



The 2021 Healthcare Technology Marketing Survey

Insights on Marketing Tactics in Healthcare

Introduction and Foreword

For the past decade the promise of connected care design and delivery has been the driving force for healthcare IT marketers. Over the last year the need for fully integrated care technology became mission critical for payers, providers and patients. 2021 presents a host of unknown variables — B2B marketers will continue to evolve as marketing strategies and investment will be fueled by digital content, audience access and connectivity to new demand and lead generation platforms.

Staying ahead of the curve and creating a well-balanced, always on marketing plan will require a continued focus on digitally overcoming a sales process void of face-to-face networking, live pitches, and handshakes.

Research Overview

Together, HIMSS Media and Healthlaunchpad are working to provide insights and translate intelligence into education for healthcare marketers and their teams. The results in our inaugural survey will explore:

- The overall healthcare technology marketing landscape
- Marketing priorities of dedicated healthcare IT marketers
- Areas of unmet educational and resource needs

Additionally, the results in this report uncover tactics, spend levels and specific marketing technologies that marketers across the healthcare landscape are deploying to meet the challenges of driving results.

HIMSS and Healthlaunchpad will continue to explore the challenges and promises impacting marketers in the healthcare industry. By sharing information, connecting peers and responding with action plans informed by insights, we can successfully move beyond ongoing disruption and remove the barriers to fundamental change and marketing innovation.

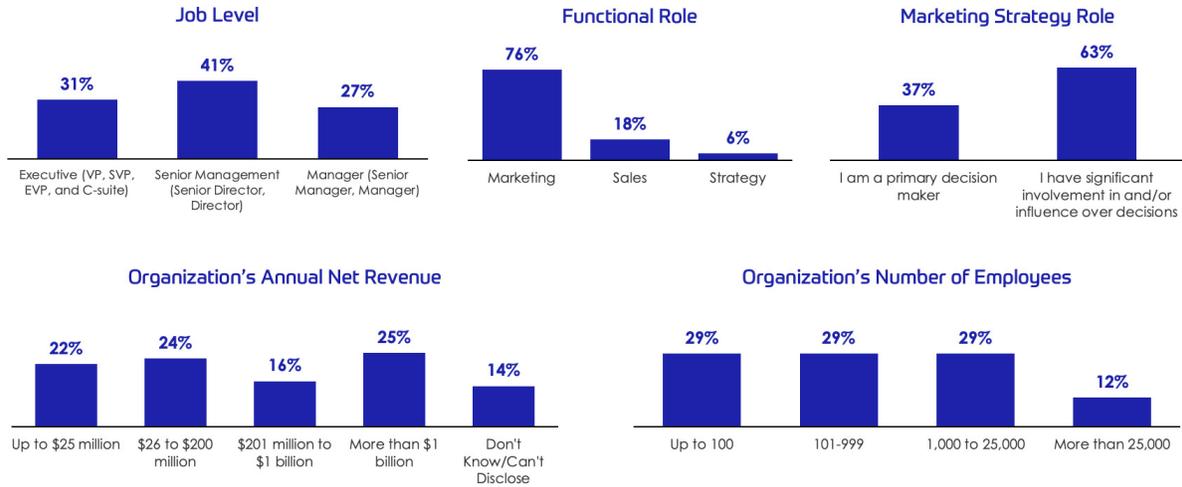
Methodology

This research was conducted among individuals working in marketing, strategy, or sales positions at healthcare or healthcare technology organizations.

A total of 51 qualified respondents answered the survey. To qualify, respondents had to have a management role at an organization working in a healthcare or healthcare technology organization, and have decision-making or influence over marketing decisions.

This was a blind data collection effort, healthlaunchpad was not identified as a sponsor of the research.

Respondent Profile



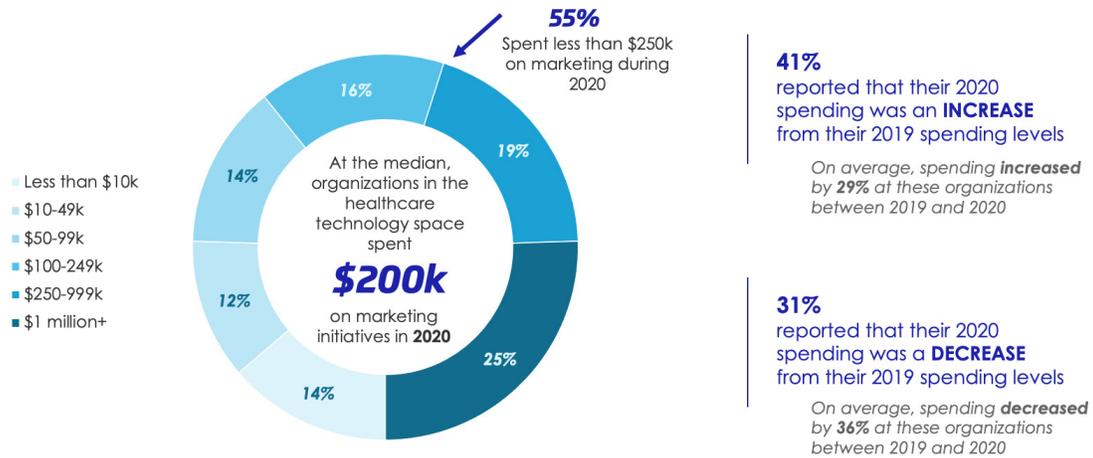
What is your current role? Which of the following best describes your functional role? Which one of the following best describes your role with respect to marketing strategy and tactics decisions within your organization? What is your organization's annual net revenue? Please tell us the total number of employees in your organization.

Base: Total Respondents: n=51

Detailed Findings

Marketing budgets in 2020; 41% reported a larger budget than 2019 and 31% a smaller budget

For 2020, please tell us the estimated range of your marketing spend.

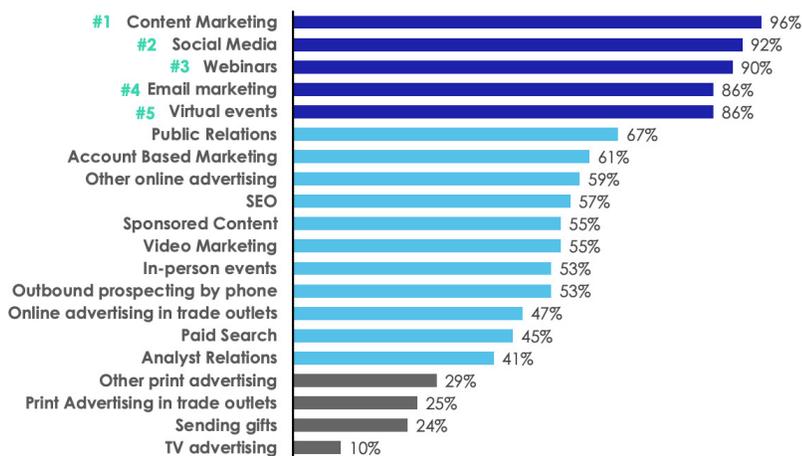


And, when thinking of your 2019 marketing spend, was 2020's marketing spend...? And, by percentage, how much of an INCREASE was 2020's marketing spend from 2019's marketing spend. And, by percentage, how much of a DECREASE was 2020's marketing spend from 2019's marketing spend.

Base: Total Respondents: n=51

Despite the variance in budgets, 5 marketing tactics had resounding use across the industry

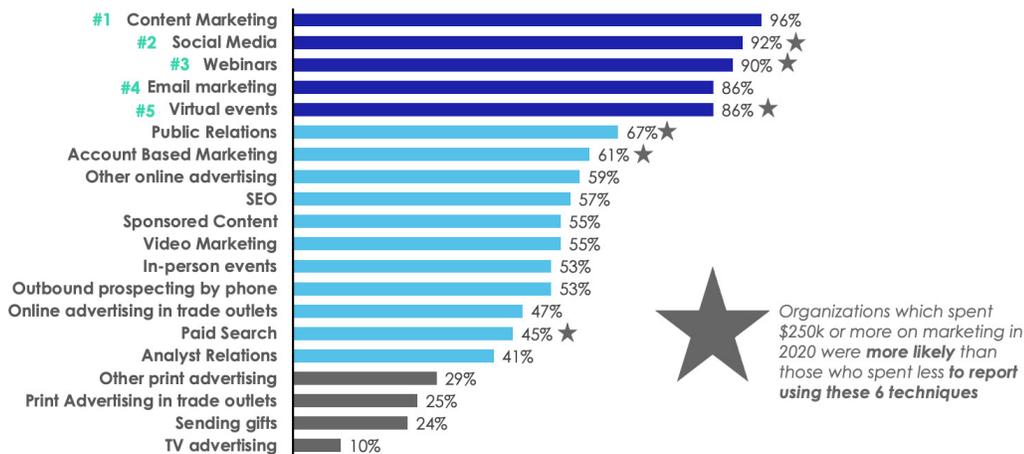
In 2020, which of the below marketing tactics has your organization used?



Base: Total Respondents: n=51

Organizations who spent more on marketing are more likely to use certain marketing tactics in 2020

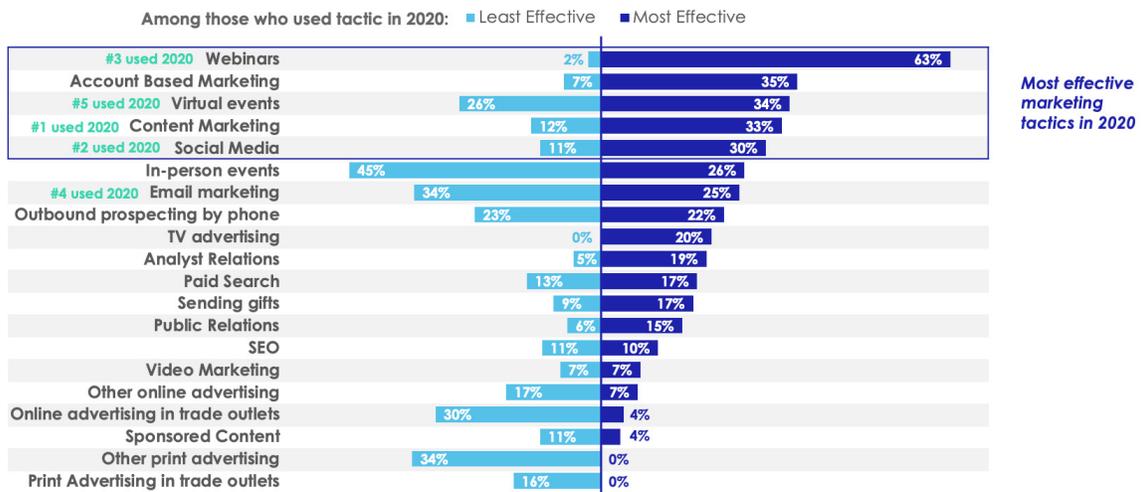
In 2020, which of the below marketing tactics has your organization used?



Base: Total Respondents: n=51

Webinars are reported to be the most effective marketing tactic used by healthcare technology marketers in 2020

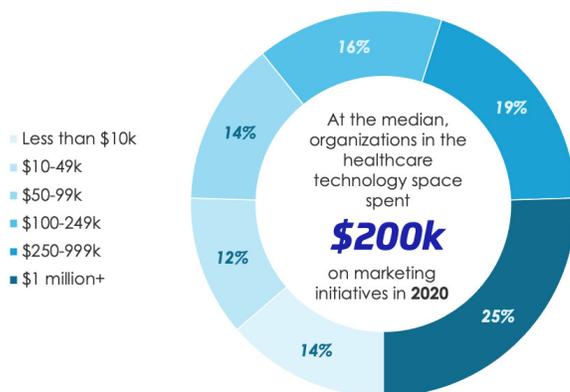
And, of the 2020 marketing tactics you used, which tactics were most/least effective?



Base: Each tactic is based out of the total number who used that tactic in 2020. Category of neither most or least effective is left off this chart.

Looking to 2021, more than half of healthcare technology marketers are expecting and increased budget over 2020

For 2020, please tell us the estimated range of your marketing spend.



55% expect their 2021 spending to be an **INCREASE** from their 2020 spending levels

On average, spending is **expected to increase by 30%** at these organizations

16% expect their 2021 spending to be a **DECREASE** from their 2020 spending levels

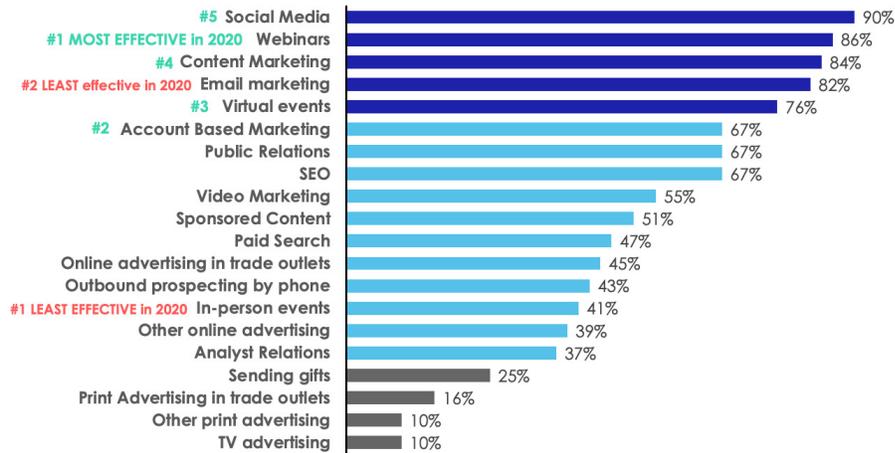
On average, spending is **expected to decrease by 18%** at these organizations

And, when thinking of your 2019 marketing spend, was 2020's marketing spend...? And, by percentage, how much of an INCREASE was 2020's marketing spend from 2019's marketing spend. And, by percentage, how much of a DECREASE was 2020's marketing spend from 2019's marketing spend.

Base: Total Respondents: n=51

Looking to 2021, healthcare technology marketers are expecting to again turn to a similar top mix of tactics

In 2021, which of the below marketing tactics do you plan to utilize?

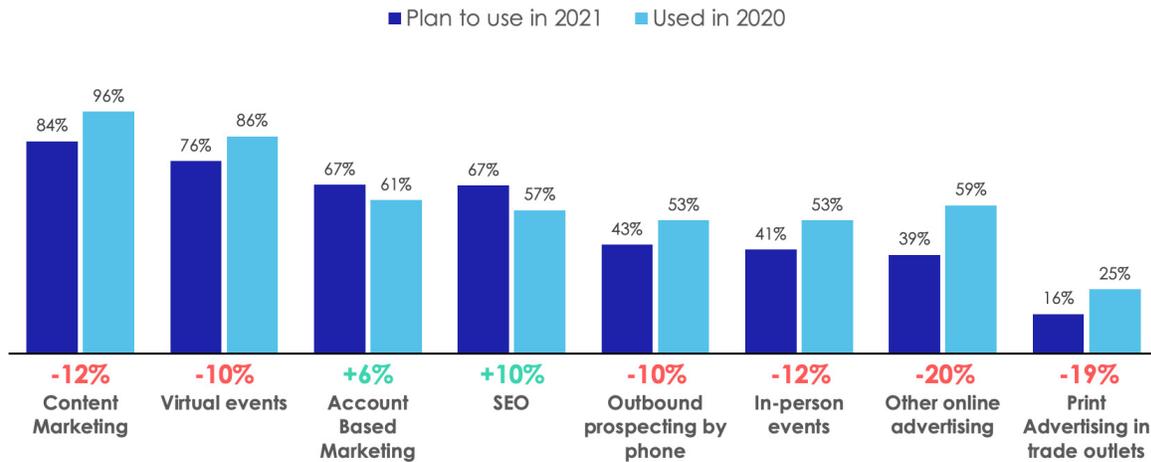


Top-5 tactics to be used in 2021 match top-5 tactics used in 2020.

In 2021, which of the below marketing tactics do you plan to utilize?

While the mix for tactics used in 2021 is largely the same as 2020, use of ABM and SEO are expected to increase

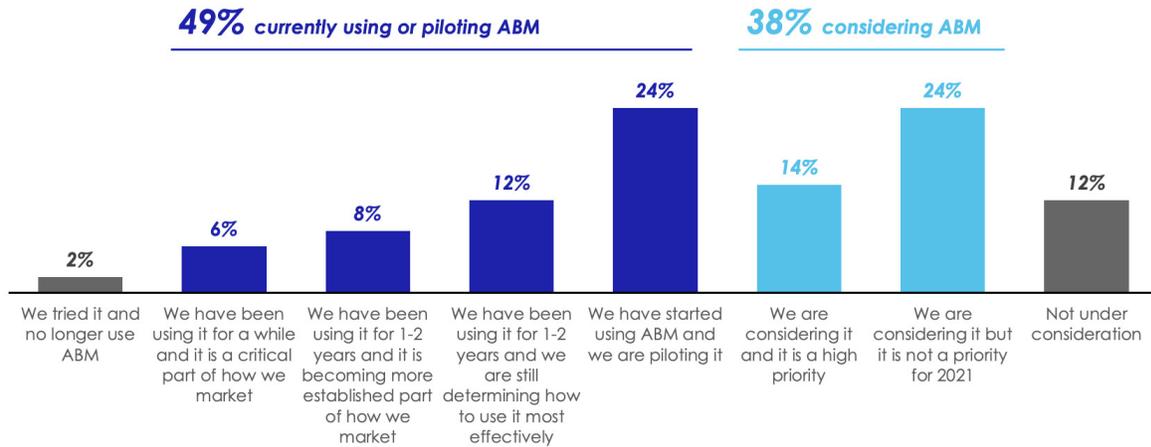
Biggest Changes In 2020 Use to Expected 2021 Use



Base: Total Respondents: n=51

Account Based Marketing is lifting off as a tool used by healthcare technology marketers

When thinking of Account Based Marketing (ABM), please tell which of the below best describes where you are in consideration / use?



Base: Total Respondents: n=51

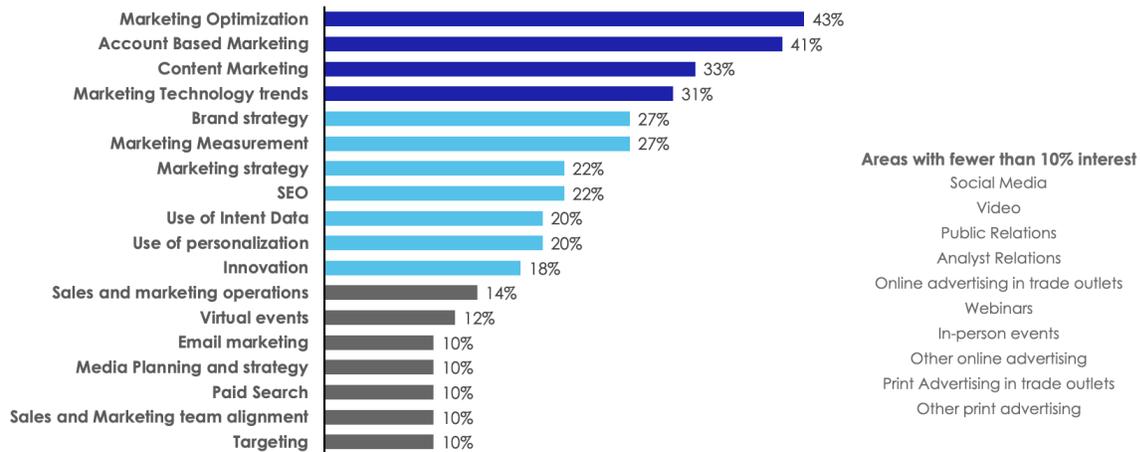
Virtual events, webinars, and content marketing are most commonly in the top 5 investment areas for 2021

For 2021, please rank your top 5 marketing tactics by order of investment, where the '1' rank will be used for the tactic you plan to invest in most.



Healthcare technology marketers are most hungry for information about Market Optimization and ABM

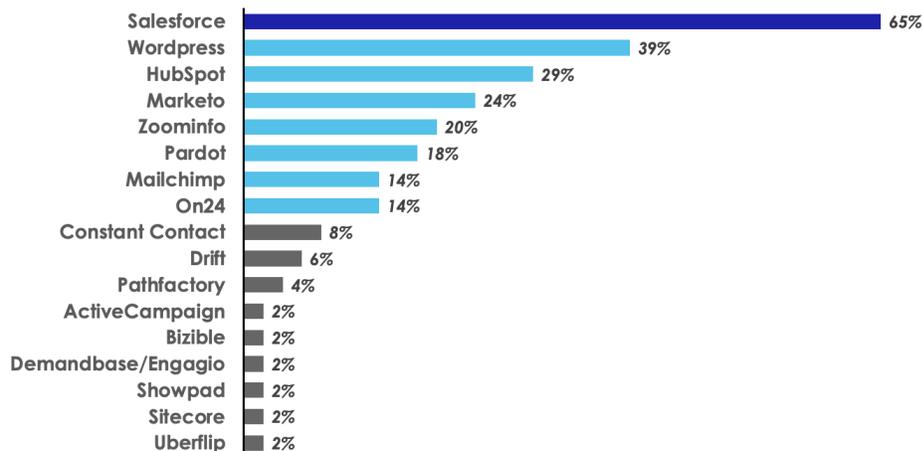
If you had the opportunity for learn more about a marketing tactic from a subject matter expert, no matter the cost, please tell us, up to, 5 areas you would like to learn more about.



Base: Total Respondents: n=51

Adoption of Salesforce dwarfs all other marketing technologies

Which of the below marketing technologies are you considering currently using in your marketing?



Base: Total Respondents: n=51

NOTE: responses not selected by any respondent are not shown

Key Takeaways

1

Five marketing tactics were ubiquitous in healthcare technology marketing in 2020

More than 85% of marketing decision-makers at healthcare or healthcare technology organizations report using the following tactics in 2020: content marketing, social media, webinars, email marketing, and virtual events.

2

Webinars are reported to be the most effective tactic marketing tool used in 2020

63% of marketing professionals who used webinars during 2020 reported it to be the most effective marketing tactic of the year. Account Based Marketing followed, with 35% of users reporting this was the most effective tactic.

3

Looking to 2021, the top five marketing tactics remain dominant

More than 75% of healthcare technology marketing decision-makers expect to use the following tactics in 2020: social media, webinars, content marketing, email marketing, and virtual events. These five tactics are also expected to be in the top-5 largest spending areas in healthcare technology marketing during 2021.

4

Adoption of Account Based Marketing is expected to increase in 2021 and beyond

61% reported using ABM during 2020, while 67% report intending to use the tactic in 2021. Additionally, 39% report that ABM will be in their top 5 marketing spending areas in 2021. Among all respondents, 49% are currently using ABM in a full roll out or a pilot, with 38% considering adding ABM in the future.



About HIMSS Market Intelligence

HIMSS Market Intelligence offers custom surveys sent to our qualified members and engaged US audience, voice of the patient surveys or access to the HIMSS expert network to take your survey.

Putting current data at the center of your marketing dialog provides a strong platform to inform your marketing strategy including digital, content, events and industry presentations.

You can learn more about HIMSS Market Intelligence [here](#).

For more information please contact:

Lauren Goodman
Director, Market Intelligence
Lauren.Goodman@himss.org



About Healthlaunchpad

No one is harder to sell to than healthcare organizations. They operate and buy differently, sales cycles are longer, more people are involved, and they are hard to reach and engage. Healthlaunchpad is a new breed of healthcare technology marketing firm designed to help you solve this problem.

Our mission is to be THE premiere resource for healthcare technology sales and marketing professionals in helping you grow your careers and achieve your business goals. We do this by helping you Connect with peers, Learn from us and each other and by providing you with programs that will Grow your business.

Our services include marketing strategy, account-based, content and digital marketing. In addition, we run Connect, the fastest growing community for healthtech sales and marketing professionals.

You can learn more about Healthlaunchpad [here](#).