HEALTHCARE MARKETING TRENDS STUDY
2024

EXECUTIVE SUMMARY

This report provides insights from the WAX 2024 Marketing Trends Study, focusing on key marketing challenges, the use of data, and the perceived effectiveness of current marketing efforts among healthcare professionals. The data reveals important trends, including the significant gap in marketing effectiveness for organizations struggling with patient acquisition and the growing reliance on data analytics for targeted marketing.

Q: WHAT IS YOUR ORGANIZATION'S BIGGEST MARKETING CHALLENGE?

One of the top challenges faced by many healthcare marketers was "Attracting more patients." Cross-tabulation analysis showed a direct relationship between those identifying this challenge and lower perceived effectiveness in marketing efforts, with many indicating that they were "Not at all effective" in their efforts. A significant number of respondents also said they struggle to measure ROI for their marketing efforts.

One of the top challenges faced by many healthcare marketers was "**Attracting more patients**."

28%
Attracting more patients

28%
Measuring marketing ROI

12%
Improving brand strength

11%
Engaging physicians

8%
Adapting to digital marketing

7%
Integrating AI into marketing

6%
Engaging current patients

Q: HOW EFFECTIVE DO YOU THINK YOUR CURRENT MARKETING EFFORTS ARE IN ACHIEVING YOUR ORGANIZATIONAL GOALS?

While many organizations find their marketing efforts to be moderately effective, there remains significant room for improvement.
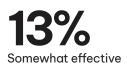
Organizations struggling to attract patients should reevaluate their current acquisition strategies. Those reporting patient acquisition as their primary challenge consistently showed lower marketing effectiveness, suggesting the need to adopt data-driven approaches, enhance digital presence, and develop targeted outreach programs that better resonate with potential patients.

Additionally, organizations leveraging more advanced data techniques, such as audience segmentation, report higher levels of effectiveness, suggesting that data-driven strategies may be key to bridging this performance gap.

Q: HOW DO YOU LEVERAGE DATA TO INFORM YOUR MARKETING?

Respondents use data in various ways, with the most common approaches being:

- Audience segmentation and targeting
- Personalizing messaging for different audiences

Analysis revealed that simply implementing audience segmentation and targeting aren't enough to drive marketing success. Those reporting low effectiveness despite using segmentation may benefit from enhancing their data quality, refining segment criteria, or developing more personalized content for each target group.

49%
Audience segmentation and targeting

48%
Personalizing messaging for different audiences

40%
Creating compelling stories or case studies

36%
Optimizing ad creative based on performance

13%
We don't currently use data for marketing

70% of respondents find their marketing efforts to be only moderately effective or less

4%
Not at all effective

13%
Somewhat effective

53%
Moderately effective

25%
Very effective

6%
Extremely effective

CONCLUSION

Attracting patients tops the list of struggles faced by healthcare marketers today, often linked to lower marketing effectiveness—a gap begging for a data-driven fix. With AI, data analytics, and patient personalization leading the way, it's clear: Innovation isn't optional; it's essential.

Connect with WAX to discover how our data-driven expertise can elevate your strategy, boost effectiveness, and drive real results. Don't just keep up—stand out.

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Want to help shape the future of healthcare marketing? Take our survey!

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