

Reaching the right patient audiences



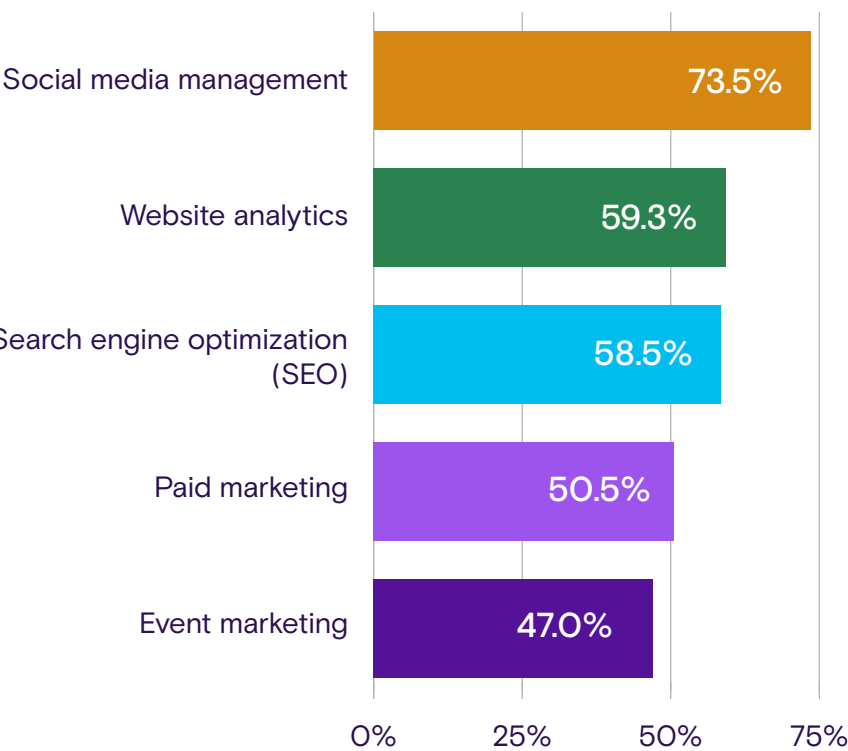
To learn more about how healthcare provider organizations market to consumers and best reach local patients, Definitive Healthcare surveyed leaders at hospitals, health systems, long-term care facilities, imaging centers, and outpatient centers across the United States. The survey was conducted in May and June 2024. Below are key highlights of the survey results.

Most frequently used consumer marketing tools and channels

Provider organizations most commonly use social media management tools to reach their consumer audiences, followed by website analytics and search engine optimization. However, the most frequently used media channels were in reverse order with search engine marketing being used slightly more frequently than paid social media marketing.

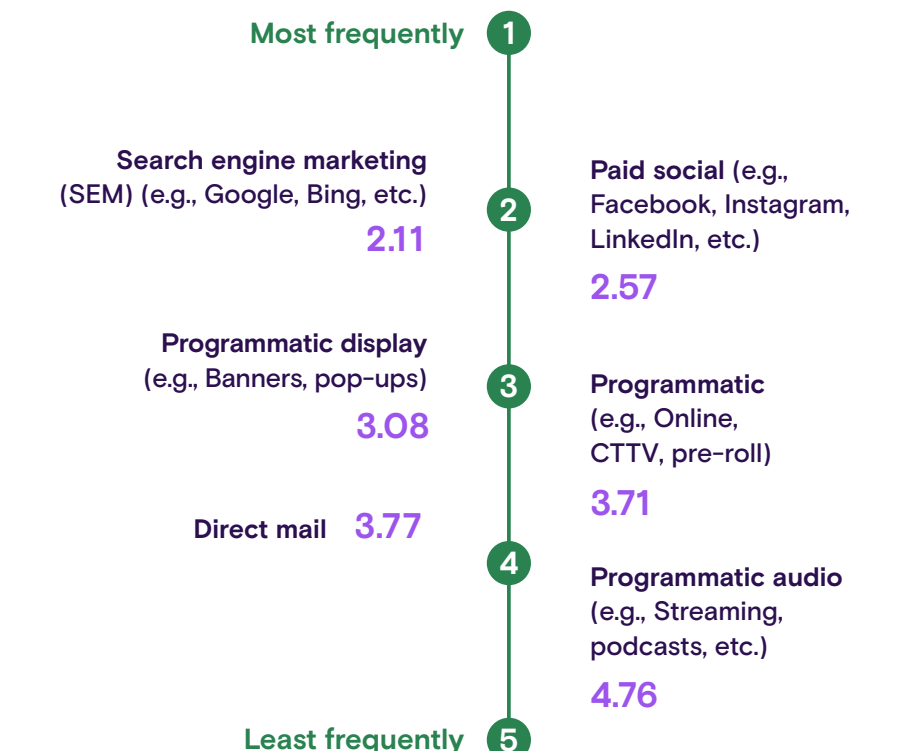
TOP MARKETING SOLUTIONS AND TOOLS

What marketing systems and tools does your organization currently use?



TOP HEALTHCARE MARKETING MEDIA CHANNELS

Please rank the following based on which are the most frequently used channels and platforms to reach your target audience.

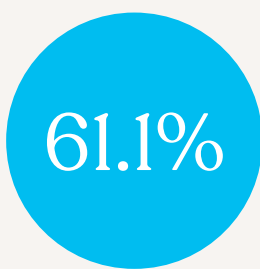


Most common types of consumer data and information

Demographic patient data from first-party solutions or electronic health records (EHR) is how most healthcare provider organizations are currently segmenting their patient audiences. Third-party data is only used by about a quarter of respondents.

TOP DATA TYPES USED TO SEGMENT PATIENT AUDIENCES

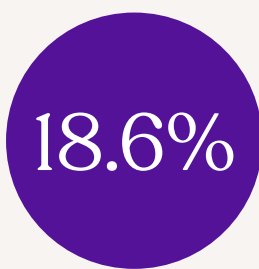
How are you segmenting and targeting your consumer and patient audiences today?



Demographic patient data from first-party/EHR data



Third-party demographic data on consumers



Third-party propensity models that identify consumers likely to have a condition or behavior

Consumers' propensity to have or develop a specific condition, as well as the demographic composition of consumers in a particular service area, are the most important type of patient information for healthcare provider organizations.

MOST IMPORTANT TYPES OF PATIENT INFORMATION

On a scale of 1 to 5, with 1 being not at all important and 5 being very important, how important is it for your organization to understand...



Which consumers are likely to have a specific condition or behavior

4.09



The demographic composition of consumers in my service area

4.07



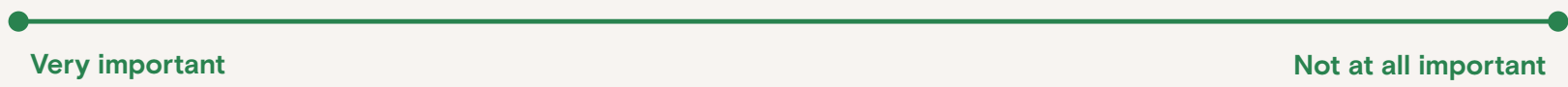
What consumers are looking to re-establish care

4.04



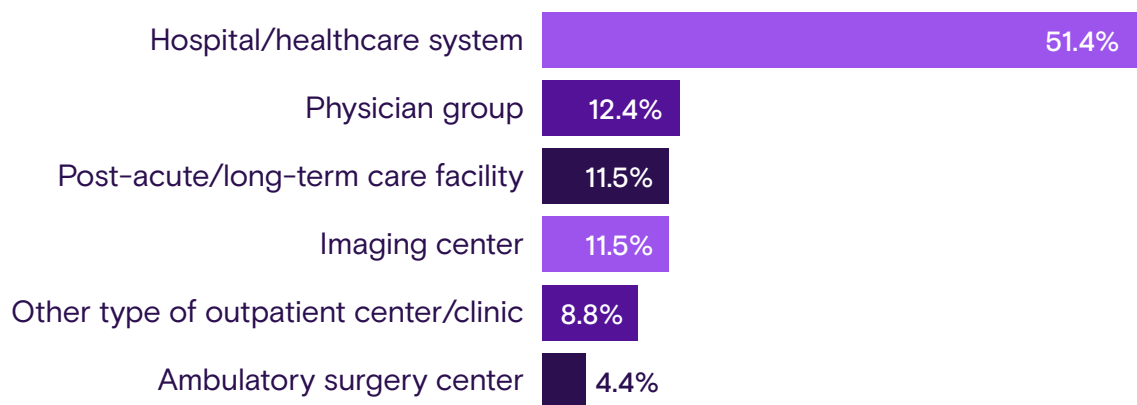
What consumers have moved into my service area

3.84



About the respondents

ORGANIZATION TYPE



DEPARTMENT

Marketing	31.1%
Operations	26.5%
Business development	8.0%
Human resources/recruiting	5.3%
Care coordination	5.3%
Physician relations	4.5%
Strategy/strategic planning	4.4%

What it all means

Relying only on first-party data can leave blind spots for healthcare provider organization marketers. Less than 20% of those we surveyed are using third-party propensity models that can help identify consumers who are likely to have a condition or behavior. But at the same time, providers say knowing which consumers are likely to have a specific condition or behavior is the most important attribute to understand about their audiences. Clinical propensity models and market forecasting tools can help provider organizations target the patients most likely to seek a specific type of care or identify which local areas demonstrate demand for additional services. For more information, read the [full marketing to patient audiences report](#).