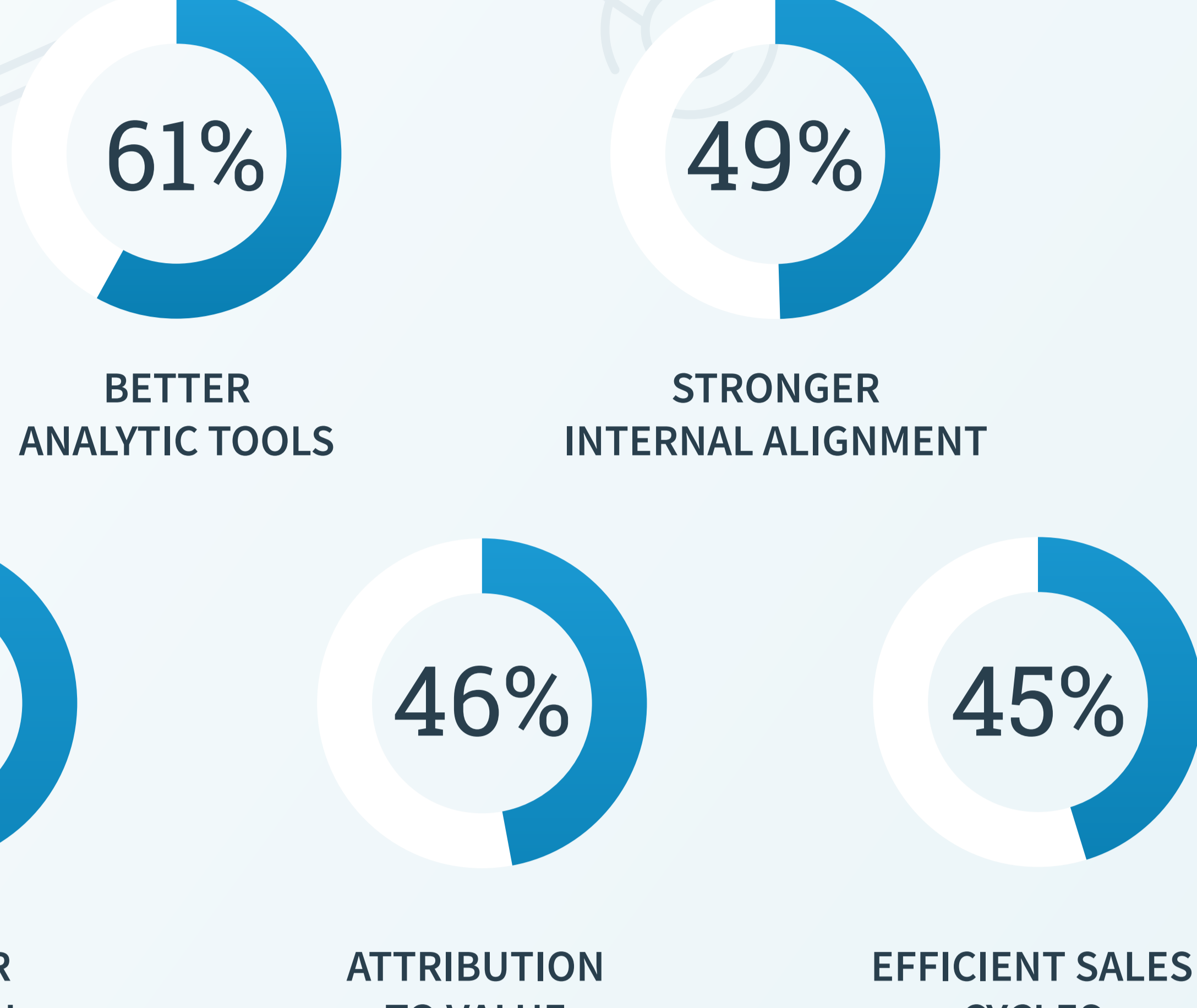


The Top 4 Healthcare Industry Trends for 2018

Two-hundred healthcare and life sciences professionals in Marketing, Sales, IT, and Operations were recently surveyed to better understand what top companies' market approaches will be for the coming year. This included understanding the role of technology in these efforts. Here are the key findings.

#1 Primary Goals for 2018

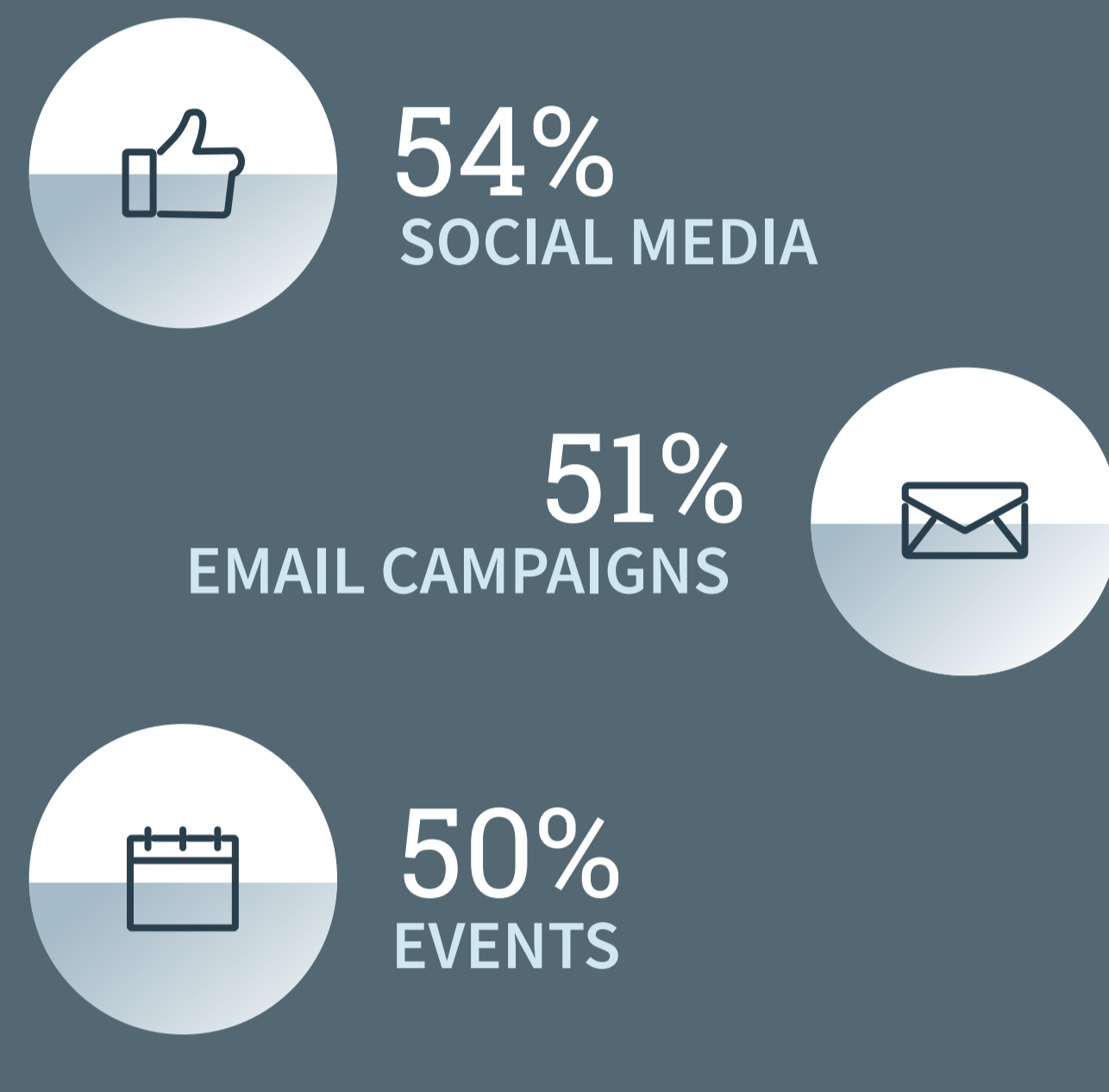


#2 Focus on Engagement

In 2017, marketing efforts were focused on:



In 2018, marketing efforts will be focused on:

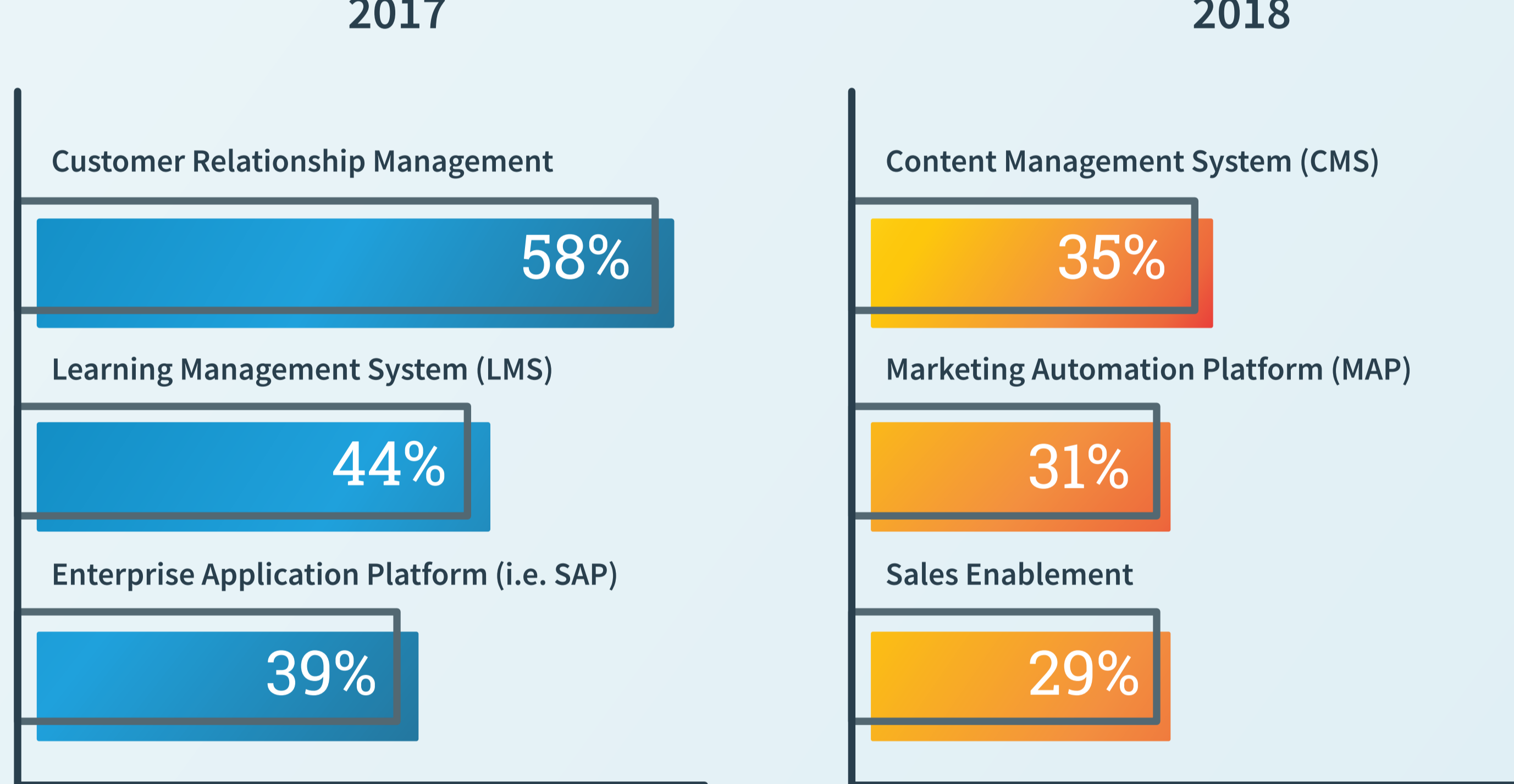


#3 Utilization of Technology

Of organizations forecasting revenue growth of greater than 10%...

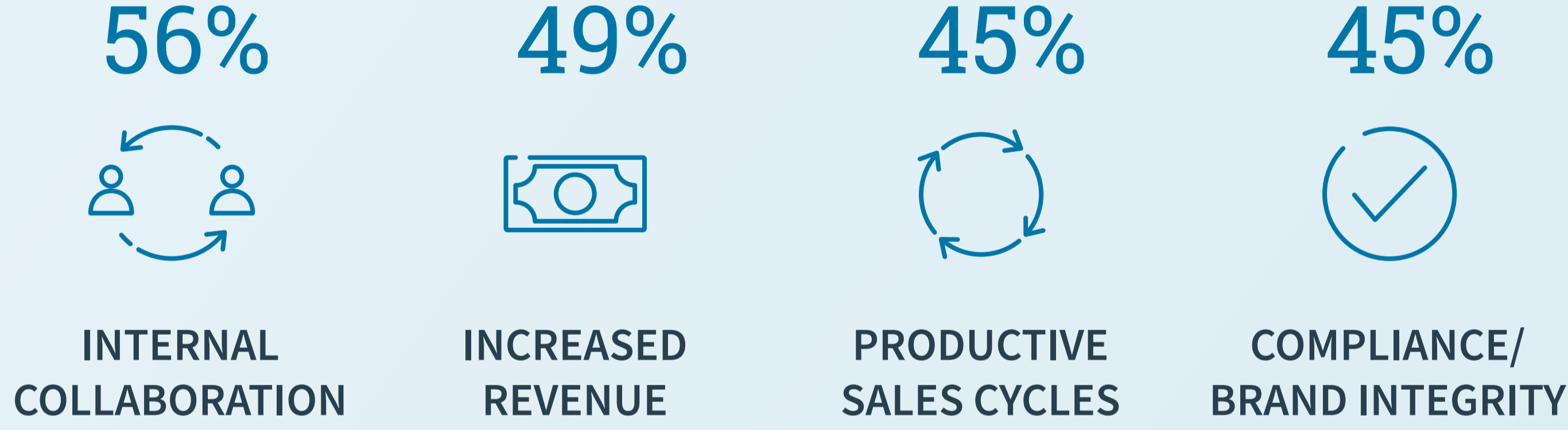
71% plan to increase IT spend in 2018.

Top 3 Marketing and Sales Technology Systems



Higher revenue forecasting organizations have higher adoption rates in sales enablement, content management, and marketing automation.

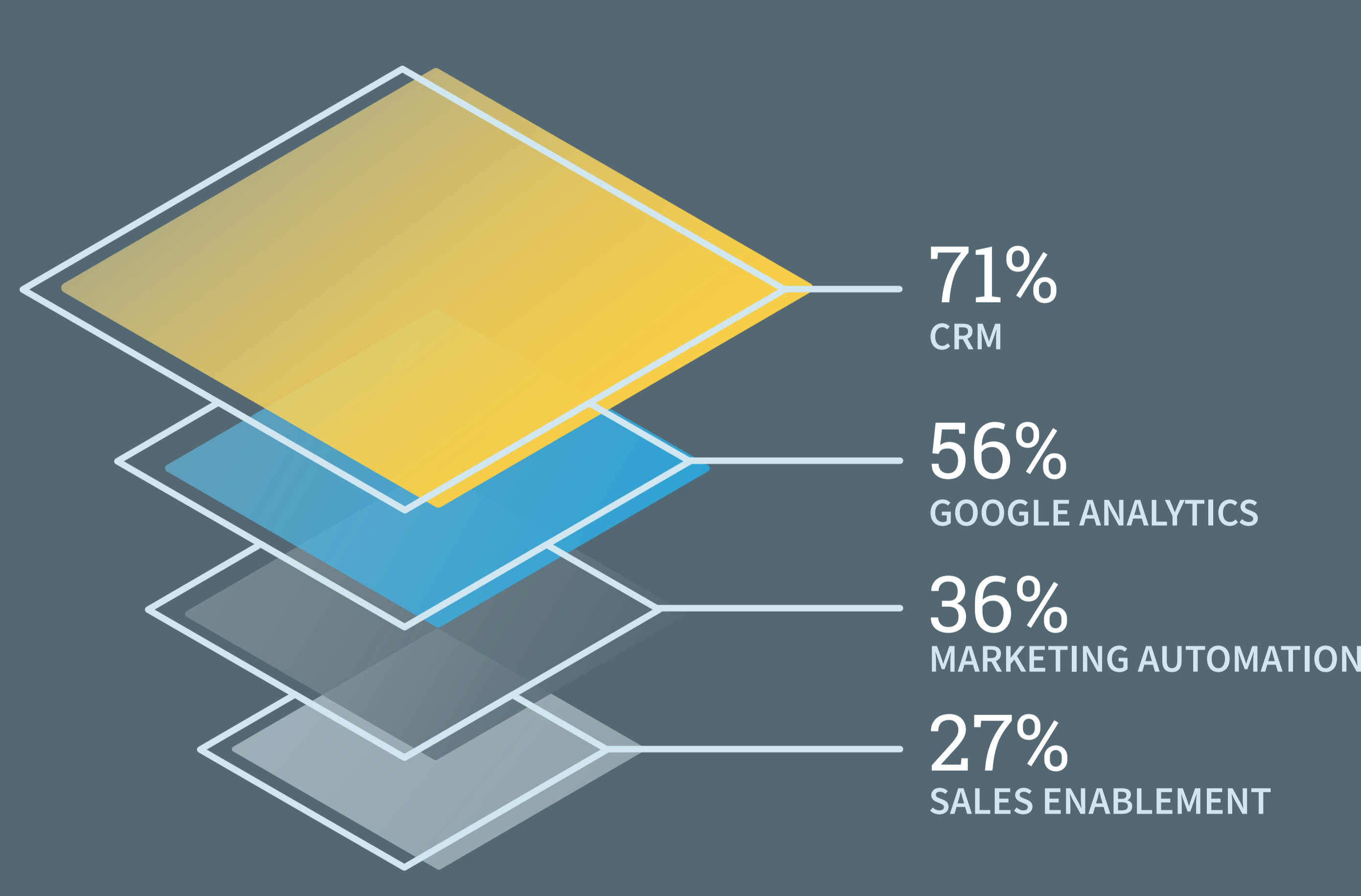
The Role of Technology in 2018



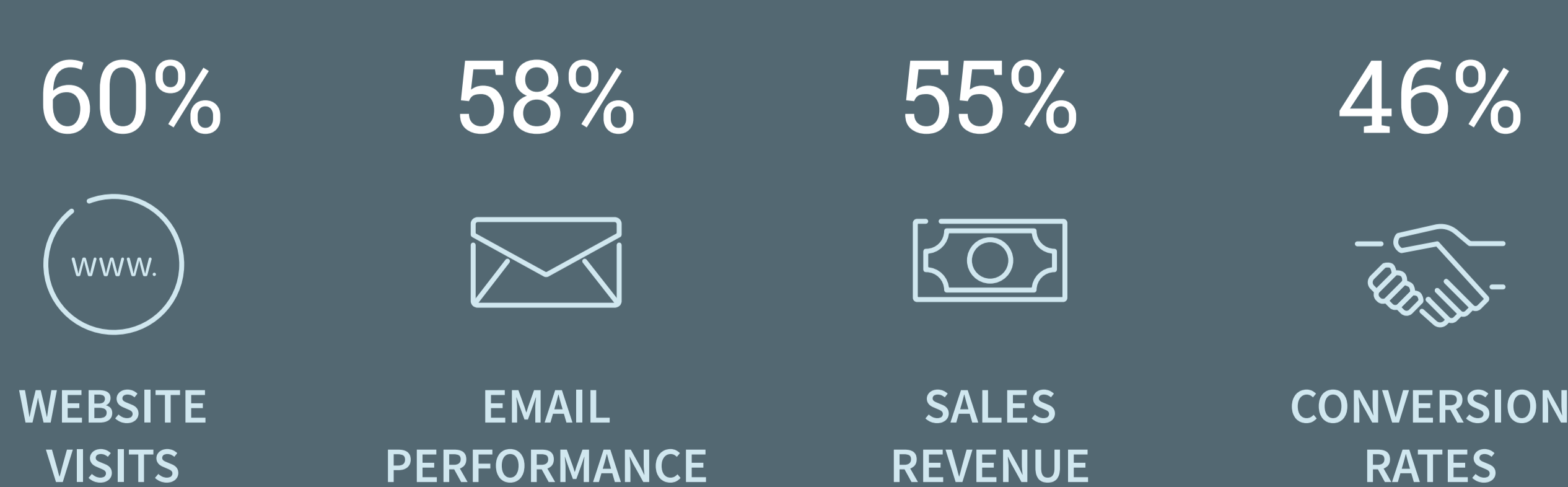
Measuring Performance

The number one goal for organizations in 2018 is better analytic tools.

The Most Popular Analytic Tools in 2017



The Top KPIs Measured



Time to Take Action

2018 is going to be a banner year for the healthcare and life sciences industry. Take advantage of technology advancements to make 2018 the best year yet for your organization.

[The Healthcare Industry Trends Report](#)