

HEALTHCARE

TRENDS IN HEALTHCARE

- With the increase in digital meetings such as Zoom, plastic surgery trends are focusing more on facelifts, eye lifts and rhinoplasties.
- Remote healthcare and telemedicine are becoming more prominent.
- Mental health and substance abuse issues are on the rise.
- Fitness trends on the rise include HIIT (high-intensity interval training), wearable technology and home exercise rooms.
- Baby boomers have higher rates of diabetes and obesity leaving an indefinite strain on the healthcare industry. Many baby boomers between 50 and 64 already have one chronic condition.
- Recruitment continues to be a challenge in the medical field finding qualified applicants.

Sources: American Society of Plastic Surgeons, Forbes, University of Rochester Medical Center, USC, ACSM, recruiter.com

TARGETING TO CONSIDER

Display, native, audio and video assets can be used to execute this targeting.

- **Audience and Demo Targeting:** Target users who have shown behaviors or interest in health & medical, healthy living, health insurance or healthcare.
- **Contextual Targeting and Native Advertising:** Reach users who are reading and consuming content related to healthcare or insert native articles next to relevant healthcare content.
- **Geofence-Conquest-Device Match-Look Back Targeting:** Geofence doctor's offices, hospitals, and pharmacies to reach a device based on their GPS location. Target devices that match direct mail or email lists.
- **Streaming Television (OTT/CTV) and Streaming Audio:** Create brand awareness with :15 and :30 video and audio messages targeting audiences based on shows, videos, podcasts, and music they consume.
- **Retargeting and Click Retargeting:** Re-engage users that visit your website or click on a digital ad with stronger messaging to encourage event registration.