISEASE PRODUCT DISTRIBUTOR

### CAMPAIGN OBJECTIVES:

Spread awareness for two new national products that connect users with solutions for health and safety

### SOLUTIONS:

Email Marketing  
Social Media Marketing  
Digital Display

### KEY RESULTS:

- 5,000% increase in web traffic
- Online sales grew by 8,000% in less than 12 months

[READ ENTIRE CASE STUDY. →](#)

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### CAMPAIGN RESULTS

**5,000%**  
increase in  
web traffic

---

**8,000%**  
increase in  
online sales in less  
than 12 months





# Conclusion

Patient acquisition and retention isn't a one-size-fits-all endeavor. Marketers, doctors, and managers need to know how each generation approaches key healthcare moments: researching conditions, seeking advice, and deciding on a provider.

With increased digitization and the rise of consumerism, many patients want to be empowered to address their healthcare needs more easily through digital channels. And since generational needs vary, balancing digital convenience with personalized human touch is crucial for providing a frictionless experience across age groups.

By understanding generational differences and unique needs — and then implementing a marketing plan that meets them — your organization can optimize your ability to attract new prospects and help build loyalty among current patients for many years to come.

At Advance Healthcare Marketing, we specialize in partnering with healthcare organizations to craft bespoke marketing plans tailored to their unique needs and objectives. Our dedicated team is committed to developing compelling creative solutions and messaging that resonates with your target audience. Moreover, our proven track record underscores our ability to deliver tangible, measurable results, ensuring that your marketing endeavors yield the desired outcomes. [Contact us today](#) to get us started on your personalized strategy.

## REFERENCES

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