Healthcare Marketing Trends: Who is the Target Audience for Vendors?
Part One

An array of trends and events has transformed the marketing function of the healthcare industry with the digital revolution at the forefront. Based on the results gathered in the MM&M/Ogilvy CommonHealth Healthcare Marketers Trends Report, the use of digital media has forced the healthcare industry into changing the way these companies develop products, the way they do business and the way they interact with customers. While these companies now begin to make this big shift, the report’s findings show Medzo™ users are one step ahead.

Although there was no significant change in marketing budgets overall, the budgets for digital outlets have had the most increases with 35% of marketers reporting an increase in Digital Ad spend, followed by Social Media (31%) and Websites (29%). Rather than focusing on the individual consumer and insurance provider, companies are starting to shift more towards marketing to healthcare professionals and healthcare organizations. “You hear a lot of talk about such as, ‘It’s all about the consumer’ or ‘It’s all about payers’” says Mike Luby, founder, president, and CEO at BioPharma Alliance. “Well these guys are saying that, really, it’s much more about the physician than either of those other two.” Marketing directors allocated around 75% of their total budget to healthcare organizations and 25% to the consumer space.

This same marketing focus on healthcare organizations is a major component of Medzo’s online service, providing suppliers a variety of ways to showcase their products, services and promotions directly to hospitals. What’s more, Medzo gets the right message to the right audience, at the right time. This is accomplished by producing contextually relevant companies, products, services, and promotions to users. For example, this means information about surgical tables and sterilization would be delivered to users associated with the Surgery Department while information about healthcare stock images and website design would be delivered to users associated with the Marketing Department. Not only does Medzo incorporate user-provided information, by also factors in user behavior to determine the information that will be most relevant and beneficial. As noted in the Facebook, Inc. IPO Registration, research shows that these targeted and relevant messages reach the target audience with 90% accuracy as opposed to the industry average of 35%.

As a result, Medzo enables suppliers to gain the exposure to the right audience of decision makers at healthcare organizations and provides a better experience for these decision makers, driving more effective connections.

[Read more in Part 2--coming soon.]

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