



U.S. HEALTHCARE MARKET INSIGHTS

*A Comprehensive Guide on U.S healthcare Marketing Insights
2019 - 2020*

The healthcare industry is tremendously important to people and healthcare businesses globally. The US healthcare industry trying to move from volume-based to value-based to improve patient health and healthcare business in 2020.

Healthcare Marketing by 2020

Healthcare marketing is the most changing and seems nearly impossible to keep up with all the new strategies just to stay relevant. By the time the new strategy has arrived to reach the patients or business professionals. It is very important to stay up-to-date when you try to reach relevant prospects in the healthcare industry.

Healthcare Programmatic Marketing

To get succeed in the healthcare business, marketers should utilize programmatic marketing to effectively reach their business-relevant target audience. The programmatic marketing for healthcare is designed for pharmaceutical companies, pharmacies, marketing, advertising and more. Also, it will provide an accurate track metrics and deliver a strong ROI for your healthcare business.



Healthcare Marketing Automation

Healthcare marketers should take advantage of marketing automation to personalize patient communication. The main goal of healthcare marketing automation is to automate the customer engagement process that brings continuous engagement with a wide range of consumers and patients to your healthcare organisation. The integration of this automation software allows marketers to deeply personalize and target healthcare campaigns to increase their results.



Need of CRM in Healthcare Marketing by 2020



1. Provides Comprehensive Information About your Audience

Healthcare providers need more information about their customers to provide better service. CRM allows marketers to access much information about their audience that help to maintain customer relationship.

2. Improves Efficiency

CRM can improve efficiency in customer details intake process without any errors.



3. CRM offers automated Work-flows

CRM system keep your customers reminded their action and the task that needs to be completed by sending automated information.

4. Customer Data Remains More Secure

CRM keeps your customer data more secure from unauthorized entry and data hacking.



Healthcare Value

US healthcare industry doesn't show any sign of slowing down in 2019. Analysis from the US market reports says that Americans have spent over \$3.65 trillion on healthcare in 2018 which is larger than the GDP of countries as Brazil, Mexico, Spain, and Canada. This highlights the healthcare industry increase 4.4% over 2017 and according to healthcare analysis, the estimated average annual growth rate of the healthcare industry is 5.6% from 2019 to 2027.

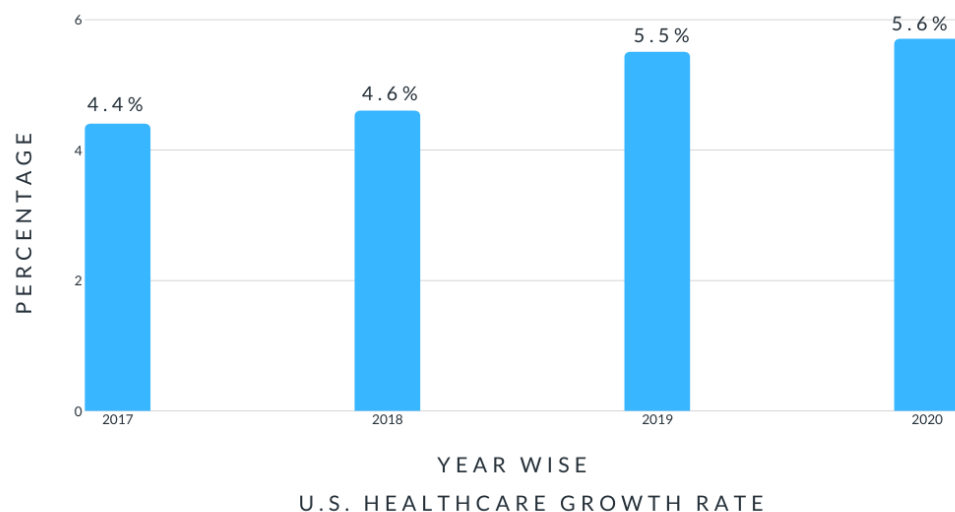


Global healthcare spending is projected to increase at an annual rate of 5.4% from 2020 to 2022, a considerable rise from 2.9% in 2013 to 2017.

Global healthcare analysed Per-person healthcare spending is expected a range from \$11,674 in the united states in 2022.



Life expectancy appears to continue to climb. It projected to increase from 73.5 years in 2018 to 74.4 in 2022- bringing the number of people aged over 65 globally to more than 668 million, or 11.6% of the total population.



B2B Healthcare Marketing by 2020

Healthcare businesses need a deep understanding of online presence in 2020. More than 80% of people use online to seek information about products or services before engaging with your business.

Making use of Influencer Marketing

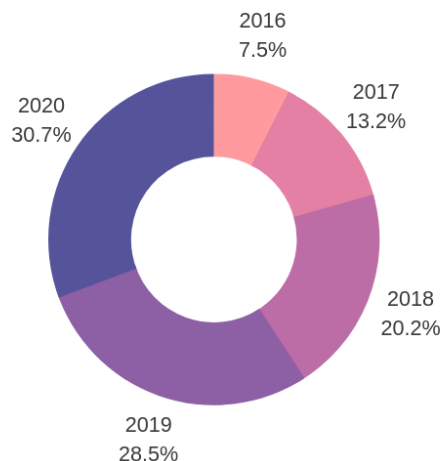


In this digital age, healthcare businesses finding innovative ways to reach their audience. According to the Association of National Advertisers, **75% of advertisers in the US** make use of influencer marketing and 43% of the expert to increase their spending on over the next upcoming years.

16% of internet users went online in the last year to find others who might share the same health concerns.

Nearly 90% of people aged 18-24 would trust health information or engage in healthy activities found on social media.

influencer Marketing



Growth of influencer Marketing

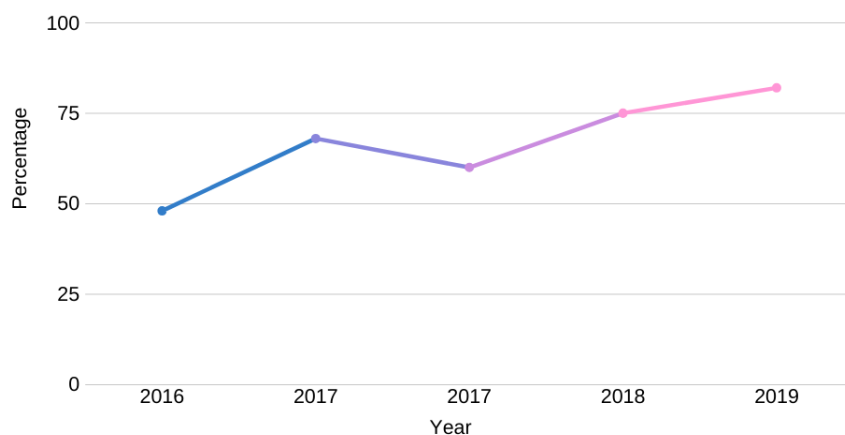
Video Marketing will take over by 2020:



According to the U.S. healthcare industry, Video is a vital tool for healthcare businesses to increase customer engagement and sales in 2020. According to a recent study, 68% of healthcare buyers using video to compare the product or service and 63% using to know about the product and how a product performs..

Sharing the healthcare business product or service information through videos and hosting webinars are an all great and most effective way to keep your business brand in top position into the world of video marketing in 2020.

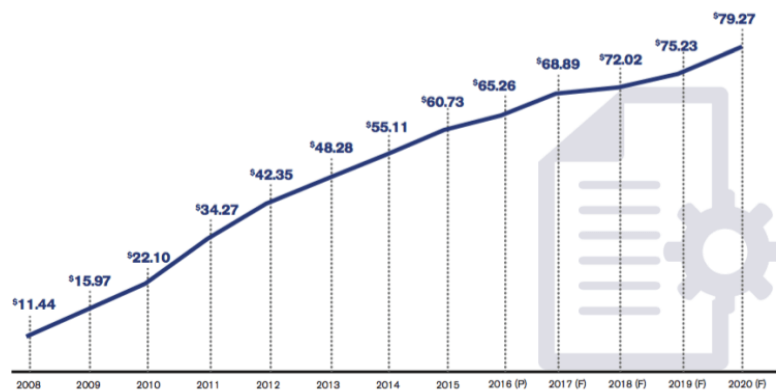
USAGE OF VIDEO MARKETING



Search Engine Optimization in 2020



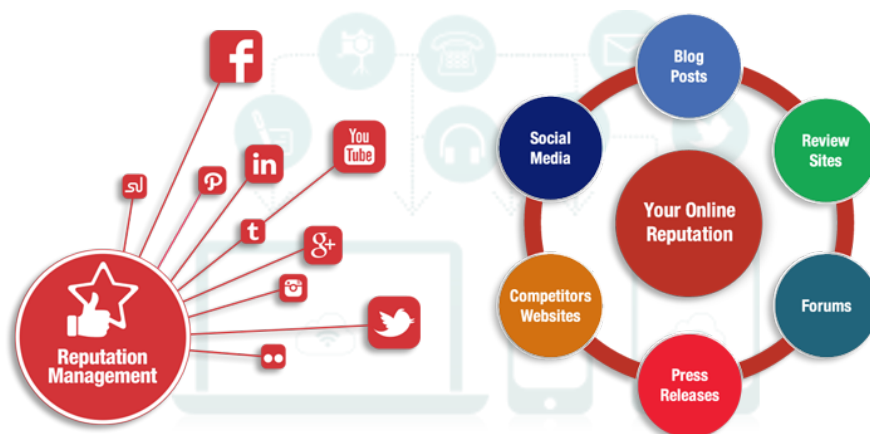
SEO is one of the main pillars of online marketing that gives organic traffic and online presence. As a b2b marketer, you need to know 89% of b2b buyers use the internet to research about the product before they purchase. Here are some of the SEO tips to optimize for your website in 2020.



Estimated U.S. Spending for SEO in \$ Billions

Source: Borrell

Online Reputation Management



Any successful healthcare marketing strategy includes an effective plan for online reputation management. However, developing a positive reputation about your brand and acquiring a constant review is much difficult then it seems because the unhappy audiences are likely to write a review about your product or service. This is why most marketing professionals guide healthcare business to give priority to reputation management.

When it comes to healthcare business, trust is the important factor that plays a vital role in conversion. If your healthcare business gives more priority to online reputation management, your marketing campaign can attract more patients and b2b business with genuine positive reviews.

Conclusion

When it comes to B2B in healthcare, change in innovation and people trends will bring new marketing strategy with new possibilities. Also, healthcare organizations have more possibility to grow than ever before. According to recent research, the medical device market alone is expected to hit more than 400 billion dollars by 2023.