Rethink
THE CLIENT JOURNEY:
HEALTHCARE

CONTENTS

1: Introduction
2: Market overview
3: Trust Insights on LinkedIn
4: Persona Insights on LinkedIn
5: Thought leadership Insights on LinkedIn
6: Journey Insights on LinkedIn
7: Next steps

LinkedIn Marketing Solutions

PUTTING THE CONSUMER FIRST

Leverage LinkedIn to deliver a personalized client journey that creates a lasting impression.

Rethink
THE CLIENT JOURNEY:
HEALTHCARE

INTRODUCTION

Menaka Thillaiampalam
Head of North America Marketing
LinkedIn Marketing Solutions:
Healthcare Services

How to attract and maintain customers is the challenge faced by today's healthcare providers.

And with political changes, market growth and consumer affordability driving the healthcare industry evolution, it is becoming harder for healthcare players to stand out.

The answer to this lies in the communication strategies used in other verticals. By understanding and embracing these tactics, the healthcare industry can face its challenges with confidence. This means focusing on customer experience and putting the interests and needs of buyers at the center of any decision-making.

And as technology continues to redefine online behavior, healthcare providers need to reshape and personalize their customer journeys as well as create frameworks which allow them to build both trust and authority.

As a strategic partner to organizations dealing with disruption, LinkedIn Marketing Solutions: Healthcare Services can help you redefine both your B2B and B2C customer journeys.

Read on for more information on how LinkedIn, with its vast professional audience and array of targeting tools, can help position your brand as a healthcare provider that key decision-makers trust.

"The healthcare industry is way behind other industries in terms of its user friendliness and its ability to provide joined-up data."[1]

John Quelch
Professor of Health Policy and Management at Harvard T.H. Chan School of Public Health

[1]8 Challenges to Customer-Driven Healthcare, https://www.hsph.harvard.edu/ecpe/8-challenges-to-customer-driven-health-care/

Rethink
THE CLIENT JOURNEY:
HEALTHCARE

MARKET OVERVIEW

It is important to view the many challenges disrupting the healthcare industry today through both business and consumer lenses.

By doing this, providers can understand how to position themselves as dependable options to these confused and untrusting markets.

For example, the uncertain political climate and changing healthcare legislation are felt by both audiences. Similarly, the hot topic of healthcare affordability. With premiums rising faster than inflation and national wages, every purchaser of healthcare services in the United States – businesses and families alike – is grappling with the issue of cost.

On top of these external challenges, healthcare marketers are faced with the internal test of proving their effectiveness and measuring campaign return on investment. This, in a growing payers' market which is expected to grow 6% by 2025,[2] adds to the pressure felt by healthcare marketers.

It's clear, therefore, that the winners in healthcare over the next decade will be those who focus on customer experience and recognize the similarities between the client journeys of their B2B and B2C audiences.

The average annual health insurance premium increase from 2005-2015:[3]

61%
Family

83%
Employee contribution

The average annual health insurance premium increase (from 2016):[3]

22%
Individual

23%
Family

[2]Vision 2025: The Future of Healthcare, https://www.frost.com/c/10024/sublib/display-report.do?id=K0EB-01-00-00-00;
[3]Average Health Insurance Costs for 2017, https://www.zanebenefits.com/blog/affordable-care-act-policy-costs-up-in-2017

TRUST INSIGHTS ON LINKEDIN

"LinkedIn is undisputedly the most trusted platform"

Business Insider Intelligence 'Digital Trust Report', June 2017

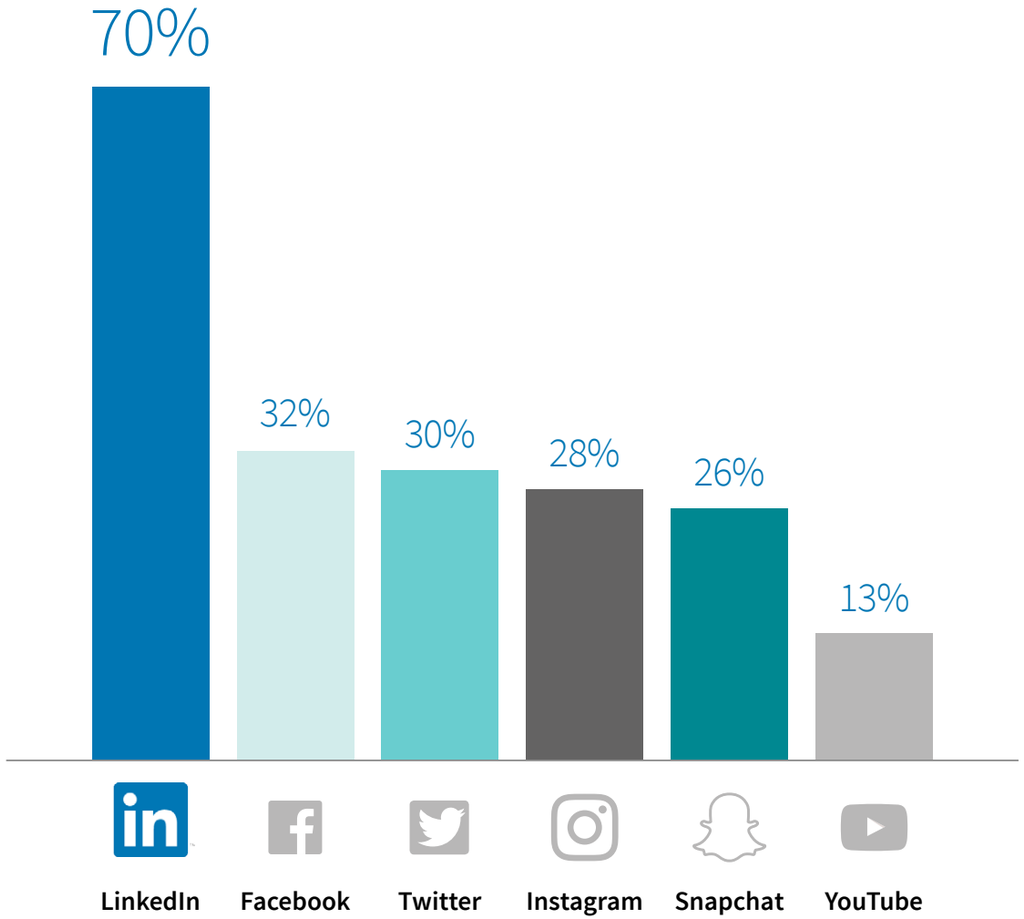
According to Edelman's Trust Barometer, trust matters acutely in healthcare, where the sector is consistently rated as the fourth least trusted with a rating of 61% compared to the financial services with the lowest rating at 52%. A brand's trust 'value' is of huge strategic importance. A business which is deemed 'trustworthy' can expect loyal, repeat customers who are happy to act as brand ambassadors.

The business of healthcare is no different. By demonstrating transparency and authority, providers can differentiate themselves from the rest of the market. This applies equally to the content that healthcare providers produce as well as the publishing platform.

We know that a brand's influence can be improved by publishing compelling thought leadership to targeted individuals. And there is no other social platform that hosts more engaged professionals and fosters high-quality content better than LinkedIn. Members are investing time – looking for some type of value exchange open to receiving news, thought leadership and relevant information from brands.

These high-quality characteristics have led LinkedIn to be recognized as best-in-class for digital trust.

According to Business Insider, LinkedIn is undisputedly the most trusted platform. In fact, 70% of the 1740 people surveyed[4] responded that they trust information shared on LinkedIn compared to other social and interactive platforms.



[4]Business Insider Intelligence 'Digital Trust Report', June 2017

Rethink

THE CLIENT JOURNEY:
HEALTHCARE

TRUST INSIGHTS ON LINKEDIN

According to the Edelman Trust Barometer[5], 60% say "a person like yourself" is now as credible a source of information as an expert. 55% say employees are more believable than the institutions they work for and a company's social media is seen to be 61% more believable than its advertising. Only on LinkedIn, can you triangulate all these sources of trust in one place.

As well as customer trust, LinkedIn delivers advertiser trust in a quality environment with viewability over 85%, more than 2x industry average due to uncluttered environment.[6]

By leveraging LinkedIn's trust 'value' you can use our platform to activate the five pillars of digital trust.

Add value at the moments that matter

83%

of business decision makers say thought leadership builds trust in an organization[7]

- Ensure your content has utility
- Target at their decision points

Communicate with a human voice

60%

of consumers say their peers are the most trusted voices[7]

- Surface your exec voices
- Share through employee networks

Be a part of the community

61%

say a company's social media is more believable than its adverts[7]

- Engage on social platforms
- Emphasize your social purpose

Be present, be constant

70%

of consumers say they prefer to get to know a brand through constant content than campaigns[7]

- Supplement 'campaigns' with 'always on' content

Think context as well as content

3x

LinkedIn is the most trusted platform to post and engage[7]

- Surface your content on trusted platforms

[5]'How Thought Leadership Supports B2B Demand Generation', Edelman/LinkedIn, June 2017;
[6]Business Insider Intelligence 'Digital Trust Report', June 2017; [7]http://kapost.com/content-marketing-facts/

PERSONA INSIGHTS ON LINKEDIN

While not every consumer is a professional, every professional is a consumer.

Healthcare is becoming more patient-centric.

With the expectations of today's buyers increasingly being set by their experiences in other sectors, the balance of power has shifted.

This buyer segment contains business and non-business purchasers. This forces healthcare marketers to consider the fact that while not every consumer is a professional, every professional is a consumer.

This is increasingly important when you consider the power of custom content. 90% of consumers find custom content useful while 82% of consumers feel more positive about a company after reading custom content. And crucially, 61% of consumers say they feel better about, and are more likely to buy from, a company that delivers custom content.[8]

The B2B audience

Those who hold healthcare decision-making roles in United States businesses are more connected and are more likely to engage with content, paid and organic, on LinkedIn than the average user.

Benefits Specialists (114K+ in the United States)[8]

- **41%** more likely to share content
- **18%** more likely to engage with InMail
- **6%** more connections
- **26%** more companies followed than the average user

Human Resource Decision Makers (337K+ in the United States)[8]

- **156%** more likely to share content
- **53%** more likely to engage with InMail
- **226%** more connections
- **65%** more companies followed than the average user

[8]LinkedIn Internal Data, June 2017

PERSONA INSIGHTS ON LINKEDIN

It's long been considered that to market healthcare you need to be a B2B specialist. But with human interest and emotion playing a larger role in how consumers choose their healthcare, marketers need to learn how to cross the aisle and put their B2C hats on.

The information that LinkedIn gives you about its members allows you to make informed choices about your marketing strategy.

And while professionals regard LinkedIn as a trustworthy platform (see Trust Insights on LinkedIn), consumer healthcare decision-makers are similarly impressed with the platform. They see it as an innovative platform on which time is well spent gathering insight.

LinkedIn members are 59% more likely to purchase health insurance online than the average internet user. In addition, they are 39% more likely to follow brands and, like their business counterparts, 20% more likely to share content with their peers.[8]

And when it comes to trusted opinion, members are more likely to seek online channels such as LinkedIn to inform questions they have about their health.

Consumers feel LinkedIn is both worth their time and innovative

The B2C audience

LinkedIn members are more likely to use the platform to perform research into their favorite healthcare brands. Furthermore, a large majority of this segment is loyal to the brands they like.[8]

40% more likely to be in the market for health insurance

17% more likely to have a strong interest in health and fitness

They seek online channels to inform their health:

27% more likely to research healthcare and pharma products online

30% more likely seek medical advice online before making decisions

70% say they are loyal to brands [insert healthcare company] they like

[8]LinkedIn Internal Data, June 2017

Rethink
THE CLIENT JOURNEY:
HEALTHCARE

THOUGHT LEADERSHIP INSIGHTS ON LINKEDIN

"Marketers need to recognize that the way thought leadership is delivered is changing. It's no longer about handing down white papers from on high. It's about visual literacy; it's about serialization; it's about reaching executives with differentiated insights and precision-targeted scale."

The Economist Group

The shift in how professionals are sourcing their trusted insight signals a changing path for thought leadership. It raises the bar on substance. It recognizes the importance of speed, targeting, distribution, measurement and acknowledges the diversity of creative formats needed to make content that connects.

As we move from a knowledge economy to one that prizes wisdom, effective thought leadership should not be seen as a one-off transaction. It is about placing a stake in the ground, becoming an authority on a chosen topic and building a relationship with your clients over a sustained period of time.

LinkedIn offers you this by providing you the foundation to build and showcase your thought leadership through solutions including Company Pages, Showcase Pages, Sponsored Content, Display Ads, Lead-Gen Forms, Matched Audiences and Carousel Ads. This combination of organic and paid opportunities allows your business to create thought leadership that counts at every stage of the journey.

Healthcare content

Topics which Benefit Specialists engage with most on LinkedIn:

34x more likely to engage with health insurance content

23x more likely to engage with human maintenance organization content

21x more likely to engage with employee benefits content

Topics which Human Resource Decision Makers engage with most on LinkedIn:

21x more likely to engage with human resource content

9x more likely to engage with personnel management content

8x more likely to engage with talent acquisition content

[8]LinkedIn Internal Data, June 2017

JOURNEY INSIGHTS ON LINKEDIN

"People don't like buying or paying for [healthcare]. Therefore it takes skillful marketing to attract the attention of people and motivate the desired purchase behavior you are looking for."[9]

John Quelch
Professor of Health Policy and Management
at Harvard T.H. Chan School of Public Health

Today's healthcare customer journey, inspired by the challenges it faces, resembles a consumer-based model.

A total focus on the customer – at every part of the journey – is key. As is the need for trustworthy insight, perhaps more than any other sector.

Sector uncertainty is likely to continue for the foreseeable future as politics plays out. This gives providers the opportunity to evidence their differentiation through thought leadership content.

And all this is happening online. As consumers turn to digital to research, confirm and validate their thinking, healthcare marketers need to be where these decisions are being made.

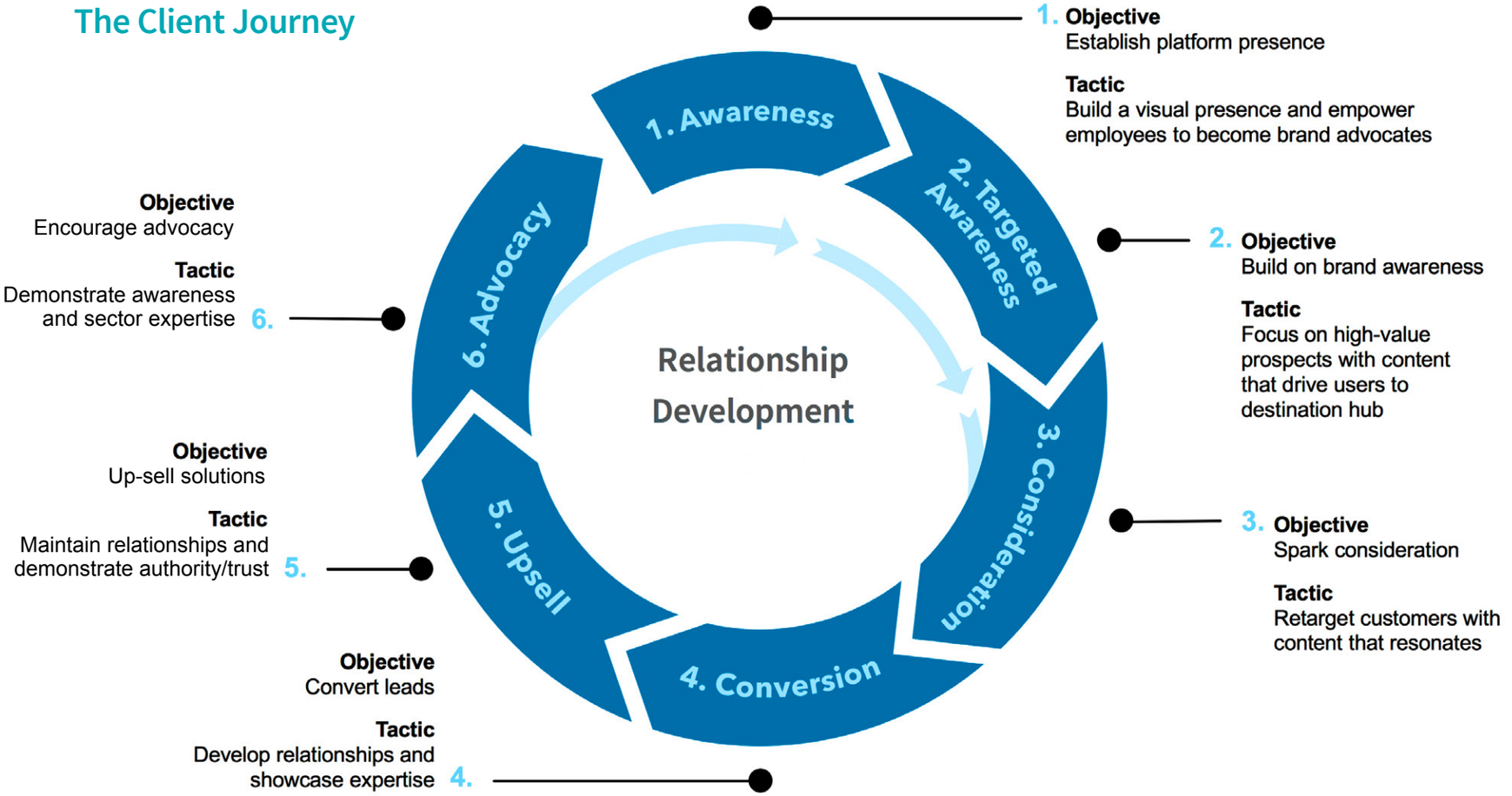
[9] 8 Challenges to Customer-Driven Healthcare. https://www.hsph.harvard.edu/ecpe/8-challenges-to-customer-driven-health-care/

JOURNEY INSIGHTS ON LINKEDIN

"The greatest growth for marketing budgets is taking place in social media, mobile/tablet apps and digital sales materials. For consumer marketing tactics, the greatest growth is taking place in mobile/tablet apps, social media and digital ads."

MM&M/Ogilvy CommonHealth Healthcare Marketers Trend Report 2016

The Client Journey



Rethink
THE CLIENT JOURNEY:
HEALTHCARE

RETHINK THE HEALTHCARE SERVICES CLIENT JOURNEY WITH LINKEDIN

Building trust and authority in a busy market, when everyone is trying to do the same, is a challenge.

How can LinkedIn Marketing Solutions: Healthcare Services help? It has the audiences, targeting capabilities and innovative product solutions to help you deliver a full range of the right type of content – product demos, case studies and thought leadership – to the right people at the right time.

By offering both scale and granularity, LinkedIn can be your strategic partner in helping you craft new and impactful customer journeys.

For more information, please contact:

Menaka Thillaiampalam
Head of North America Marketing
LinkedIn Marketing Solutions: Healthcare Services
mthillaiampalam@linkedin.com

CONTACT US

Menaka Thillaiampalam

Head of North America Marketing

LinkedIn Marketing Solutions:
Healthcare Services

mthillaiampalam@linkedin.com

FOLLOW US ON TWITTER

@LinkedInMktg

ABOUT LINKEDIN | LinkedIn connects the world's professionals to make them more productive and successful and transforms the ways companies hire, market and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world's first Economic Graph. LinkedIn has more than 500 million members and has offices in 30 cities around the world.

Copyright © 2017 LinkedIn
All rights reserved.

LinkedIn and its logo are trademarks of LinkedIn