

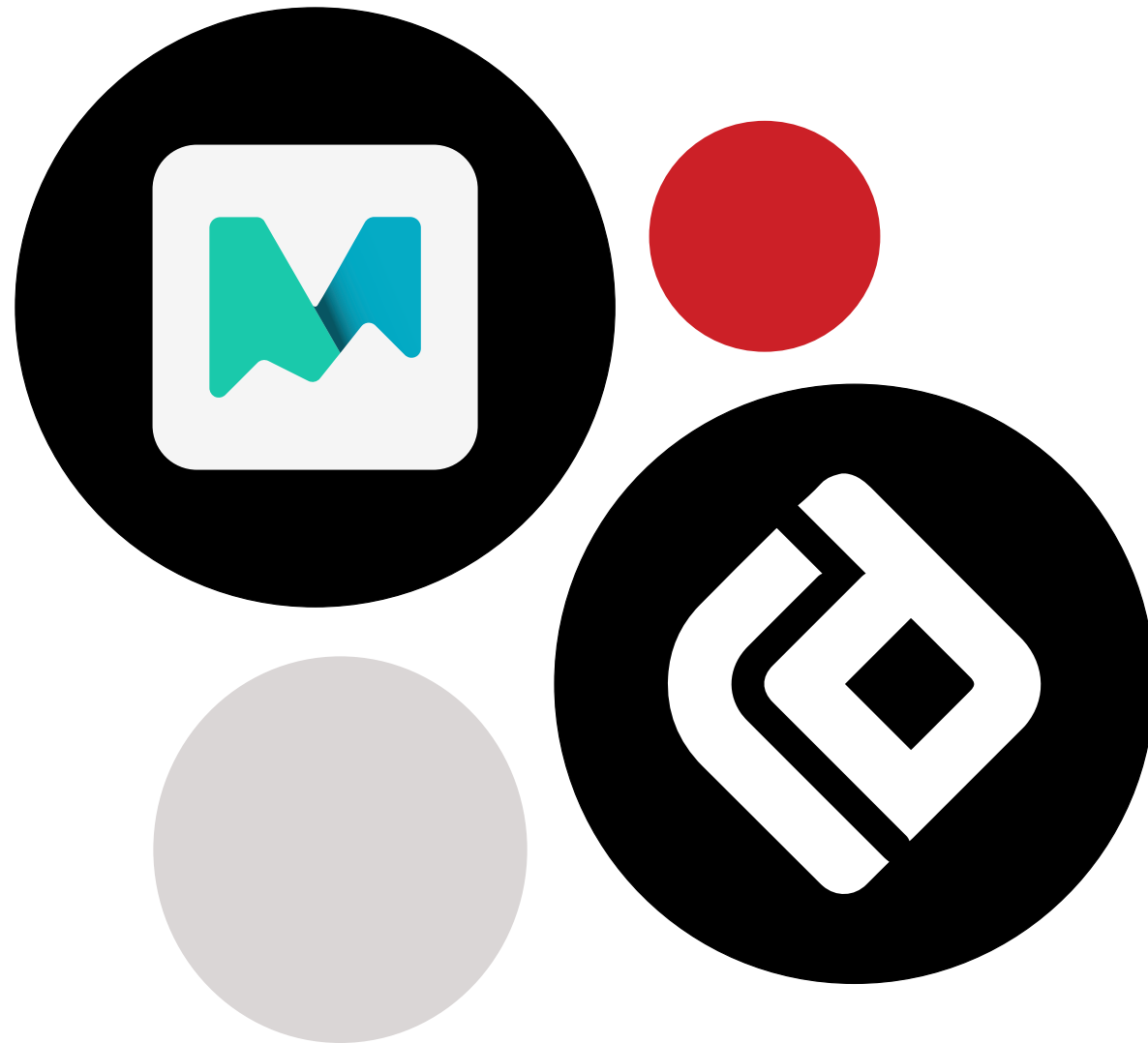
WHITEPAPER

# ADTRENDS

---

# HEALTHCARE

Keep reading →



## UNSURE OF WHERE TO **INVEST** YOUR MARKETING SPEND?

Our **AdTrends** research series, produced in collaboration with [Red Door Interactive \(RDI\)](#) and [MNTN](#), highlights important marketing and advertising statistics across major industries like healthcare, higher education, food and beverage, and more.

**In this installment**, we explore broad healthcare category research and deeper industry insights for hospitals, MedTech, and pharmaceuticals. Healthcare marketers should consider this information when developing their marketing plans and budget allocations in 2024 and beyond.

WHAT'S INSIDE?

# TABLE OF CONTENTS

- 01** —> Healthcare Industry Landscape
- 02** —> Hospitals
- 03** —> Medical Devices
- 04** —> Pharmaceuticals
- 05** —> References

01

# HEALTHCARE INDUSTRY LANDSCAPE

---

## VIDEOS ON HEALTH CONDITIONS RACK UP **BILLIONS OF VIEWS**



People watched videos  
about health conditions

# 100 BILLION

TIMES GLOBALLY<sup>1</sup>

## HEALTHCARE AND PHARMA STILL **HEAVILY RELY ON** **TV MARKETING**



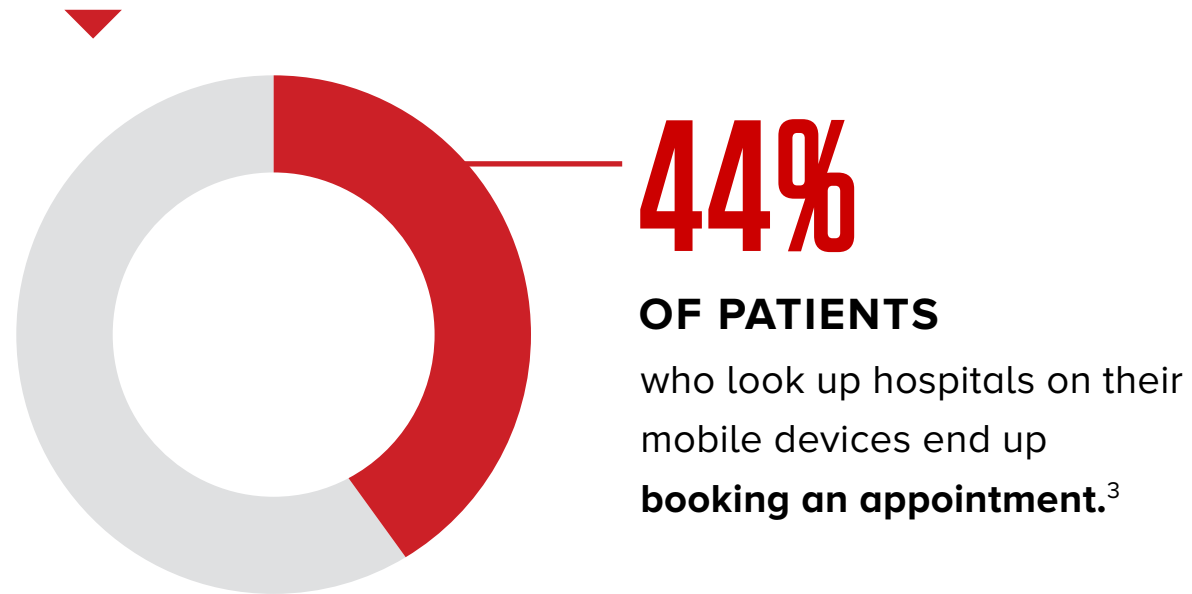
During a September 2021 survey among  
healthcare and pharmaceutical marketers  
in the United States, it was found that

### **HALF OF THE RESPONDENTS**

were using both TV and connected TV  
advertising at that time.<sup>2</sup>



# MOBILE DEVICES PLAY AN INCREASING ROLE IN BOOKING APPOINTMENTS



**44%**

**OF PATIENTS**

who look up hospitals on their mobile devices end up **booking an appointment.**<sup>3</sup>



# LOOKING TO REACH PROSPECTIVE PATIENTS? TRY A **MIX OF ONLINE AND OFFLINE**



**84%** OF PROSPECTIVE PATIENTS

use both online and offline sources to research healthcare providers.<sup>4</sup>



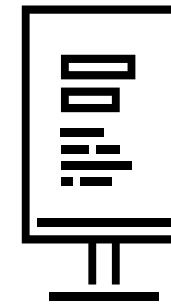
# HEALTHCARE AND PHARMA BRANDS WILL SPEND NEARLY **\$20B ON DIGITAL ADS** IN 2024



This is an increase from \$17.79B in 2023.

BY 2028, THIS IS EXPECTED TO REACH

**\$22.4B<sup>5</sup>**





## HEALTHCARE SPENDING IS ON THE WAY UP



In the U.S., healthcare advertising spending

**INCREASED BY**

**11.5%**

in 2022. The US is the world leader in healthcare advertising expenditures.<sup>6</sup>



## DIGITAL CHANNELS TAKE A MORE IMPORTANT ROLE IN REACHING NEW PATIENTS



**70%** OF SURVEYED HEALTHCARE PROVIDERS

are prioritizing digital channels to reach new patients in 2024.<sup>7</sup>

## DIGITAL AD SPEND HAS OFFICIALLY TAKEN OVER LINEAR TV AD SPEND



For the first time ever in 2021, healthcare ad spend on digital ad channels

**SURPASSED LINEAR TV AD SPEND**

marking a watershed moment for the industry.<sup>8</sup>



# THE RISING COST OF ORGANIC LEADS



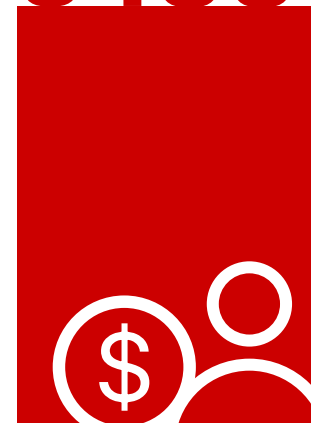
The average cost for an organic healthcare lead is

**\$320**



And a paid digital campaign lead is

**\$400<sup>9</sup>**



## THE ECONOMY POSES THE GREATEST CHALLENGE



# 84%

OF HEALTHCARE PROVIDERS

say economic headwinds are the greatest challenge ahead for 2024.<sup>10</sup>

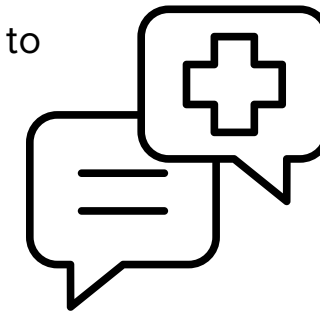


## THE PANDEMIC INCREASED THE VALUE OF TELEMEDICINE



According to reports, virtual visits to **TELEHEALTH SERVICES** INCREASED BY

# 15-20%



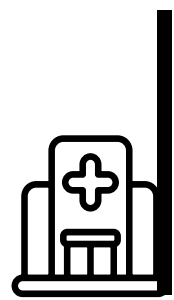
during the COVID-19 pandemic. One-third of all future doctor's visits may occur online because of this. The projected value of the U.S. telemedicine industry will be \$25.88 billion by 2027.<sup>11</sup>

02

# HOSPITALS

---

# HOSPITAL ADMISSIONS HIT 33 MILLION



There are  
**6,120**  
HOSPITALS  
in the US, and they generated...



**33,679,935**  
ADMISSIONS  
in 2024.<sup>12</sup>





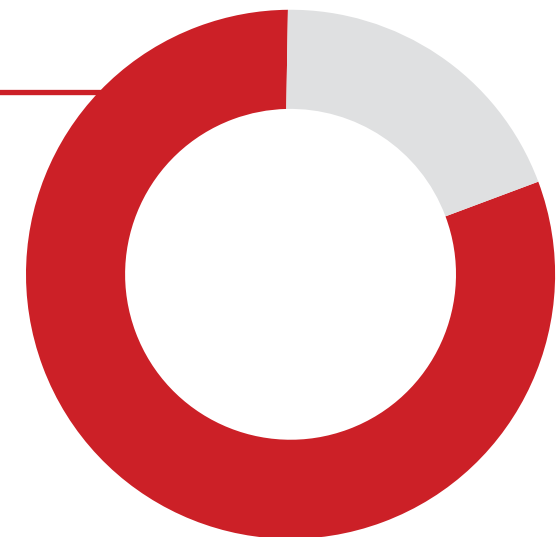
## HOSPITALS HEAVILY DEPEND ON **GOOGLE ADS**



Despite a meager 6.11% click-through rate, hospitals dedicate a staggering

**85%**  
OF THEIR  
MARKETING  
BUDGET

to Google Ads. This shows a **potential need for diversifying strategies** for better return on investment.<sup>13</sup>

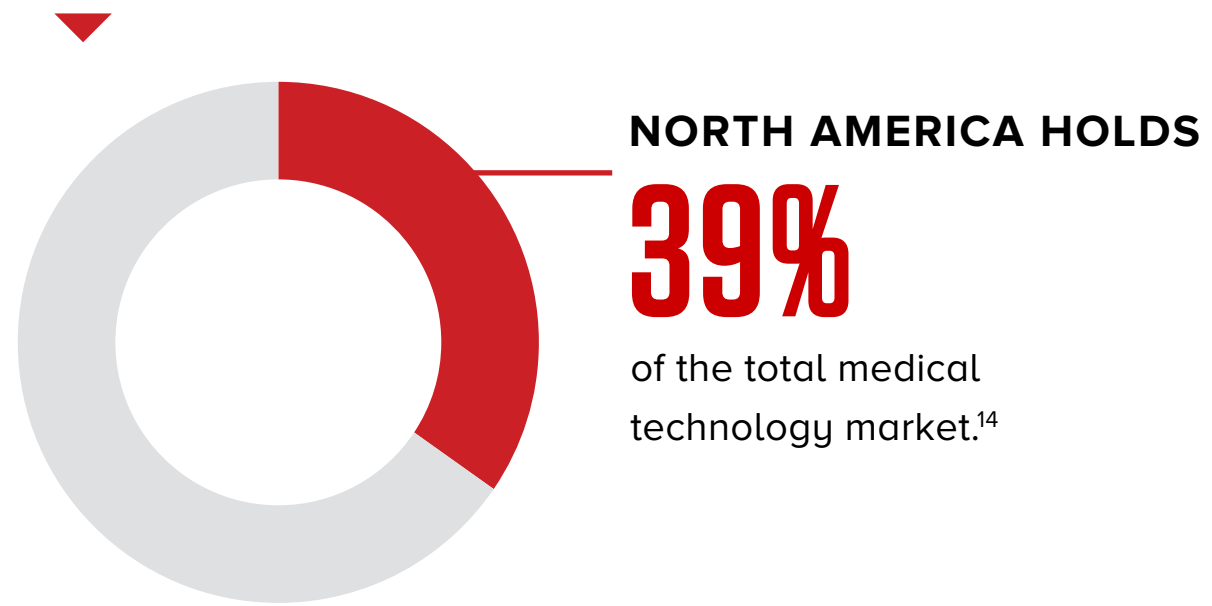


03

# MEDICAL DEVICES

---

## COMPETITION IN THE GLOBAL MEDICAL TECH MARKET



## AMERICANS SPEND MORE ON MEDICAL DEVICES



An average American will spend around

**\$400** ON EACH MEDICAL DEVICE

they need to use.<sup>15</sup>

## GLOBAL MEDICAL DEVICES WORTH NEARLY \$700 BILLION



The global medical devices market is expected to grow to around

**\$671.49 BILLION**

BY 2027<sup>16</sup>





## ADVERTISING FOR SURGICAL AND MEDICAL INSTRUMENTS HITS A **NEW HIGH**



In 2022, the surgical and medical instruments and apparatus industry spent nearly

**\$739 MILLION**

ON ADVERTISING<sup>17</sup>

04

# PHARMACEUTICALS

---

# ADULTS ARE OPEN TO VIEWING ADS ON STREAMING SERVICES



Adults in the core demographics for many drug products are streaming and open to viewing ads<sup>18</sup>



**21%**

of people aged 50 years and above

**EXCLUSIVELY STREAM,**  
without using linear TV.<sup>18</sup>



**52%**

of people aged 50 years and above

**ARE STREAMING MORE**  
than last year.<sup>18</sup>

On average, individuals in this demographic use

**4.1 STREAMING SERVICES**

**NETFLIX** prime video hulu

are the most popular streaming services among this demographic.<sup>18</sup>

## CONSUMERS ACCEPT AD-SUPPORTED STREAMING SERVICES

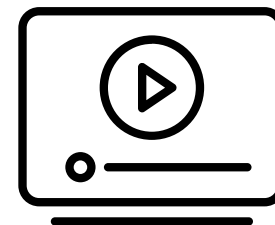


The number of ad-supported streaming services has increased, with Netflix's ad-supported plan reaching

**1 MILLION** MONTHLY ACTIVE USERS

in the U.S.<sup>18</sup>

## ADULTS VIEW ADS TO PAY LESS



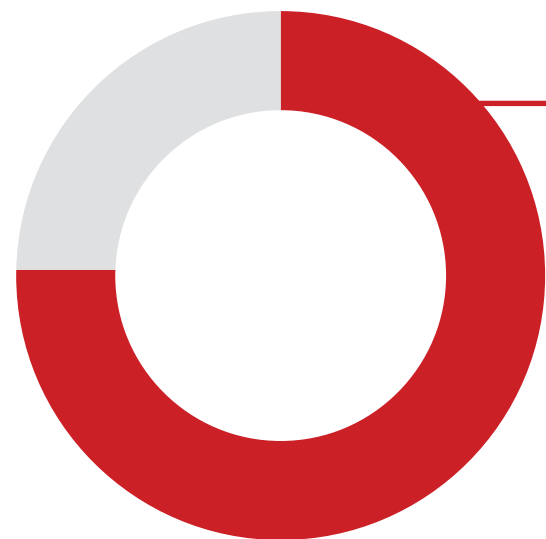
Preference for ad-supported services increases with age, with

**69%**

of people aged 60 to 69 preferring to **PAY LESS AND VIEW ADS**<sup>18</sup>



## OLDER AMERICANS HAVE READILY ADOPTED STREAMING SERVICES



**75%**  
OF INDIVIDUALS  
AGED 50 & ABOVE  
use streaming services.<sup>18</sup>



## HEALTHCARE AND PHARMA WILL SPEND BILLIONS ON DIGITAL ADS IN 2024



Digital ad spending in healthcare and pharmaceuticals is projected to hit

# \$20 BILLION

IN SPENDING

in 2024.<sup>18</sup>

## PHARMA SPENDS MORE FOR ADS ON STREAMING SERVICES



There has been a

# 59% INCREASE

IN PHARMA AD SPENDING

on over-the-top digital video content.<sup>18</sup>





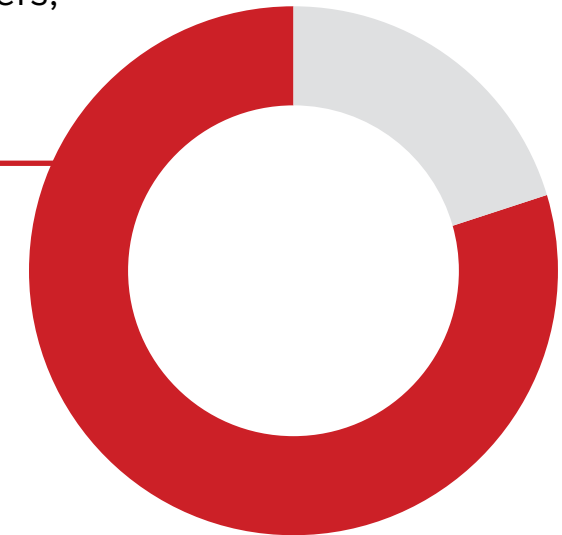
## CLINICALLY RELEVANT AD IMPRESSIONS MAKE A DIFFERENCE

According to pharma marketers,  
CTV delivers an

**82%**

**HIGHER PERCENTAGE  
OF AD IMPRESSIONS**

to people identified as  
“clinically relevant”  
to the advertised product.<sup>18</sup>



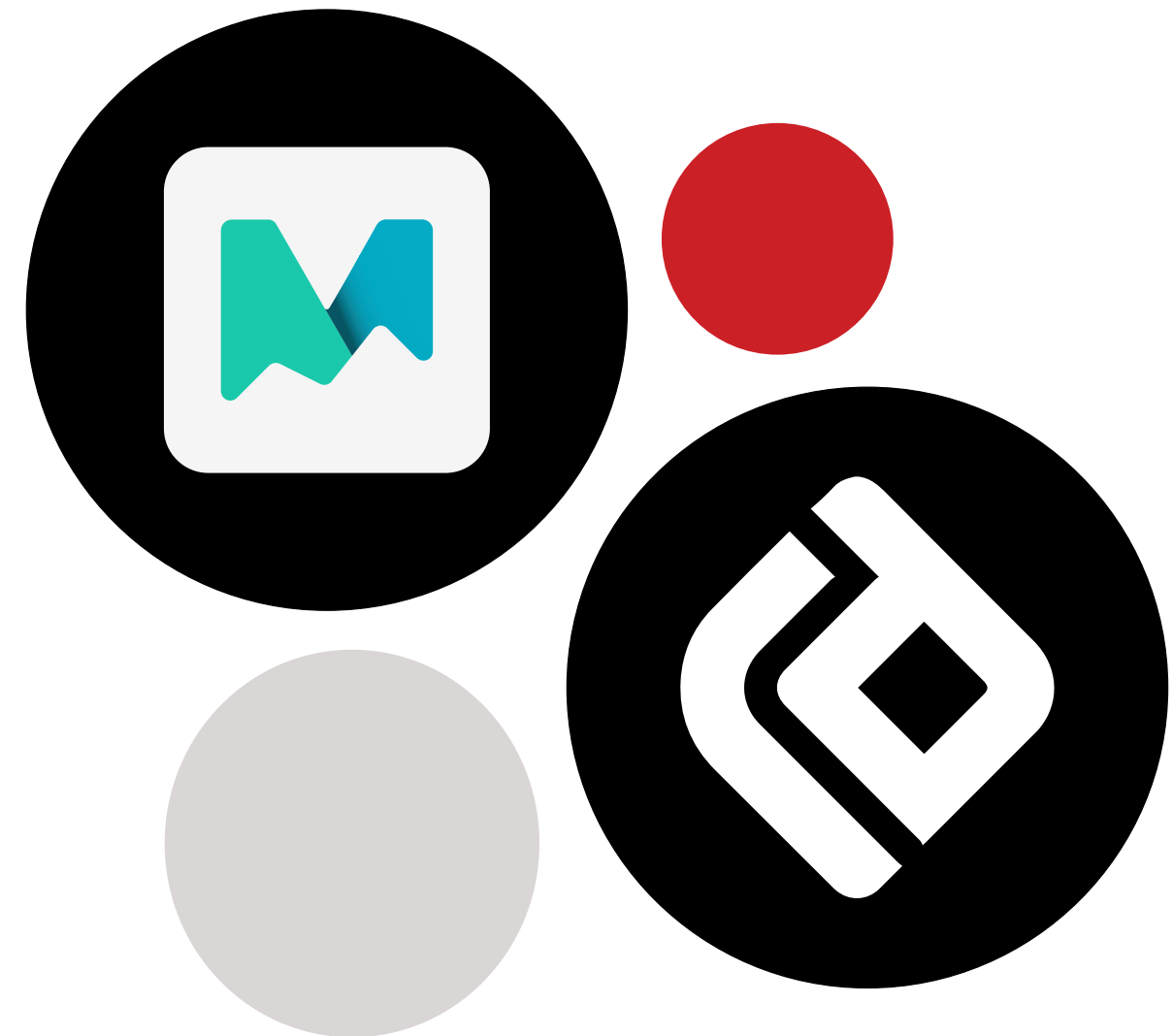
Your audience likely no longer relies on a single source for healthcare information. See greater levels of success by diversifying your brand's ad placements, including mixing streaming service ads in with your online and offline campaigns.

**MNTN** is the Hardest Working Software in TV, bringing unrivaled performance and simplicity to Connected TV advertising. Our self-serve technology makes running Performance TV ads as easy as search and social and helps thousands of brands drive measurable conversions, revenue, site visits, and more.

---

## QUESTIONS ABOUT DIVERSIFYING AD PLACEMENTS?

**[CONTACT US TODAY!](#)**



05

# REFERENCES

1. [Google: New Ways We're Helping People Live Healthier Lives](#)
2. [Statista, 2021](#)
3. [Think with Google, The Digital Journey to Wellness: Hospital Selection](#)
4. [Google: A Remedy for Your Health-Related Questions](#)
5. [The New York Times Licensing](#)
6. [eMarketer: US Digital Ad Spending Growth, by Industry, 2019-2023](#)
7. [Call Rail: 5 Top Healthcare Marketing Trends for 2024](#)
8. [Zenith Media: Healthcare Advertising Expenditure Forecasts](#)
9. [First Page Sage: Average Cost Per Lead Industry - 2024](#)
10. [Call Rail: 5 Top Healthcare Marketing Trends for 2024](#)
11. [USA Facts: What's the State of Telehealth After COVID-19?](#)
12. [American Hospital Association: Fast Facts on U.S. Hospitals 2024](#)
13. [Healthgrades: 11 Healthcare Marketing Statistics You Need to Know Now](#)
14. [Globe Newswire: Medical Tubing Market Projects to Achieve a Market Valuation of US\\$20.4 billion by 2032](#)
15. [Reuters: U.S. Medical Devices Spending Steady Report](#)
16. [The Business Research Company: Medical Devices Market](#)
17. [Statista: Advertising Spending in the Surgical and Medical Instruments and Apparatus Industry in the United States in 2022 and 2023](#)
18. [Fierce Pharma: DeepIntent, Roku Pitch 'Silver Streamers' as Golden Opportunity for Pharma Ad Campaigns](#)