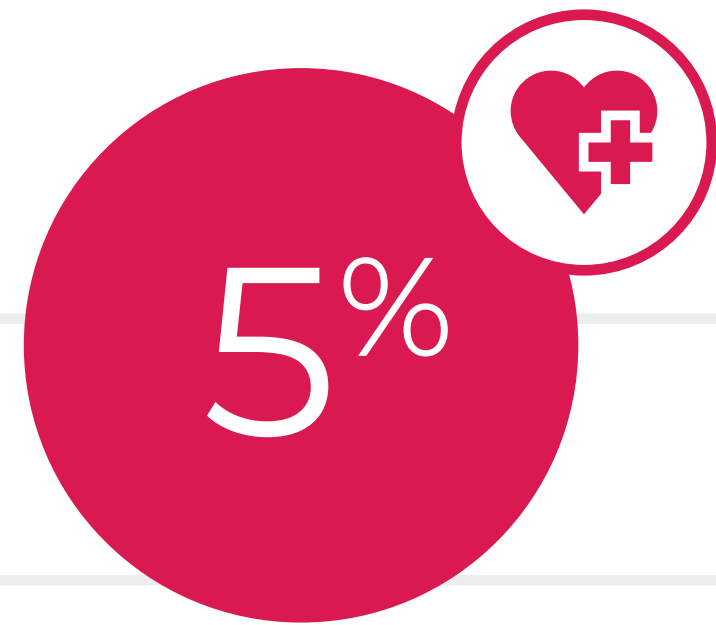


Most healthcare consumers begin their journey by finding and comparing providers online, usually through search. When they've completed their research, they typically convert by calling. Well, how do you get more phone calls? How do you get more qualified leads?

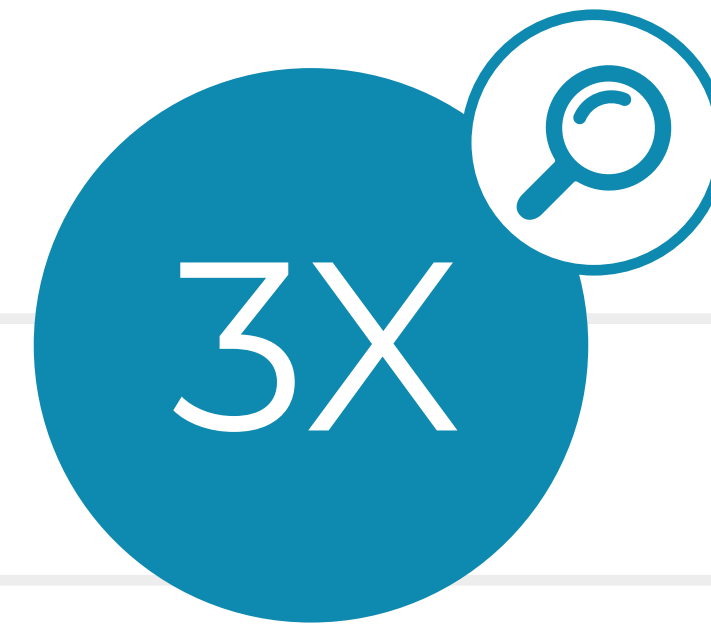
Did you know that healthcare marketers are optimizing channels to drive more appointment calls? Cutting-edge teams are also personalizing the caller experience to increase conversions. So, we've highlighted 10 Important Healthcare Marketing Statistics (2021) you should know.



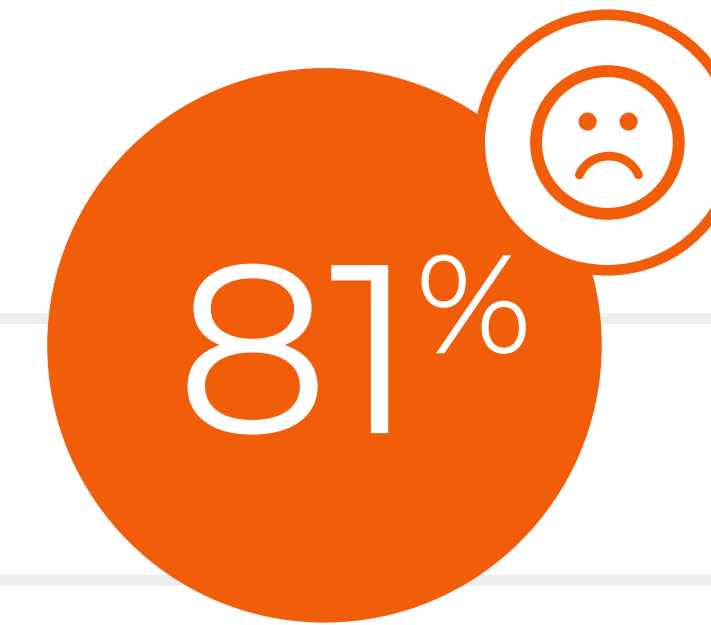
of all Google searches are health related. Google is a trusted resource for people worldwide to get answers to health-related questions and find providers. *(Source: Google)*



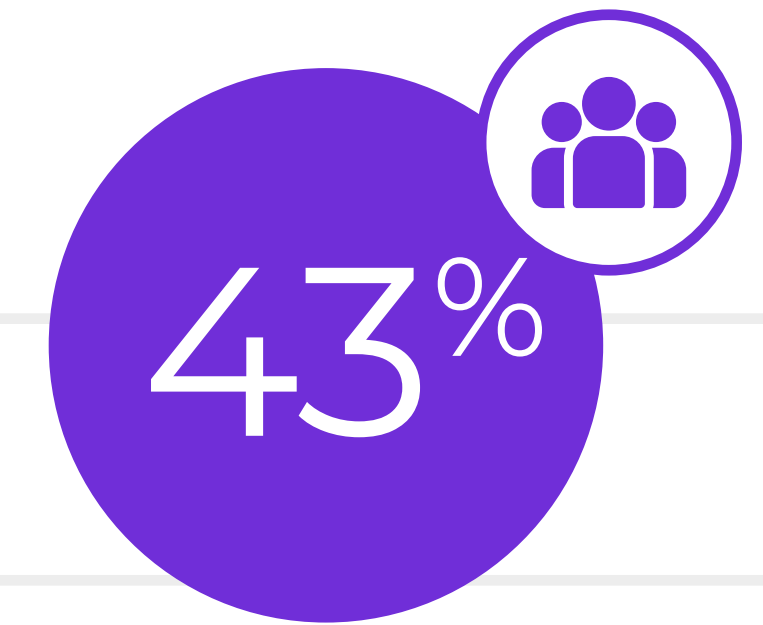
Search drives 3x more visitors to hospital sites compared to non-search. Search is by far the preferred way for patients to find healthcare providers online. *(Source: Google)*



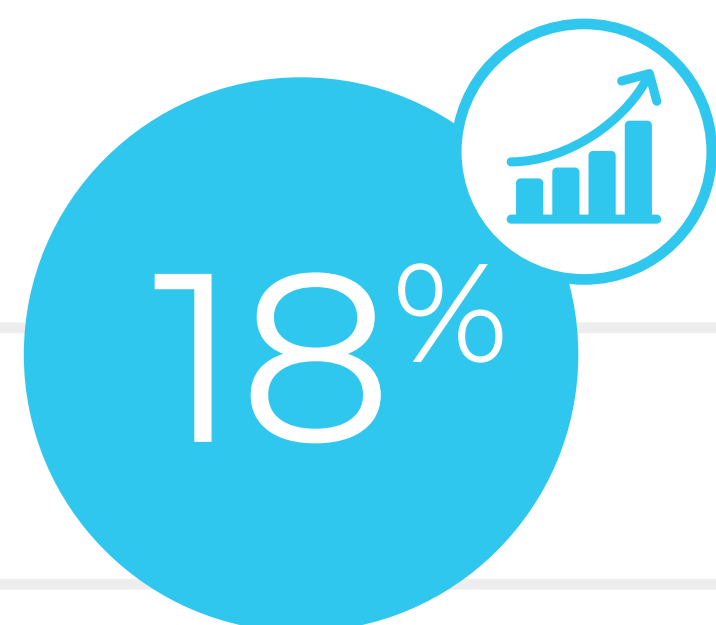
Patients who booked healthcare appointments ran 3x more searches than those who didn't. The healthcare consumer journey often involves extensive research - consumers evaluate numerous providers before acting. *(Source: Google)*



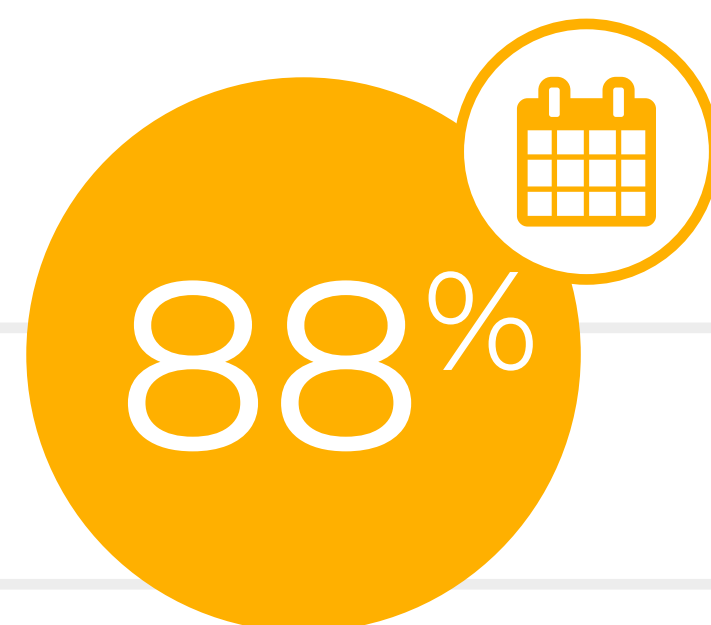
of consumers are unsatisfied with their healthcare experience. To maintain positive reviews, encourage satisfied patients to leave reviews and mend relationships with dissatisfied patients. *(Source: Prophet)*



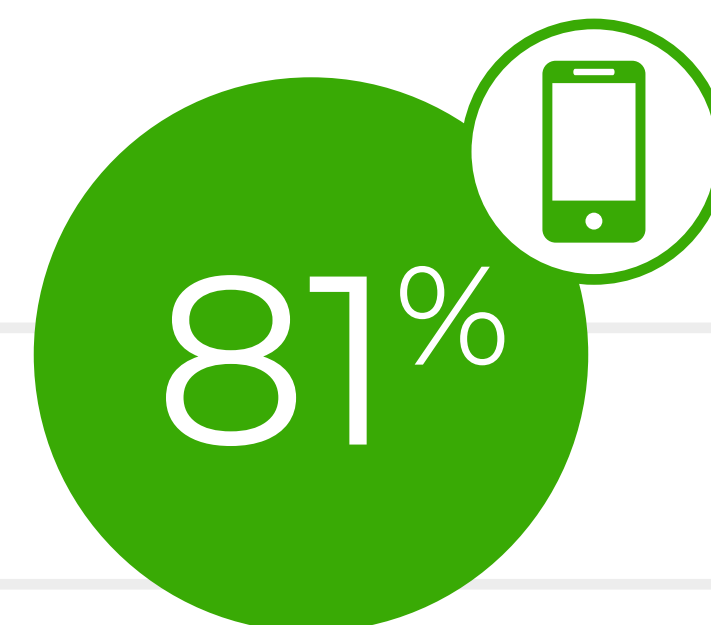
of Millennials are likely to switch practices in the next few years. Providing a top-notch experience for this demographic is important not just for your review strategy, but also for patient retention. *(Source: SolutionReach)*



expected increase in U.S., healthcare advertising spending in 2021. The US is the world leader in healthcare advertising expenditures. *(Source: eMarketer)*



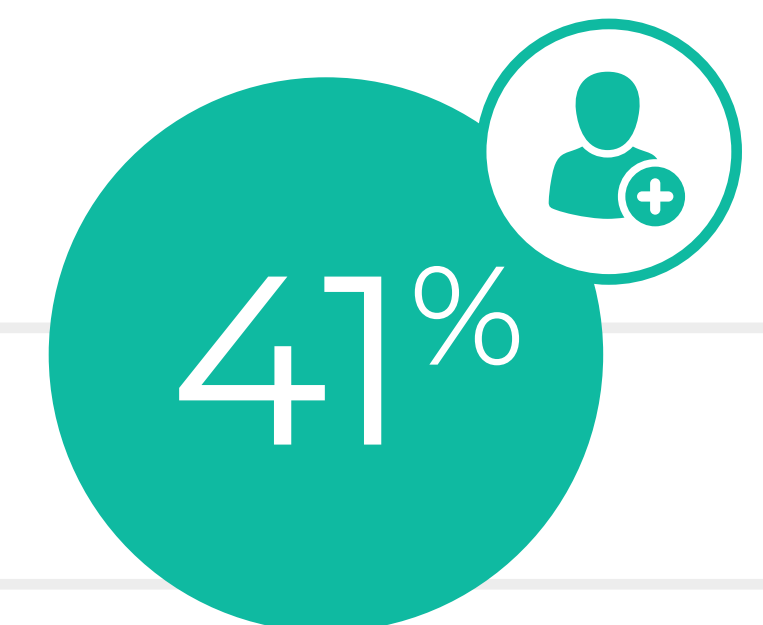
of healthcare appointments are scheduled by phone. Prospective patients who research online prefer to call because healthcare is personal and private. People booking healthcare appointments for themselves, their children, or other family members want to speak to a real human being. *(Source: Sequence)*



of healthcare marketers believe inbound calls and phone conversations are a key component of their organization's digital-first strategy. Healthcare marketers plan to tap into phone call data to better understand their patients and inform their strategies. *(Source: Forrester)*



Calls will influence \$1 trillion in US consumer spending this year. In our mobile-first world, calls are often the most convenient way for customers to convert. *(Source: BIA/Kelsey)*



of healthcare marketers have improved or expect to improve patient acquisition and retention because of scaling conversation intelligence across the enterprise. When you tailor patient experiences based on the content of their phone conversations, you better meet their needs and earn their loyalty. *(Source: Forrester)*

So, what can you do?

Integrate call data. In turn, you'll gain a full view of the patient journey and allocate your budget more effectively.

Optimize, analyze, repeat. Once you start driving more calls, it's important to continually test and scale your processes, while correcting issues that hurt your ROI.

To learn more or get started, contact our team today!