



The 2021 Healthcare Technology Marketing Survey

January 2021



What We Will Cover

- How has healthcare technology marketing changed in 2020?
- What are healthcare technology marketing priorities for 2021?
- How do healthcare technology marketers rate 20 different tactics?
- What is the state of ABM in healthcare technology marketing?

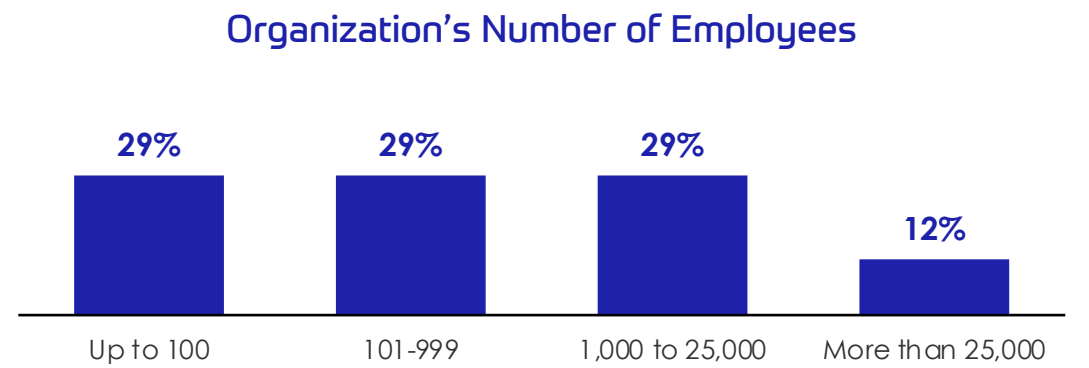
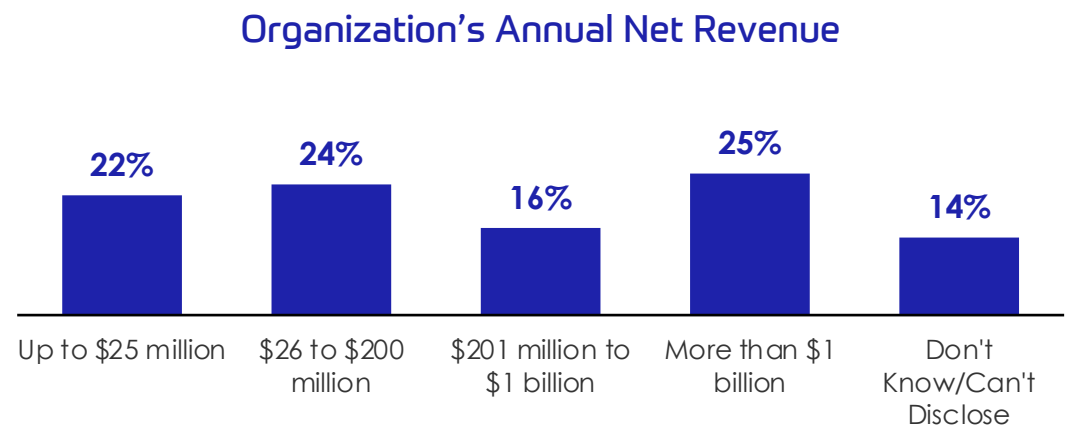
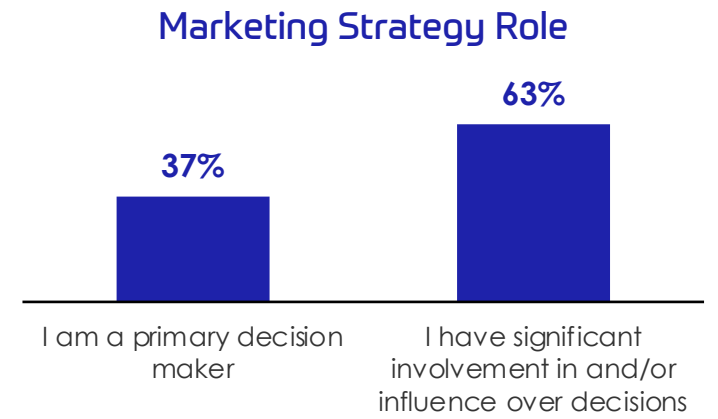
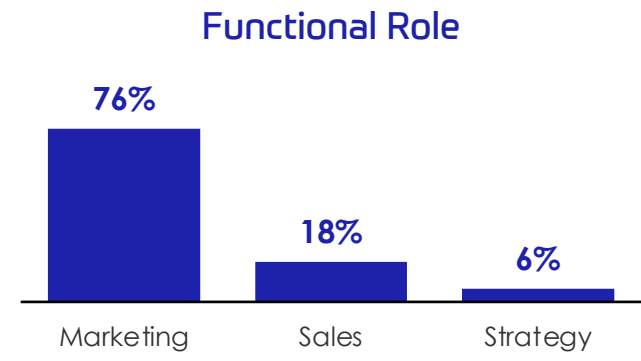
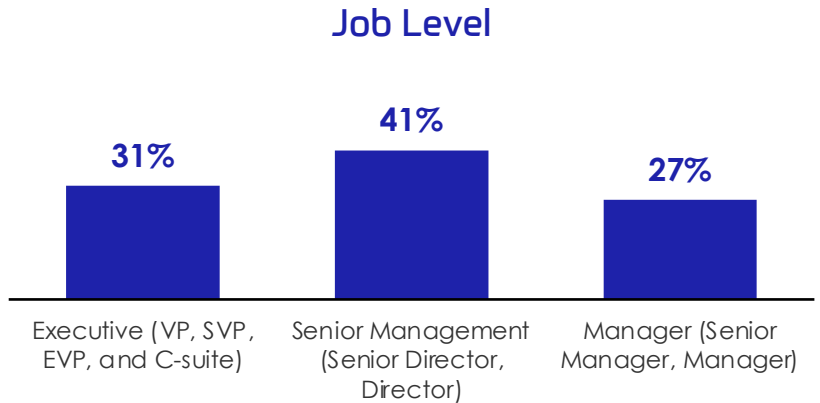
Together, HIMSS Media and healthlaunchpad are working to provide insights and translate intelligence into education for healthcare marketers and their teams. The results in our inaugural survey will explore:

- The overall healthcare technology marketing landscape
- Marketing priorities of dedicated healthcare IT marketers
- Areas of unmet educational and resource needs

Additionally, the results in this report uncover tactics, spend levels and specific marketing technologies that marketers across the healthcare landscape are deploying to meet the challenges of driving results.

- This research was conducted among individuals working in marketing, strategy, or sales positions at healthcare or healthcare technology organizations.
- A total of 51 qualified respondents answered the survey. To qualify, respondents had to have a management role at an organization working in a healthcare or healthcare technology organization, and have decision-making or influence over marketing decisions.
- This was a blind data collection effort, healthlaunchpad was not identified as a sponsor of the research.

Respondent Profile



Findings Include

- Marketing budgets 2020 vs 2021
- Marketing tactics 2020 vs 2021
- What tactics are most effective
- What investments are being made
- Role of ABM
- Marketing technologies in use
- What marketers want to learn most