



2024 HEALTHCARE PAID MEDIA OUTLOOK

HEALTHCARE ADVERTISING IN 2024

A Guide for Healthcare Service Providers

WHAT'S INSIDE:

03	EXECUTIVE SUMMARY
04	TREND 1: DATA PRIVACY
05	TREND 2: PRECISION TARGETING
06	TREND 3: AI EVERYWHERE
07	TREND 4: OMNICHANNEL
08	SPOTLIGHT ON TIKTOK
09	TREND 5: FROM LEAD GENERATION TO LEAD CAPTURE

WHAT'S NEXT:

In our view, healthcare marketers and pharma marketers are not the same. Pharma marketers have the kinds of budgets healthcare marketers can only dream of (O-O-Ozempic, anyone?). Advertisers of drugs or medical devices face a ton of regulatory red tape, but the rules are relatively clear. For healthcare service providers, it's far murkier.

That's why we've dedicated this guide to the healthcare services sector. How can you reach and engage your audience with more precision and less waste? Whether you target patients, HCPs, payers or all three, we've got you covered.



5 TRENDS

Redefining Healthcare Advertising



DATA PRIVACY

As healthcare marketers increase their use of data-driven strategies, so do the potential HIPPA landmines.



PRECISION TARGETING

Ethically sourced, first- and second-party data is enabling advertisers to target HCPs and patients with greater precision.



AI EVERYWHERE

From AI-generated creatives to individualized post-click landing pages, AI is changing the game.



OMNICHANNEL

Old-school OOH channels like the doctor's office are reimagined as new channels like EHR platforms emerge.



FROM LEAD CAPTURE TO LEAD NURTURE

Healthcare marketers are starting to master digital lead generation. The next battle? Follow up and follow through.

DATA PRIVACY



META UNDER FIRE

A class-action lawsuit against Meta for collecting protected health information through the Meta Pixel is proceeding. The lawsuit consolidates 17 different cases—and there's a separate related lawsuit Meta's facing along with TikTok.



HEALTH PROVIDERS AREN'T OFF THE HOOK

The [December 2022 bulletin](#) issued by HSS still stands, as they emphasized in a [joint warning with the FTC](#) in July 2023: Covered entities are not permitted to use tracking technologies that result in unauthorized disclosure of PHI. Since then, multiple class-action lawsuits against large health systems have proceeded. And in early 2023, the FTC issued its [first-ever enforcement action](#) under the HIPAA Breach Notification Rule for failure to notify consumers about unauthorized disclosure of PHI to Meta, Google and other third-parties.



THE BOY WHO CRIED COOKIELESS

It's really happening this time. Google has started to restrict third-party cookies for its users and plans to expand these restrictions to 100% of users by Q3 of this year. Marketers of health services, particularly those that primarily target HCPs, tend to be less reliant on third-party cookies than other industries, but the sector is by no means immune.

RECOMMENDATIONS:



Don't install third-party tracking pixels inside your patient portal or on an appointment booking page.



Avoid retargeting based on specific pages or behaviors that would indicate a specific health condition.



Leverage HIPAA-compliant tracking solutions or take steps to de-identify PHI before sharing with third parties.



Audit your third-party cookie usage to understand potential impacts on your paid media and broader digital marketing strategy.



Take advantage of HIPAA-compliant deterministic audiences from healthcare-specific data providers.

44

IN 2024, MARKETERS NO LONGER FACE THE TRADE-OFF BETWEEN SCALE AND TARGETING.

To improve the precision of your targeting, consider these three success factors when you're starting a campaign:

- 1 Is your advertising provider using high-quality sources for their audience data? (Do they even know where their data is coming from?)
- 2 Is all that data seamlessly integrated and accessible for activation?
- 3 Are performance metrics available in a format that can feed into campaign implementation in real time for in-flight optimization?

–Andrew Stark, Chief Revenue Officer, PulsePoint

”

PRECISION TARGETING



TARGETING PATIENTS

You can target your ads based on health condition, medical history or prescription data - as long as that data has been anonymized. Healthcare-specific demand-side platforms like [PulsePoint](#) continue to up the ante with real-time, condition-relevant data.



TARGETING HCPs

Maybe you've targeted physicians on social platforms like Sermo and Doximity before—but they're expensive. Savvy healthcare marketers will now leverage NPI numbers in programmatic advertising, enabling them to target HCPs based on characteristics like medical specialty and insurance carrier.



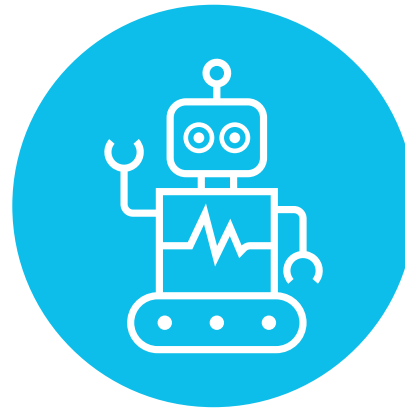
TARGETING PAYERS

For the payer audience, 2024 will be all about account-based marketing. Healthcare marketers will develop specific lists of target payers, informed by internal priorities and external intent data.

RECOMMENDATIONS:

- ✓ Understand your existing audience's behaviors, interests and demographics to inform targeting.
- ✓ Consider all stages of the buyer journey to develop a comprehensive targeting plan, from awareness to decision.
- ✓ LinkedIn remains the gold standard for reaching senior executives at health plans. The platform's best-kept secret? Their recommended minimum audience size of 300K is too big in many, if not most, use cases.

AI EVERYWHERE



AI-GENERATED CREATIVE

Can generative AI replace your best healthcare copywriter or designer? We'd argue no—but it can accelerate the creative process. New generative AI tools continue to emerge near-daily. One we're excited about? [Generative AI by iStock](#), launched by Getty Images in January.



AI-POWERED PERSONALIZATION

Leveraging AI to deliver more relevant content isn't exactly new. In 2024, it should be standard practice. What *is* new *is* the automated generation of new content hyper-personalized to the individual by the ad platforms themselves. But the risks for healthcare marketers are high. In fact, [Meta announced](#) in November 2023 that advertisers running campaigns related to health were prohibited from using their generative AI features.



AI-DRIVEN OPTIMIZATION

Paid media platforms like Facebook and Google are using AI-driven algorithms to improve campaign performance—and those algorithms are just getting better. AI is making optimization smarter and faster by analyzing historical data, competitors, user data and creative performance in real time drive conversions.

RECOMMENDATIONS:



A custom GPT built to your specifications will deliver better copy and creative than off-the-shelf alternatives.



Steer clear of automatically created assets in ad campaigns. In highly regulated industries like healthcare, maintaining some level of control over your assets is critical for brand protection and compliance.



Watch out for the proliferation of low-quality, AI-generated sites in ad inventory, especially if you rely heavily on contextual targeting.



Don't forget about leveraging AI to create a personalized experience on the post-click landing page.

RECOMMENDATIONS:

- ✓ Have one source-of-truth platform to measure performance across multiple channels.
- ✓ Research where your audience spends their time to inform the right omnichannel approach.
- ✓ Unify messaging across channels to create a seamless flow of information across the buyer journey.

OMNICHANNEL



OUT-OF-HOME, BUT MAKE IT DIGITAL

OOH advertising isn't dead in 2024, but it's getting more sophisticated. Now, you can customize posters for the exam room or wallboards for the back office based on location, specialty and engagement, either through digital display boards or print innovations from publishers like [Physician's Weekly](#). Add a QR code and augmented reality, and even print starts to feel, well, cool again.



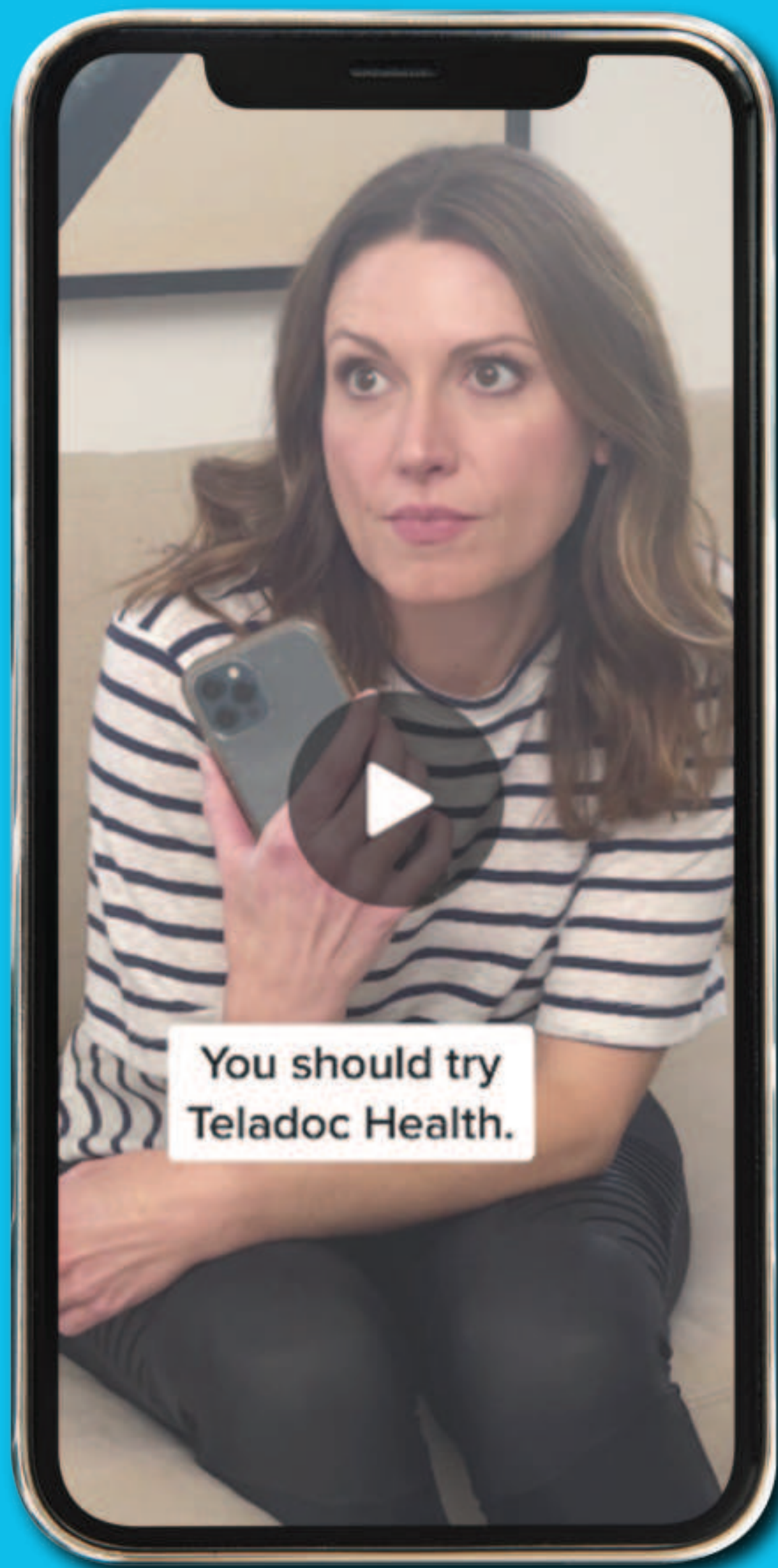
THE POWER OF TIKTOK

If you target patients or HCPs, there's no escaping TikTok. The first and third most popular professions on TikTok are doctors and nurses, respectively, according to [RegisteredNursing.org](#). And one in five Americans consult TikTok for health advice before they consult their doctors, a [survey from 2023 shows](#). TikTok is arguably the most creatively challenging platform for healthcare marketers, but it's increasingly influential.



INTRODUCING PROGRAMMATIC EHR ADVERTISING

Popularized by the pharmaceutical industry, advertising within electronic health record systems (EHR) is a highly effective way to reach physicians and their patients by proxy at the point of care. Historically, these ads have been expensive, sometimes prohibitively so. Now, EHR advertising can be done programmatically, creating cost efficiencies that make it feasible within smaller budgets.



SPOTLIGHT: TARGETING PATIENTS ON TIKTOK

Meet Your Patients Where They Are

Healthcare organizations are in key positions to educate audiences as patients increasingly seek out health advice on TikTok. From October 2023 through mid-January 2024, #healthcare has garnered over 769 million views on TikTok.

There are two routes to consider: TikTok Ads or partnerships with TikTok creators. There are merits to both, depending on your brand, your budget and your campaign goals.

It's worth noting that there are multiple formats available under the TikTok Ads umbrella:

IN-FEED ADS

Create vertical video ads that can be enhanced with interactive elements.

SPARK ADS

Augment organic videos from any account (your own, or other users' with their authorization).

BRANDED EFFECTS

Sponsor a custom effect with branded elements and the option to feature a call to action.



Healthcare is considered a restricted industry, which means ads can only be served to users 18+. Certain categories, like weight management, come with additional restrictions and guidelines.

THE POWER OF PAID + SOCIAL + EARNED

Brands that post non-monetized content on TikTok typically see higher engagement on their paid ads. Moreover, news outlets frequently cover social media health trends. For example, this end-of-year 2023 round-up from CBS News and this Today Show piece on a research study measuring social media's harm to health.

TARGET AUDIENCES BASED ON:

- Household income
- Spending power
- Interest (e.g., Health & Wellness)
- Age
- Geography
- Hashtag engagement
- Website traffic (retargeting)
- Customer emails (retargeting)

FROM LEAD CAPTURE TO LEAD NURTURE

ALL ABOUT THE FOLLOW UP.

So you've converted your prospect into a digital lead—now what? We wish we could say that generating leads was the only hard part. Where healthcare marketing efforts often fall short is after the form fill. Without a system in place to nurture your lead, a significant percentage of leads won't convert.

While most healthcare organizations have email marketing automation capabilities, few are leveraging them to their fullest potential. Particularly for healthcare organizations with longer sales cycles, like assisted living providers or those targeting payers, mastering the art of the email welcome sequence is critical.

Of course, email is far from the only channel that makes sense for follow-up. Busy HCPs may be easier to re-engage through SMS marketing. Prospective or return patients may prefer to get their questions answered over live chat rather than go back and forth over email.

The point is this: As marketers, our job doesn't end when the lead comes in the digital front door. In 2024, healthcare marketers (and their agency partners) will be expected to drive conversions and ultimately, attributable revenue.

READY TO JUMPSTART YOUR HEALTHCARE MARKETING PROGRAM?

Our digital marketing experts are here to help you hit accelerate.

GET IN TOUCH





ABOUT THE BLISS GROUP

The Bliss Group is a marketing communications agency that blends data science with the art of storytelling to connect to people with precision, empathy and purpose.

We discover the insights that bring change to life. The Bliss Group specializes in building value for organizations across the healthcare, financial, technology, business and professional services sectors.

Powered by analytics and audience insights, we uncover truths and tell stories across mediums that inspire action and make an impact. Our cross-channel marketing communications approach is grounded in data, guided by our industry experience, and delivered with a deep commitment to excellence.



SALLY SLATER

EVP, Head of Innovation
& Integrated Marketing
sslater@theblissgrp.com



ALEXIS ODESSER

EVP, Healthcare Practice
Leader & Head of
Account Excellence
aodeser@theblissgrp.com



EMMA SKULTETY

Digital Media
Account Director
eskultety@theblissgrp.com

CONTACT US