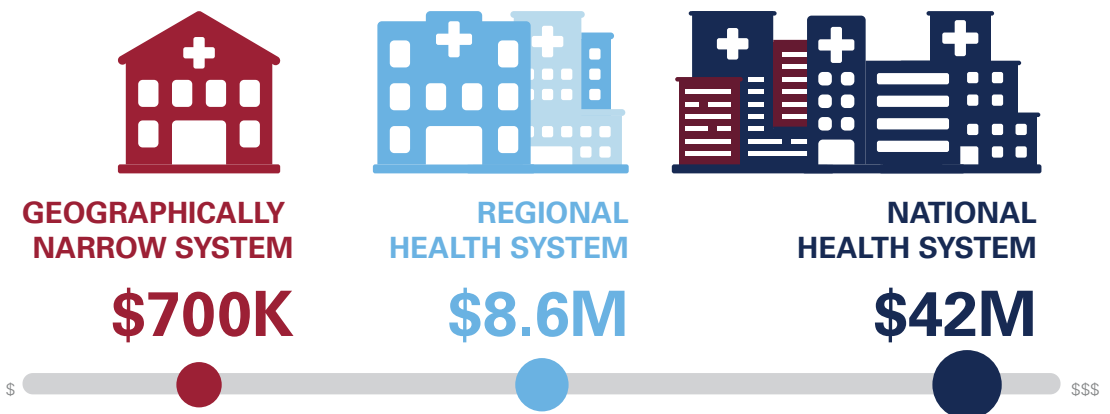


# HEALTH CARE MARKETING INSIGHTS

Insights based on 2022 budget information, our most complete data set at this time. Find out how your system stacks up on budget size, budget priorities, and team composition.

## MARKETING BUDGETS INCREASE WITH THE SIZE OF THE SYSTEM

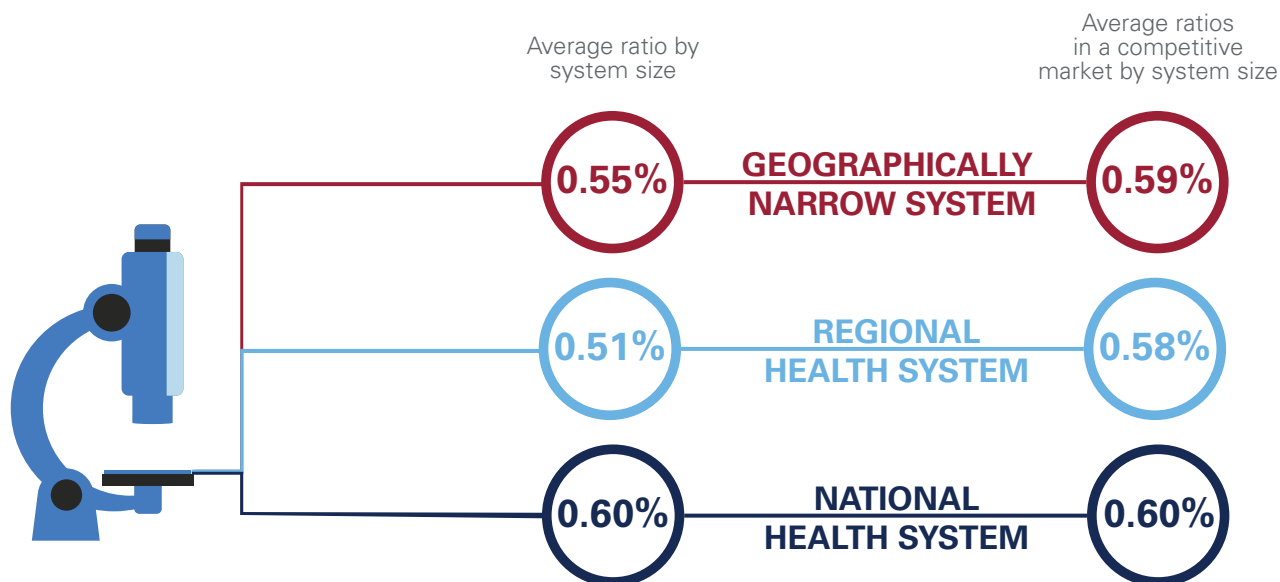
### MEDIAN BUDGET



## MARKET COMPETITIVENESS DRIVES RELATIVE BUDGET INVESTMENT

### BUDGET TO NET PATIENT REVENUE

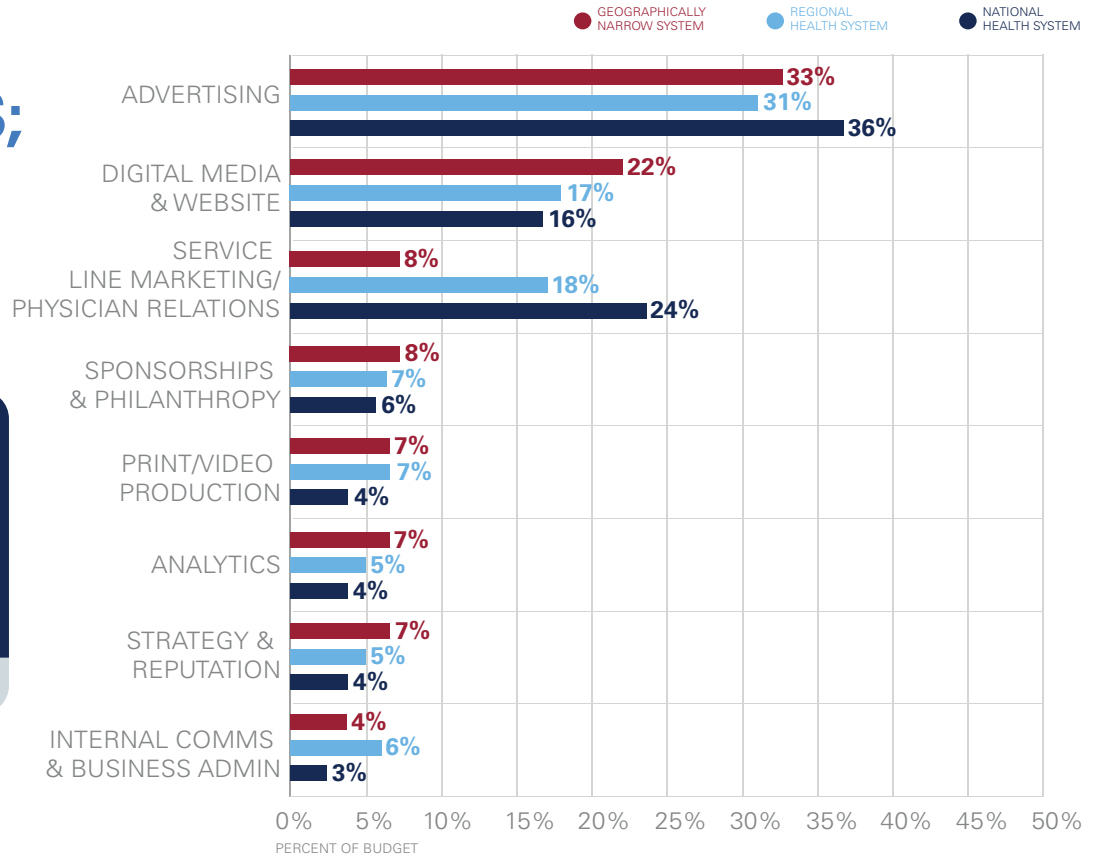
While budgets increase with size of the system, the percent of the hospital systems revenue that goes towards their marketing budget is dependent on the competitiveness of their market not their size.



# ADVERTISING

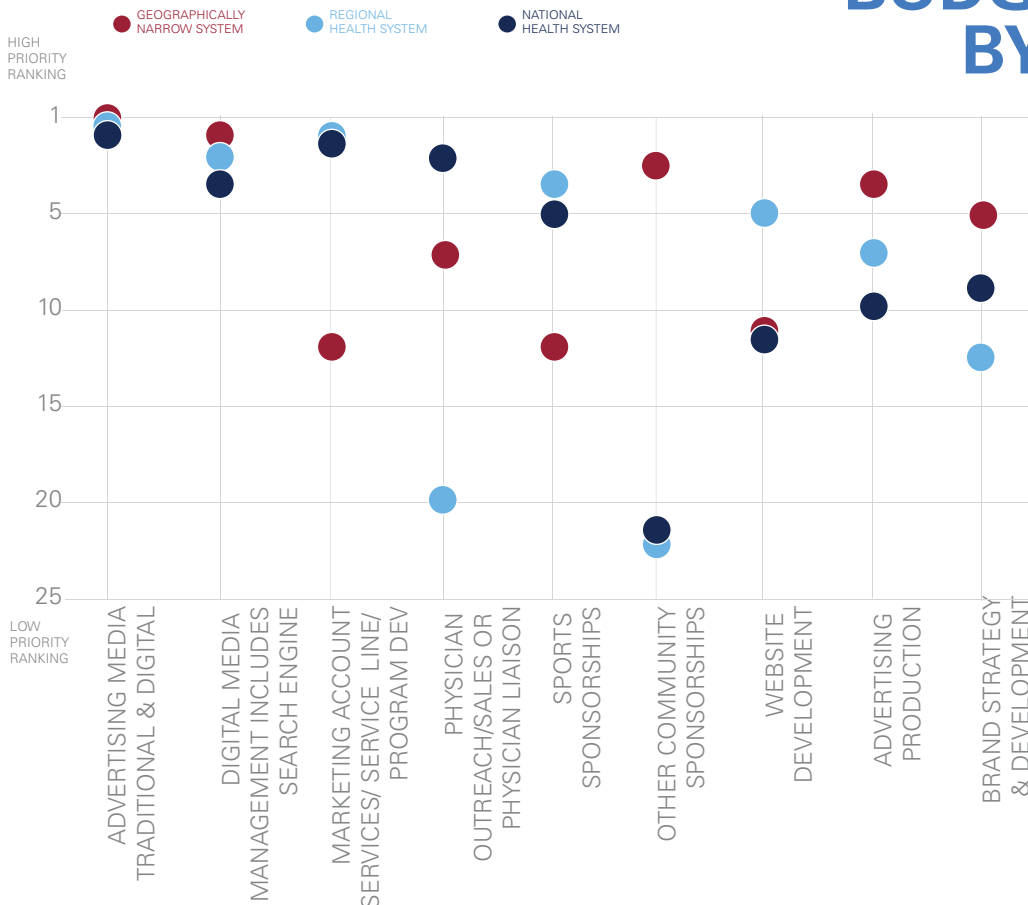
## IS THE LARGEST COMPONENT OF MARKETING BUDGETS

### MARKETING CATEGORIES; PERCENT OF BUDGET



### BUDGET PRIORITIES BY SYSTEM SIZE

Priorities ranked out of 39 collected



The limited marketing budgets of Geographically Narrow Systems are focused on Advertising and Digital Media. With more budget flexibility, Regional Systems can allocate budget towards Service Line marketing. And with the most budget, National Systems tailor their marketing even more by putting additional resources behind Physician Marketing.

# MARKETING ROLES

BECOME MORE SPECIALIZED AS THE SYSTEM GROWS



## GEOGRAPHICALLY NARROW SYSTEM

Geographically Narrow System marketing teams are comprised mostly of generalists in healthcare marketing and public relations.



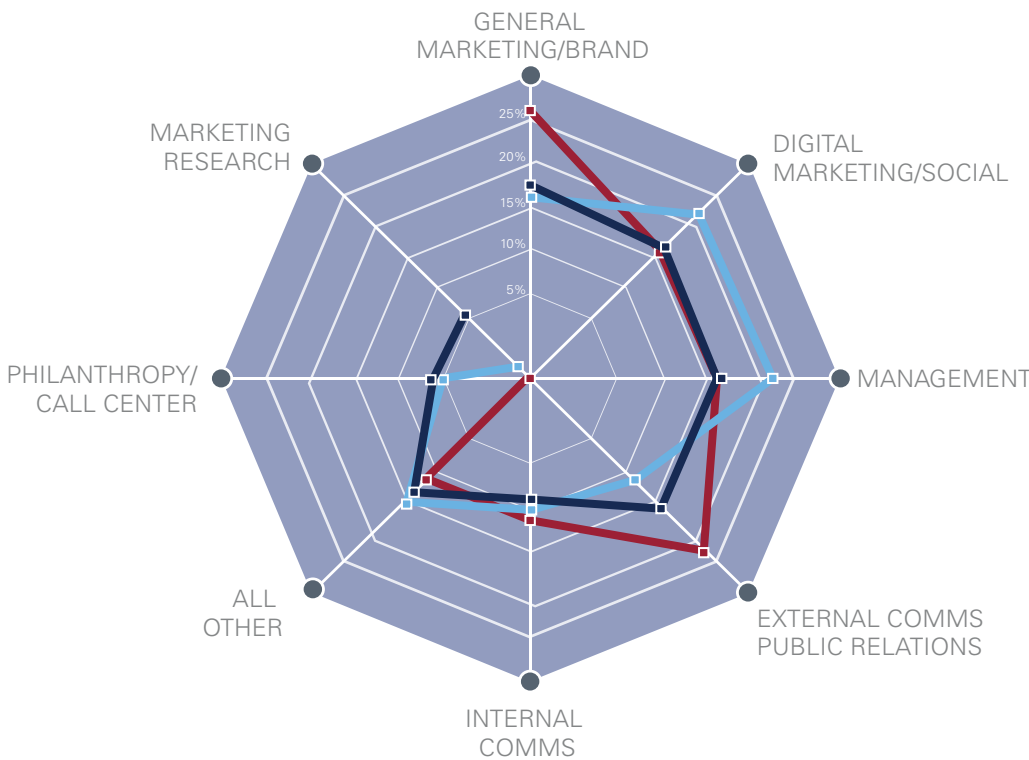
## REGIONAL HEALTH SYSTEM

With a little more budget to work with, Regional Health Systems can hire permanent resources to focus on philanthropy and digital marketing.



## NATIONAL HEALTH SYSTEM

National Health Systems have the advantage of diversifying their marketing team roles.



**PERCENT OF  
MARKETING  
TEAM  
ASSIGNED  
TO ROLES**

**TAKE THE SURVEY**

Backed by the power of Endeavor Analytics, By the Numbers: MarCom dashboard empowers users to drive meaningful decisions about MarCom spending by benchmarking against similar health care organizations. Subscribers can use interactive analytic dashboards, easy-to-use filters, and real-time data to uncover actionable insights and improve their understanding of industry best practices. Add your numbers to this year's survey today.