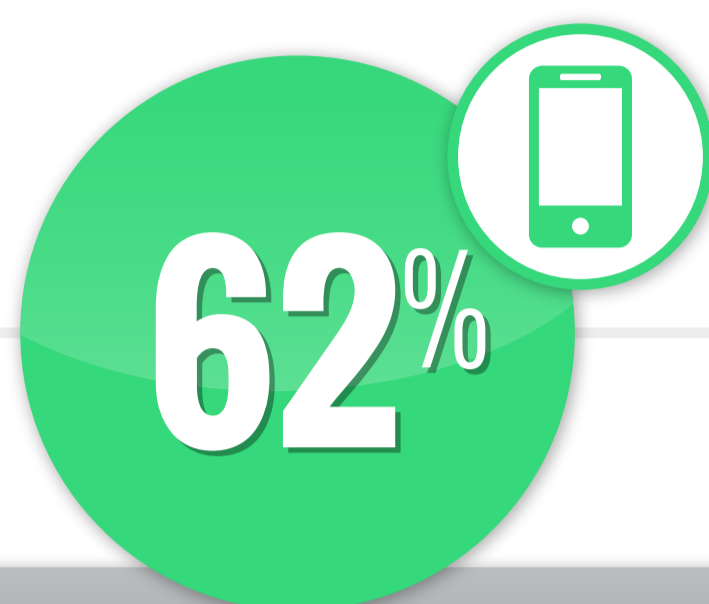




Google searches are for health-related information. (Source: Google)

**What this means:**

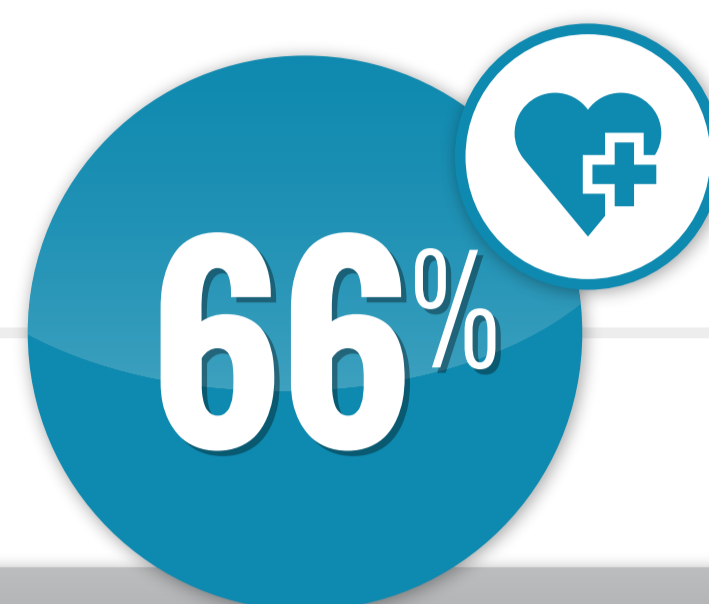
People turn to Google when researching a health condition, to decode symptoms, to find a healthcare provider, for a second opinion, to clarify instructions from their doctor - you get the picture. Making sure your hospital's or health system's content is up-to-date, useful and easily found is key for healthcare marketers.



of smartphone owners have used their phone in the past year to get information about a health condition. (Pew Research Center)

**What this means:**

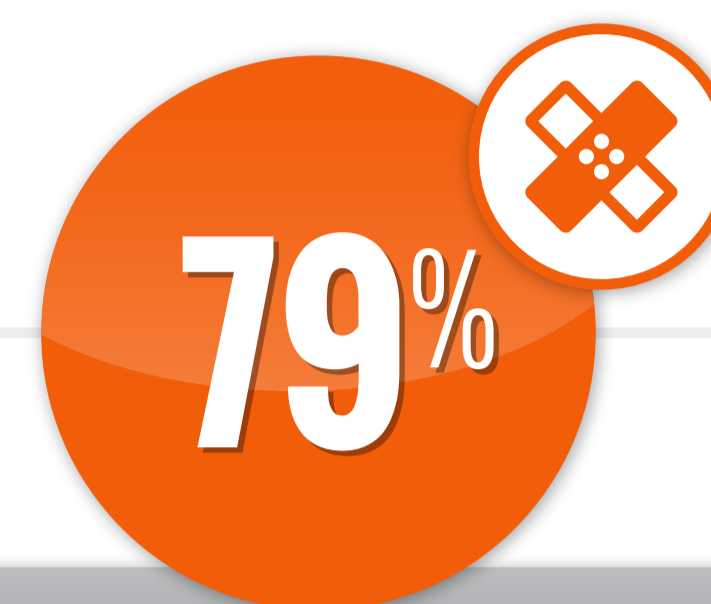
You know by the previous statistic that online content is essential, but if it is not mobile-friendly, then you are wasting your time.



of Americans are willing to use mobile apps to manage their health. (Makovsky/Kelton)

**What this means:**

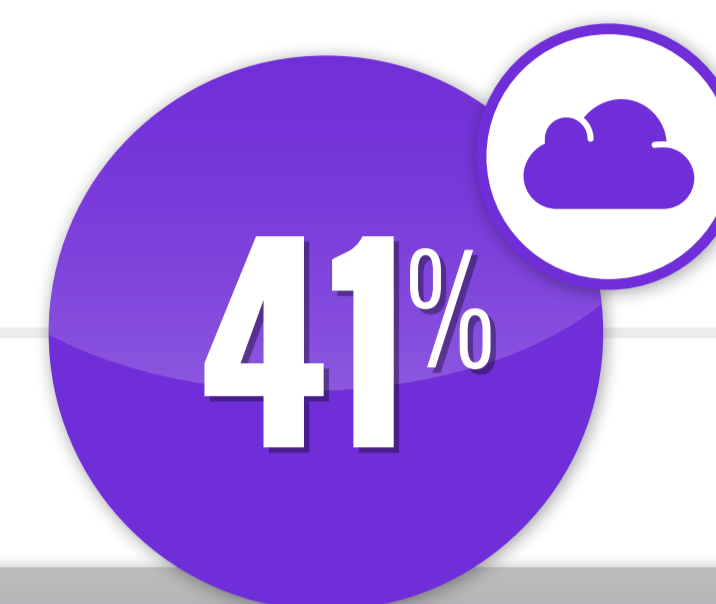
Apps are a key way that patients manage their health and make informed health decisions. More and more health systems today have branded apps. In addition to sharing content, these apps can remind patients to take a medication, book an appointment, pay a bill, or even email their physician.



of Americans are willing to use a wearable device to manage their health. (Makovsky/Kelton)

**What this means:**

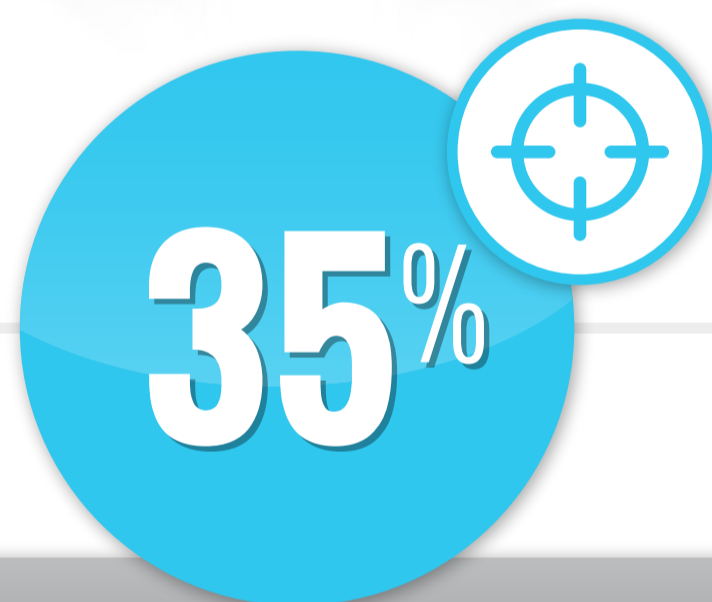
Next time you are at the grocery store or out to dinner, glance around at how many people are sporting a wearable device like a FitBit, Jawbone or Apple Watch. By tracking their fitness and vital signs, people are becoming more knowledgeable about their own health. Additionally, these devices provide physicians with more data when it comes to diagnosis and treatment, and can boost patient engagement.



of health executives say their organization's data volume has grown more than 50% in one year. (Accenture)

**What this means:**

An increase in data can help medical professionals make more informed decisions about their patients' health. Health systems need to have the technology to house data, make it accessible and keep it secure.



of reported data breaches were in the healthcare industry. (Identity Theft Resource Center)

**What this means:**

As your organization's data rapidly grows, you need to take the necessary precautions to protect patient confidentiality. By having the right technology and training your employees on cybersecurity, you can prevent a healthcare security breach.



of patients want access to EMR data related to physician notes. (Accenture)

**What this means:**

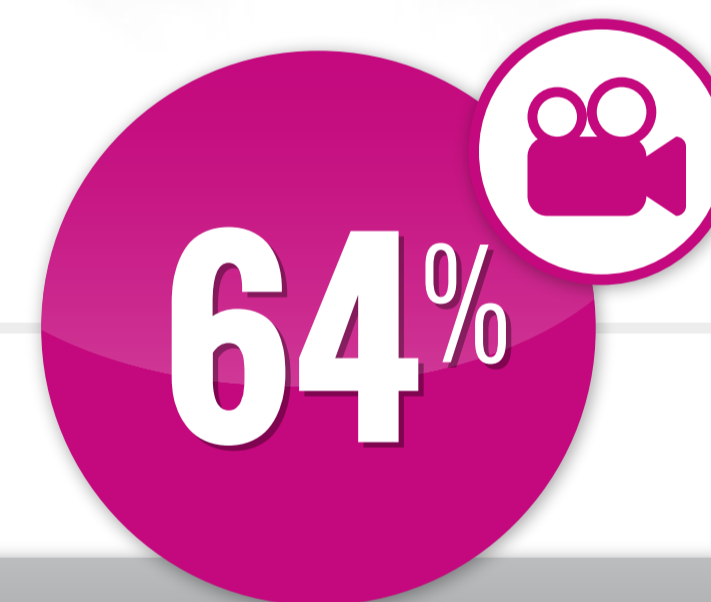
Patient engagement seems to be the buzz word of 2015, and for good reason. Patients want access to information about their health, and they may go elsewhere if their current provider isn't giving them everything they are looking for.



of US health systems will offer digital self-scheduling by the end of 2019. (Accenture)

**What this means:**

Patients expect to be able to go online and make appointments at their convenience rather than have to call during office hours only to be put on hold. Does your hospital have the technology to make this happen?



of Americans would be willing to have a video visit with a doctor. (American Well)

**What this means:**

Telemedicine is providing new ways to connect patients with their doctors. The desire for telemedicine, as well as its availability, continues to grow.



of total digital ad spend this year will be spent by the Healthcare & Pharma industries. (eMarketer)

**What this means:**

Hospitals and health systems still tend to spend their majority of their advertising budget on TV and print ads. With Americans continuing their time spent online, and their time spent looking for healthcare information in particular, healthcare marketers are turning to online advertising to reach their audiences.

Many of these 2015 healthcare marketing statistics deal with items that fall under the broad definition of patient engagement. Healthcare marketers should pay close attention to how they are including patient engagement in their marketing strategies, as this is a trend that is sure to continue into 2016.

Source: <http://www.fathomdelivers.com/blog/healthcare/are-these-2015-healthcare-marketing-statistics-guiding-your-digital-strategy>.