

TAYLOR — OCT 2026

taylor
Health Group

THE TRUST VITALS

Where health, credibility, and culture converge.

A photograph of two women in a clinical or hospital setting. On the left, a woman with blonde hair tied back in a ponytail, wearing blue scrubs, is smiling and looking towards the right. On the right, a Black woman with short curly hair, wearing glasses and a light blue zip-up hoodie, is also smiling and looking towards the left. She has her hand near her chest. The background is slightly blurred, showing what appears to be a hospital room with a wooden cabinet and a wall outlet.

**IN THE HEALTH ECOSYSTEM,
TRUST ISN'T BOUGHT;
IT'S EARNED.**

THE STATE OF HEALTH MARKETING

BRANDS ARE EVERYWHERE, BUYERS ARE SKEPTICAL

- Direct-to-consumer ads run around the clock
- Enterprise lead-gen funnels are optimized
- Compliance-safe copy is locked down

Today's health brands face the ultimate trust deficit. Visibility isn't the problem. Credibility is.

BY THE NUMBERS

40.1%

The public trust level in the U.S. healthcare system, down sharply from 71.5% in 2020

[Johns Hopkins University](#)

1 in 5

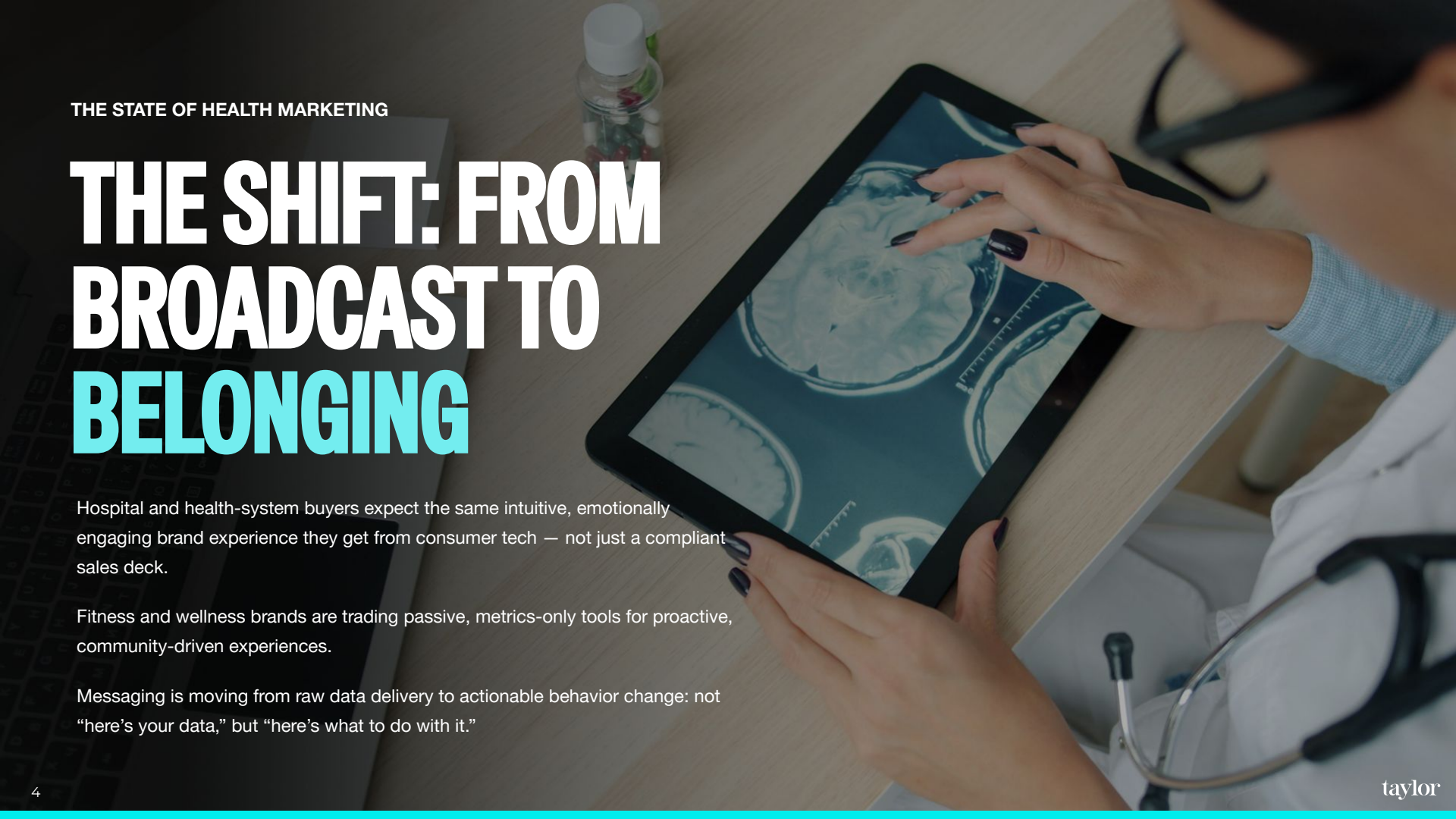
Consumers say their trust in health product claims has declined in the past 2-3 years

[CHFA / Retail Insider](#)

87%

Consumers are concerned or strongly concerned about the spread of medical misinformation

[GoodRx](#)



THE STATE OF HEALTH MARKETING

THE SHIFT: FROM BROADCAST TO BELONGING

Hospital and health-system buyers expect the same intuitive, emotionally engaging brand experience they get from consumer tech — not just a compliant sales deck.

Fitness and wellness brands are trading passive, metrics-only tools for proactive, community-driven experiences.

Messaging is moving from raw data delivery to actionable behavior change: not “here’s your data,” but “here’s what to do with it.”

TRUST ISN'T BOUGHT. IT'S EARNED.

Claims alone don't build belief anymore. We need to move:

- From data to meaning
- From compliance to connection
- From credentials to character

The health brands that are breaking through are adjusting their marketing to build genuine human and cultural connection, backed by real data: **proof and empathy in equal measure.**



THE TRUST VITALS

HOW BRANDS EARN TRUST IN HEALTH

Three Trust Vitals — grounded in Taylor Health Group's client work — for how health brands move from claiming credibility to earning it.

01

**EARN IT WITH
REAL TALK**

02

**EARN IT WITH
SOCIAL PROOF**

03

**EARN IT WITH
EMPOWERMENT**

TRUST VITAL #1

EARN IT WITH REAL TALK

No one falls in love with a spec sheet. They fall in love with a story.

Too often, health brands lead with therapeutic deep dives, product specs, and clinical language.

Health brands need to cut through the scientific jargon and tell real stories—empowering, emotional narratives that resonate with everyday people, not just patients.

The shift: Translate dry biometric and clinical detail into stories people actually feel.



EARN IT WITH REAL TALK

LivaNova

"Welcome to Your New Life"

LivaNova, a global medtech company, wanted to launch a new vision and mission for its 10-year anniversary.

Leaning into the company's name — which literally means "new life" — Taylor Health Group built "Welcome to Your New Life": a new brand essence and call to action for internal and external audiences to see LivaNova with fresh eyes.

No scientific talk. No therapeutic deep dives. No product specs. Just a human-led campaign that spoke directly to what patients and providers cared about most: ingenious medical solutions that change the trajectory of lives.

VITAL #1



EARN IT WITH
REAL TALK

TRUST VITAL #2

EARN IT WITH SOCIAL PROOF

People trust people. Whether it's an industry expert, a disruptive influencer, or a peer: having a real person deliver a brand's story adds credibility a brand can't manufacture on its own.

The shift: Build ecosystems where real patients can tell their own stories, and let those stories do the selling.

BY THE NUMBERS

70-90%

of consumers consult patient testimonials before making a healthcare decision

[Reputation](#)

270%

increase in conversion when patient stories are featured on a brand's site

[Medill Spiegel Research Center](#)

EARN IT WITH SOCIAL PROOF

Biohaven

"Take Back Today"

Biohaven wanted to push the boundaries of pharmaceutical communications with a new platform for its primary migraine product, Nurtec ODT.

Research showed real patient stories were most compelling in driving trial of a new product, so Taylor Health Group launched "Take Back Today." Reality TV star Khloé Kardashian served as spokesperson, sharing her own struggle with debilitating migraines to help destigmatize the condition and encourage patients to advocate for better care.

We also built an integrated digital ecosystem where other migraine sufferers could share their experiences publicly. These patient stories alone generated 60% of web traffic and 70% of social impressions throughout the campaign, emphasizing the power of social proof.

VITAL #2



EARN IT WITH
SOCIAL PROOF



EARN IT WITH EMPOWERMENT

Successful health brands don't just talk to consumers. They empower them to take ownership of their health.

The shift: Hand action back to the individual, instead of positioning the brand as the expert and the consumer as the patient.

Why It Matters

Patients are shifting from passive recipients of care to what Deloitte calls "executives of their health decisions," demanding products and experiences built around their full health journey

[Deloitte, Future of Health](#)





EARN IT WITH EMPOWERMENT

Boris Lawrence Henson Foundation

"Your Joy Over Everything"

The Boris Lawrence Henson Foundation (BLHF) is dedicated to improving access to mental health services for Black and Brown communities and helping eradicate the stigma around seeking support.

Taylor Health Group partnered with BLHF to launch "Your Joy Over Everything," rooted in deep, empathetic research and centered on making the pursuit of mental relief essential to experiencing Blackness as joy.

The campaign put the individual in control — "Define and choose what joy looks like for you" — sending a clear message of ownership and empowerment for those seeking a new tradition of mental healing and joy.



EARN YOUR PLACE IN HEALTH

To earn trust in health today, brands have to build it, vital by vital.

01

LEAD WITH REAL TALK

Trade jargon and clinical distance for human, emotional stories that meet people where they are.

02

LET SOCIAL PROOF SPEAK

Real patients, peers, and trusted voices build more credibility than any brand claim ever could.

03

EMPOWER THE INDIVIDUAL

Give people ownership of their health journey instead of positioning them as passive recipients.

TRUST IS EARNED, NOT BOUGHT.

That's where Taylor Health Group excels: pairing rigorous, data-backed credibility with emotionally resonant human stories, so health brands become the everyday cultural icons consumers talk about, believe in, and adopt.



READY TO EARN YOUR PLACE IN THE HEALTH CONVERSATION?

Reach out to us at hello@taylorstrategy.com to explore a custom health brand trust assessment.

