

NETZ DIGITAL AGENCY

# Health Care Industry Insights Report

2023

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# Why start now?

## The statistics.



**77% of Americans go online to research health information, including finding healthcare professionals.**

Having a website increases the chances of being discovered by potential patients.



**83% of patients consider a provider's website to be an important factor in their decision-making process.**

A well-designed website that provides relevant information can help build trust and attract new patients.



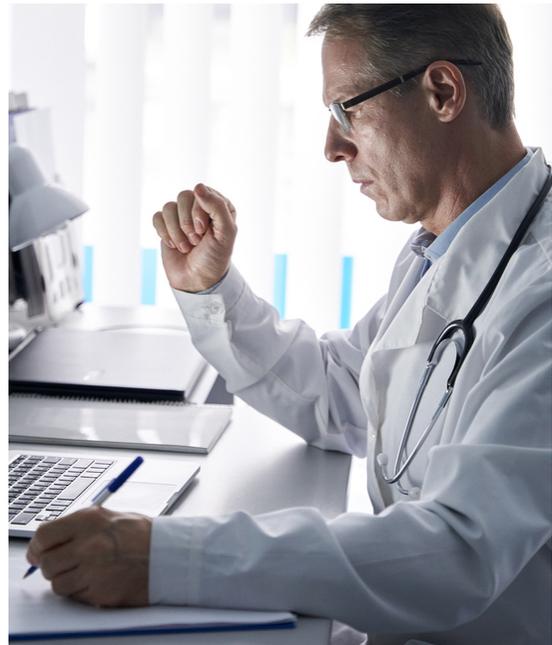
**76% of people who search for a healthcare professional on their mobile device will contact a business within a day.**



The National Center for Biotechnology Information (NCBI) reports that patients are more likely to choose healthcare professionals who have an **online presence**, as it allows them to gather information, read reviews, and compare providers before making a decision.



**82% of patients said they trust online reviews as much as personal recommendations.**



Of patients consider a provider's website to be an important factor in their decision-making process.

# 83%

# Most effective trends 2023.

**Content Marketing:** Develop high-quality content that educates and engages your target audience. Share informative articles, videos, and infographics on topics relevant to your specialty. Establish yourself as an authoritative source in your field to build trust and attract patients.

**Search Engine Optimization (SEO):** Optimize your website and content to appear higher in search engine results. Focus on relevant keywords, create informative blog posts, and ensure your website is mobile-friendly for better visibility and organic traffic.

**Online Reputation Management:** Encourage satisfied patients to leave positive reviews on platforms like Google My Business, Healthgrades, and Yelp. Monitor and respond to reviews promptly to show that you value patient feedback and care about their experiences.

**Social Media Marketing:** Utilize social media platforms to connect with potential patients and share valuable content. Engage in conversations, answer questions, and provide insights into healthcare topics. Consider platforms like Facebook, Instagram, LinkedIn, and Twitter to expand your reach and engage with your audience.

**Video Marketing:** Leverage the power of video to showcase your expertise, share patient testimonials, and explain complex medical concepts. Video content is highly engaging and can be shared across various platforms, enhancing your online presence and visibility.

# Most effective trends 2023.

**Telehealth and Virtual Consultations:** Embrace the growing trend of telehealth services to provide virtual consultations and medical advice. Offer online appointment scheduling and utilize video conferencing tools to connect with patients remotely, expanding your reach beyond geographic limitations.

**Video Marketing:** Leverage the power of video to showcase your expertise, share patient testimonials, and explain complex medical concepts. Video content is highly engaging and can be shared across various platforms, enhancing your online presence and visibility.

**Personalization and Patient Experience:** Tailor your digital marketing efforts to create a personalized experience for potential patients. Example: Utilize email marketing campaigns, segmented based on patient needs and interests. Deliver relevant content and offers to nurture relationships and encourage patient loyalty.

**The most valuable marketing insight for a healthcare professional is to prioritize patient-centricity:** Understanding the needs, preferences, and concerns of your patients is crucial for building trust, delivering personalized care, and fostering patient loyalty.

By placing the patient at the center of your marketing efforts, you can create meaningful connections, provide exceptional experiences, and establish a strong reputation in the healthcare industry.

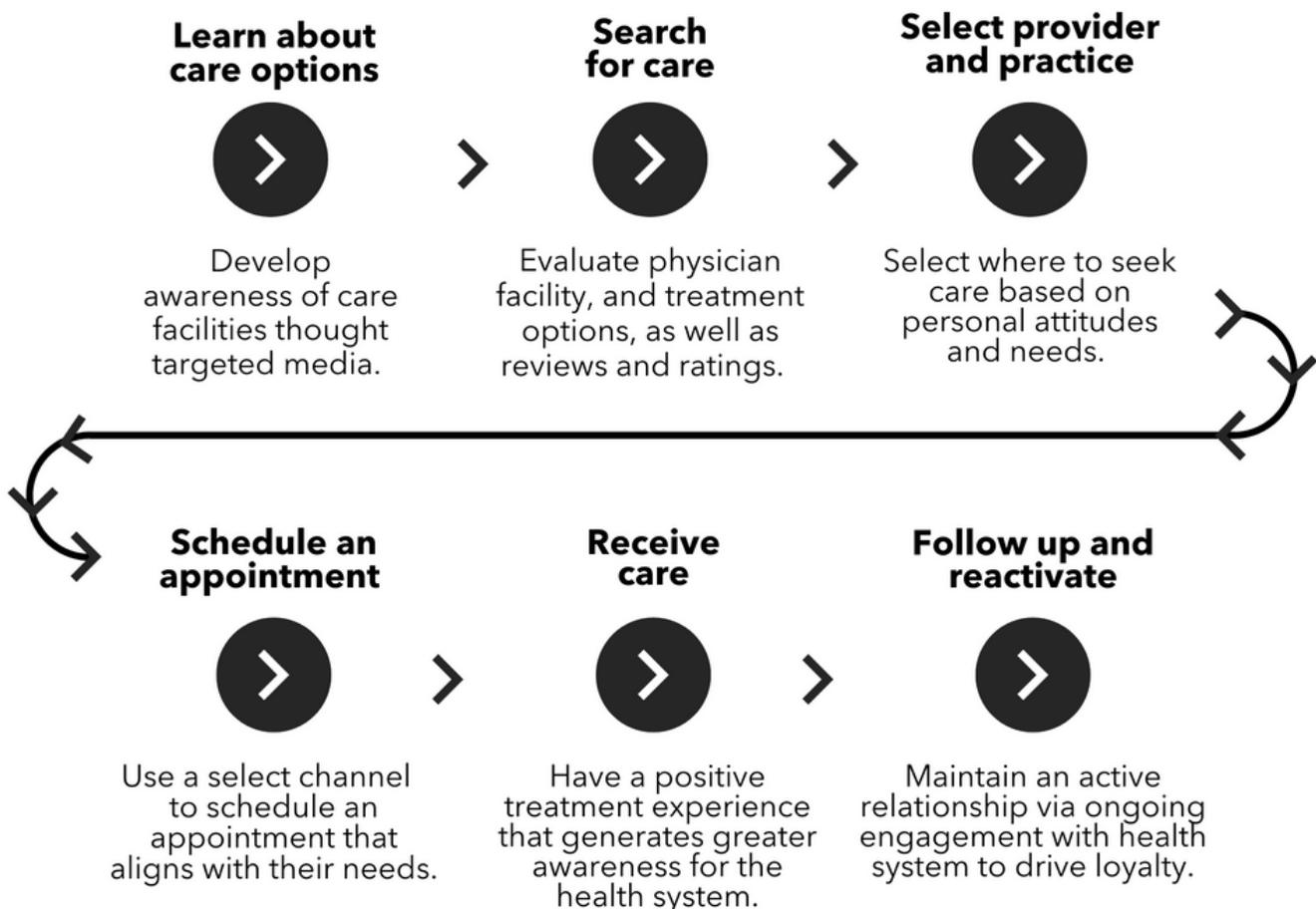
# Take Action.

Customers expect more transparent, predictable, and mobile-friendly experiences.

## How to improve your patient experience?

**Online Appointment Scheduling:** Integrate a user-friendly online appointment scheduling system into your website. This enables patients to book appointments at their convenience, reducing administrative tasks and improving patient satisfaction.

**Electronic Health Records (EHR) Systems:** Adopting EHR systems helps streamline patient record management, enhance data security, and improve collaboration among healthcare providers. EHR systems provide easy access to patient information, facilitate communication, and support efficient workflows.



# You can save time, ensure efficient execution, & benefit from the expertise of specialists.

# 1

## **Time Constraints.**

As a doctor, your primary focus should be on patient care. Managing your practice, marketing, and website consume valuable time that could be better spent attending to your patients' needs.

# 2

## **Insufficient knowledge.**

Marketing and website management require specialized skills and knowledge. Juggling these tasks while practicing medicine may lead to subpar results, limiting your ability to effectively reach and engage with your target audience.



# 3

## **Competitive Landscape.**

In today's digital age, healthcare professionals face fierce competition. Attempting to handle marketing and website management alone may result in falling behind competitors who invest in professional marketing strategies.

# 4

## **Evolving Trends and Technology.**

The healthcare industry is heavily regulated, making it crucial to ensure your marketing practices and website content adhere to legal and ethical standards. Navigating these complexities on your own can be overwhelming and risky.



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