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.



Primary Goals for 2018



ANALYTIC TOOLS

STRONGER

INTERNAL ALIGNMENT



RETENTION

46% **ATTRIBUTION**

TO VALUE

45% **EFFICIENT SALES**

CYCLES

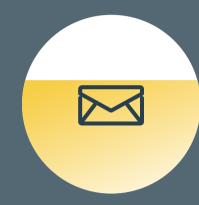
Focus on Engagement

66%

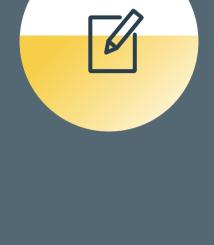
In 2017, marketing efforts

were focused on:

EMAIL CAMPAIGNS



59% **MARKETING COLLATERAL**



SOCIAL MEDIA

59%

54%

In 2018, marketing efforts

will be focused on:





EMAIL CAMPAIGNS



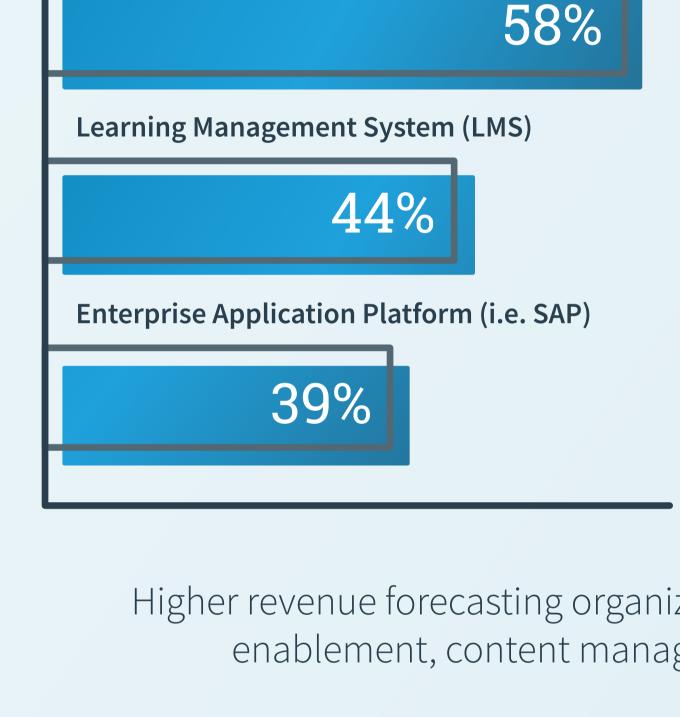
Customer Relationship Management

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

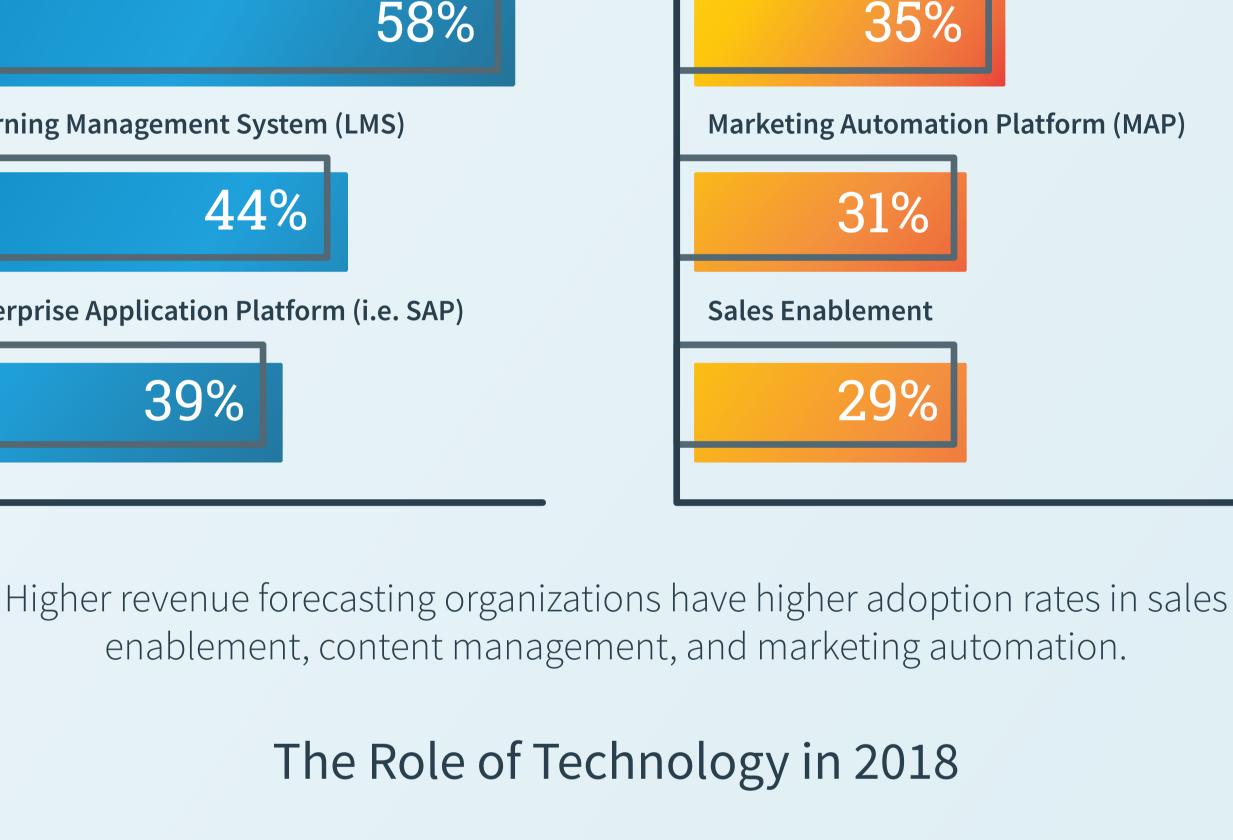
Utilization of Technology

71% plan to increase IT spend in 2018.

Top 3 Marketing and Sales Technology Systems



2017



Content Management System (CMS)

2018

56% 49% 45% 45%

INTERNAL

COLLABORATION

Measuring Performance

The number one goal for organizations in

2018 is better analytic tools.

INCREASED

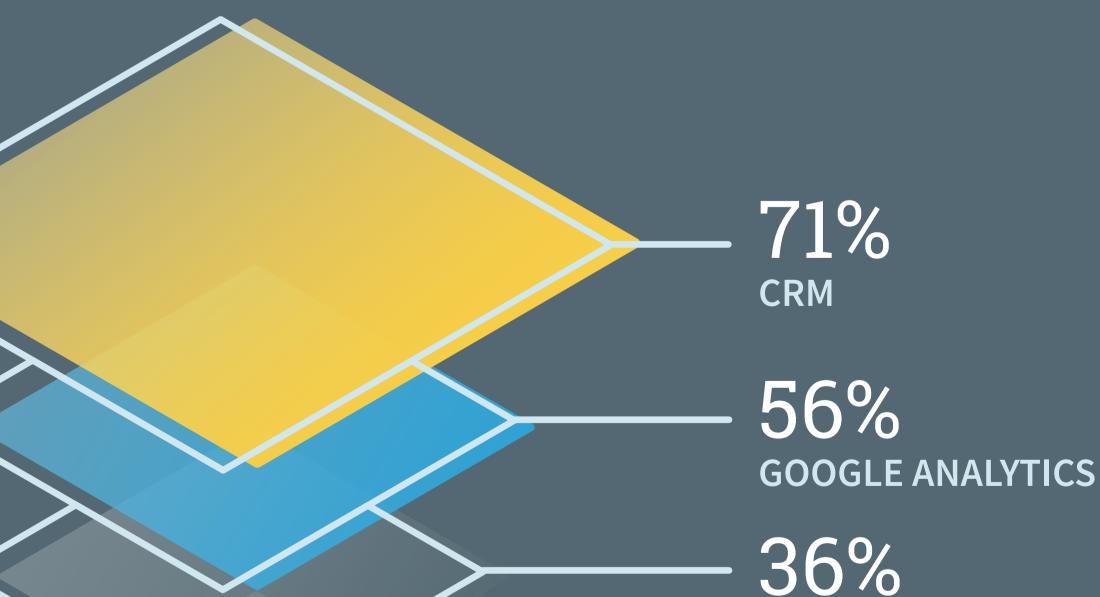
REVENUE

PRODUCTIVE

SALES CYCLES

COMPLIANCE/

BRAND INTEGRITY



The Most Popular Analytic Tools in 2017

The Top KPIs Measured

60%

58%

55%

CONVERSION

RATES

46%

MARKETING AUTOMATION

SALES ENABLEMENT

VISITS

WWW.

WEBSITE

EMAIL PERFORMANCE

SALES REVENUE

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.

Time to Take Action

The Healthcare Industry Trends Report



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