THE MARKETING PROFESSIONALS' GUIDE:

ALIGNING GTM STRATEGIES WITH HEALTHCARE INITIATIVES

WELCOME TO YOUR ROADMAP TO NAVIGATING MODERN HEALTHCARE MARKETING

THE INDUSTRY LANDSCAPE IS RAPIDLY EVOLVING, DRIVEN BY TECHNOLOGICAL ADVANCEMENTS AND THE CONSTANT NEED FOR INNOVATION.

For technology vendors serving the healthcare industry, marketers play a critical role in aligning the unique value propositions of their solutions with key strategic initiatives.

BY UNDERSTANDING THE CHALLENGES AND OPPORTUNITIES IN THIS MARKETPLACE, TEAMS CAN DEVELOP EFFECTIVE GO-TO-MARKET (GTM) MOTIONS THAT ALIGN THEIR ORGANIZATION'S OFFERINGS, MESSAGING, AND TACTICS TO RESONATE WITH THEIR TARGET AUDIENCE.

CONTENTS

WHO ARE YOUR PLAYERS?

Tailoring GTM strategies to support industry initiatives allows marketers to demonstrate how their solutions and services significantly impact healthcare organizations—while positioning themselves as a trusted partner in advancing innovation.

INDUSTRY CONSIDERATIONS: MEETING MODERN HEALTHCARE NEEDS AND GOALS

HOSPITALS AND HEALTH SYSTEMS

Business considerations: Ensuring quality care across locations while managing rising costs and meeting complex regulations

Patient considerations: High deductibles, limited access to specialists, and potential medical errors

CLINICS AND PRIVATE MEDICAL PRACTICES

Business considerations: Overcoming administrative burdens and limited resources and striving for innovation

Patient considerations: Long wait times, difficulty scheduling appointments, and lack of personalized care

HEALTHCARE TECHNOLOGY (HEALTHTECH)

Business considerations: Establishing data privacy and security, as well as integrating technology seamlessly into clinical workflows

Patient considerations: Data breaches, technical difficulties, and lack of interoperability between systems

PHARMACEUTICAL, BIOTECHNOLOGY, AND MEDICAL ORGANIZATIONS

Business considerations: Developing treatments and devices while addressing affordability and accessibility concerns

Patient considerations: Limited access, potential side effects, and insufficient coverage for therapies

FINANCING AND INSURANCE PROVIDERS

Business considerations: Balancing profitability with providing affordable coverage while managing risk and fraud

Patient considerations: Limited coverage for specialized services, high premiums, and narrow networks

WHO ARE YOUR PERSONAS?

EXAMPLES OF TYPICAL PERSONAS WITHIN THE HEALTHCARE SECTOR:

SECURITY OFFICER

TITLE:
Chief Information Security Officer (CISO), Information Security Officer

RESPONSIBLE FOR:
Safeguarding patient data from sophisticated cyber threats

Ensuring resilient operations across hospitals, clinics, and remote facilities

Establishing robust cybersecurity and IT risk management programs

TECHNOLOGY OFFICER

TITLE:
Chief Information Officer (CIO), Chief Technology Officer (CTO)

RESPONSIBLE FOR:
Keeping systems and processes in line with industry regulations

Ensuring the continuous availability of patient-facing operations

Delivering innovative healthcare experiences

COMPLIANCE OFFICER

TITLE:
Chief Compliance Officer (CCO)

RESPONSIBLE FOR:
Achieving full compliance with all applicable healthcare laws

Developing and upholding ethics and compliance programs

Minimizing organizational risk and liability

SECURITY PRACTITIONER

TITLE:
Director of Cybersecurity, Security Engineer, Security Analyst

RESPONSIBLE FOR:
Overseeing security measures for new and legacy systems

Protecting against threats and ensuring rapid incident response

Enabling resilient, accessible, and secure patient care

IT MANAGER

TITLE:
Director of IT, Business Architect, IT Operations

RESPONSIBLE FOR:
Maintaining IT, electronic health record (EHR), cloud, and patient care systems

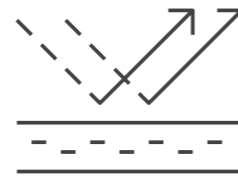Improving network performance and availability across facilities

Accelerating technology adoption to improve patient care

ADDRESSING COMMON CHALLENGES

RESISTANCE TO CHANGE

Healthcare providers may resist adopting new technologies due to concerns about job security, disruption of workflows, or the learning curve associated with new systems.

SECURITY

As a top target for cyberattacks, protecting sensitive patient data and upholding the integrity of healthcare services is a priority, necessitating robust security measures.

INTEROPERABILITY

Healthcare organizations must often manage or oversee a complex network of locations, services, providers, and patients. Ensuring that different healthcare systems and operations can communicate and share data effectively and compliantly can be challenging.

From combatting cybersecurity concerns and navigating regulatory compliance to managing legacy and disparate systems, the healthcare industry faces a myriad of obstacles. By addressing how your offerings help overcome these hurdles, marketers can successfully position how their solutions support top healthcare, patient, and patient care initiatives.

REGULATORY COMPLIANCE

Healthcare organizations face a significant challenge in meeting complex regulations, such as HIPAA. The ever-evolving regulatory landscape can make it difficult to ensure adherence to all requirements.

COST

The cost of operations has gone up. From maintaining existing legacy systems to acquiring and implementing new technologies, healthcare organizations must carefully budget and allocate resources.

TALENT

The healthcare industry faces a shortage of talent. This includes qualified IT and security professionals with the proper expertise to implement and maintain modern technologies.

EMERGING TECHNOLOGICAL TRENDS

Innovation has been and remains at the forefront of the healthcare industry, with organizations constantly vying for a better way to administer care and treat patients.

EMERGING TECHNOLOGY TRENDS THAT ARE TOP OF MIND FOR TODAY'S HEALTHCARE PROVIDERS:

INTERNET OF THINGS (IOT)

IoT revolutionizes healthcare by enabling continuous patient monitoring, proactive interventions, and remote care delivery.

SEE IT IN ACTION:

- **Real-time monitoring:** IoT-enabled wearables, devices, and sensors can collect up-to-the-minute patient data, enabling more proactive tracking and timely interventions.

- **Remote patient monitoring:** IoT devices can be used virtually, allowing patients to receive care from the comfort of their own homes.

BIG DATA ANALYTICS

Harnessing the potential of data is crucial for the healthcare industry and can help providers deliver more precise diagnoses, personalized treatments, and proactive population health management.

SEE IT IN ACTION:

- **Improved care delivery:** By analyzing large datasets of patient information, healthcare providers can uncover patterns, predict outcomes, and develop personalized treatment plans

- **Population health management:** Big data analytics can assist in tracking the health of entire populations, identifying health disparities, and formulating targeted interventions.

CLOUD COMPUTING

This technology is essential for healthcare organizations seeking to modernize their infrastructure, streamline data management, and deliver innovative patient care solutions.

SEE IT IN ACTION:

- **Efficient data management:** Cloud-based storage solutions allow for optimized data handling and access, ensuring that patient information is readily available to authorized healthcare providers.

- **Telehealth:** Remote care necessitates reliable and secure cloud infrastructure to support virtual consultations, virtual patient monitoring, and other digital health services.

- **Enhanced collaboration:** Cloud-based platforms can facilitate cooperation among healthcare providers, enabling them to securely share patient information and coordinate care more effectively.

ARTIFICIAL INTELLIGENCE (AI)

AI models and algorithms can apply data-driven insights and automation to transform the speed, effectiveness, and efficiency of patient care.

SEE IT IN ACTION:

- **Streamlined operations:** Automating administrative tasks, such as scheduling appointments and processing claims, frees up healthcare professionals to focus on patient care.

- **Cybersecurity:** Improving the efficacy of threat detection and remediation with AI-powered defenses can safeguard patient data and drive continued compliance.

- **Enhanced diagnosis:** Developing more accurate diagnostic tools, such as AI-enabled analysis and imaging systems, elevates care.

ENHANCING HEALTHCARE MARKETING STRATEGIES

In today's landscape, the ability to demonstrate tangible outcomes is paramount.

By focusing on how solutions help healthcare providers overcome common obstacles, marketers can strategically create and deliver effective tactics, programs, and campaigns that generate demand.

KEY AREAS WHERE MARKETERS CAN MAKE A DIFFERENCE:

WHAT TO DO

Tailor messaging
- Develop specific messaging that resonates with the buyer and their strategic interests

Target campaigns
- Create immersive, integrated, and captivating marketing experiences

Demonstrate value with assets
- Collateral
- Social media posts
- Blog posts
- SEO

Participate in vertical-specific activities
- Community events
- Trade shows
- Conferences
- Publications

HOW TO DO IT

COMMUNICATE

Understand the unique challenges and pain points of healthcare providers. Tailor your messaging to communicate how your technology solutions uniquely address these specific needs, improve patient outcomes, and streamline operations.

EDUCATE

Develop a series of marketing tactics and informative content that draws awareness to the benefits and impact of your technology solutions. Use a multi-channel approach to inform buyers and demonstrate the value of your offerings through webinars, white papers, case studies, and social media campaigns.

CONSULT

Position yourself as a trusted advisor by actively engaging in healthcare communities, participating in conferences and trade shows, and providing relevant thought leadership surrounding your solutions. Offer consultations to help healthcare providers understand how your technology solutions can meet their specific needs.

TECHNOLOGY INNOVATION SPOTLIGHT:

EHR

Cloud-based EHRs have redefined the industry and become the standard in managing patient information, enabling healthcare organizations to safely and compliantly send and receive critical patient data to coordinate care.

GTM EXERCISE: THE FRAMEWORK

Let's put our marketing strategy into action and see those plans turn into results, starting with the marketing sample below:

THE CUSTOMER CHALLENGE:
Hospitals wanting to meet the demands of today's market are looking to implement telehealth and digital nurses to assist patients undergoing surgery.

THE OFFERING:
Your business provides leading natural language processing (NLP) capabilities, allowing healthcare providers to communicate with patients, provide pre-operative instructions, answer questions, and monitor vital signs remotely.

THE GOAL:
To successfully show how your solutions advance telehealth initiatives.

THE TARGET AUDIENCE:
Healthcare systems, clinics, and the broader community of healthcare professionals.

THE CORE MESSAGE:
Next-gen NLP empowers telehealth and digital nursing, delivering personalized care, real-time support, and improved safety for an enhanced patient experience.

MARKETING STRATEGIES

CREATE A UNIQUE VALUE PROPOSITION (COMMUNICATE)

- Craft messaging that directly addresses industry needs and highlights the benefits of your NLP capabilities for healthcare systems.
- Develop unique value propositions that emphasize how your special technologies streamline communications, improve patient outcomes, and free up physician time.

LAUNCH MULTI-CHANNEL CAMPAIGNS (EDUCATE)

- **Assets:** Develop engaging collateral to generate awareness (e.g., blogs, infographics, eBooks, videos).
- **Web:** Create interactive pages highlighting your solutions and how they work.
- **Social media:** Share solution benefits and industry use cases across platforms.
- **Email campaigns:** Send personalized emails on the value of your solutions.
- **Case studies:** Showcase positive experiences and outcomes with your technologies.
- **Search engine optimization (SEO):** Optimize content with relevant keywords to improve search engine ranking.

ENGAGE IN VERTICAL-SPECIFIC ACTIVITIES (CONSULT)

- Showcase the technology at healthcare events, engaging with industry professionals.
- Leverage third-party outlets, analysts, and publications to validate your ability to advance digital nursing and telehealth initiatives.
- Build a customer reference program to validate the efficacy of your solutions.

BUILD YOUR OWN GTM STRATEGY:
PUTTING IT ALL TOGETHER

Using the GTM framework provided in this guide, create a marketing plan for your healthcare service, solution, or product:

1) THE CUSTOMER CHALLENGE: [Identify a challenge or pain point the industry is facing]

2) THE OFFERING: [Overview which offering, solution, or service helps overcome this challenge]

3) THE GOAL: [Spotlight the goals and intended outcomes of your marketing efforts]

4) THE TARGET AUDIENCE: [Define your target persona(s) for this marketing initiative]

5) THE CORE MESSAGE: [Articulate the core campaign statement/solution benefit you will carry to market]

CREATE YOUR OWN MARKETING PLAN:

1 FILL IN THE BLANKS   **2** PRINT TO SAVE TO PDF

MEASURING MARKETING SUCCESS IN HEALTHCARE

UNDERSTAND YOUR MARKETING GOALS

Before diving into metrics, it's crucial to define your specific objectives. Are you aiming to improve brand awareness, increase engagement, or drive conversions? These targets will guide your choice of analytics and measurement strategies.

KEY METRICS TO TRACK

CUSTOMER ACQUISITION	WEBSITE AND DIGITAL ENGAGEMENT	SEO	CONTENT MARKETING	BRAND AWARENESS	RETURN ON INVESTMENT (ROI)
• **New customer acquisition:** Number of new customers acquired through your marketing efforts • **Conversion rate:** Percentage of leads that convert into new business • **Customer acquisition cost:** Average cost per new logo acquired	• **Website traffic:** Number of visitors to your site and their behavior • **Time on site:** How long do visitors stay on your website • **Bounce rate:** Percentage of visitors who leave after viewing only one page • **Social media engagement:** Likes, shares, comments, and clicks	• **Organic search traffic:** Number of web visitors through organic search results • **Keyword rankings:** Website position in search engine results pages (SERPs) for relevant keywords	• **Content consumption:** Number of views, downloads, and shares of your content • **Lead generation:** Measure the number of leads generated through your content	• **Brand mentions:** Mentions of your brand in online conversations, news articles, and social media • **Brand sentiment:** Analyze the sentiment of mentions to understand how people feel about your brand	• **Calculate ROI:** Divide the net profit from your marketing efforts by the total marketing costs

CONTINUOUS OPTIMIZATION

Regularly analyze your marketing data to identify trends, strengths, and weaknesses. Use these insights to refine your strategies and improve your overall marketing performance. By tracking the right metrics and making data-driven decisions, you can effectively measure and optimize your healthcare marketing efforts.
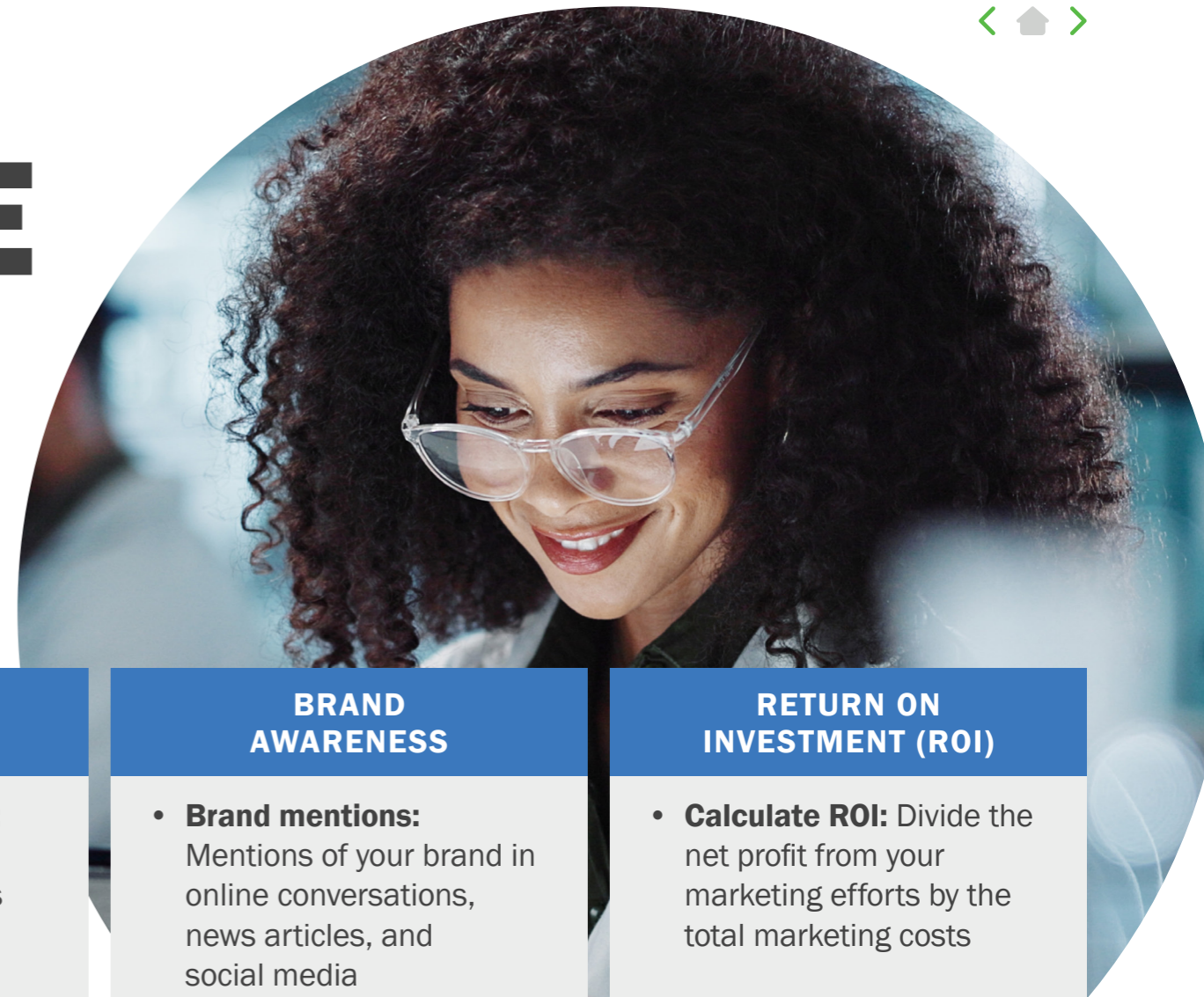
EMPOWERING HEALTHCARE MARKETING IN THE DIGITAL AGE

Marketing professionals within the healthcare sector have a unique opportunity to make a real difference,

AMPLIFIED BY THE POWER OF TECHNOLOGY.

By aligning their strategies with key industry initiatives and showcasing the impactful role of technology, marketers can:

- **Forge deeper connections:** Personalized marketing initiatives not only elevate brand awareness but also foster meaningful relationships with patients and stakeholders.

- **Elevate patient satisfaction:** Showcasing how technology can provide exceptional care, accessible information, and convenient services cultivates brand loyalty and satisfaction.

- **Achieve better outcomes:** By crafting targeted marketing tactics that highlight technological solutions, you can showcase how your offerings directly address pressing healthcare challenges and result in improved patient well-being.

LOOKING TO IMPROVE YOUR HEALTHCARE MARKETING EFFORTS?

Exact Market can help!

Contact sales@exactmarket.com to learn more.