

Hospital Buying Committee Content Marketing Preferences: Profiling The Financial Buyer

Explore a research-informed profile of hospital Financial Buyer content preferences and learn how to apply them in your home content marketing program.



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White paper details



Are you using the wrong terminology in your content and turning hospital buyers and influencers off?

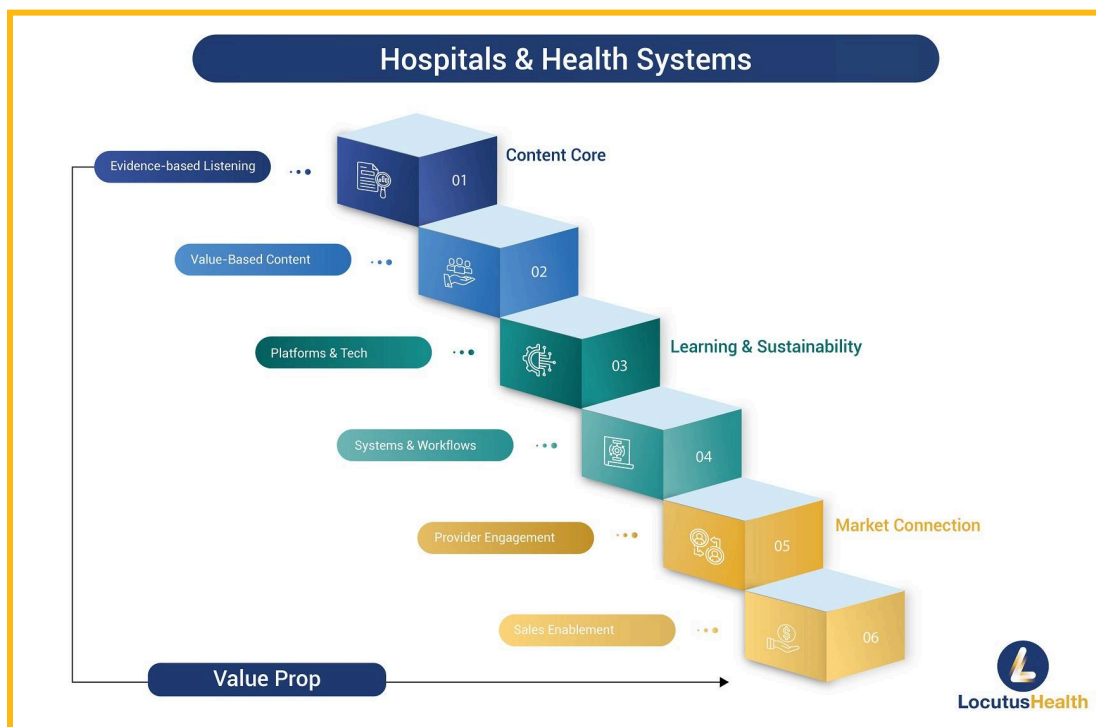
Are you dumping 20-page white papers into the laps of executives who prefer short-form content?

Are you sponsoring blogs on platforms your key decision makers don't even visit?

There are a million ways to do hospital and health system content “wrong”—and one way to drastically improve your chances of getting it right from the start.

And that one way is listening.

I talk about how to use [Evidence-Based Listening](#) to power [Value-Based Content Marketing](#) a lot. And as a part of that effort, I'm excited to share some qualitative research on hospital buyers—the kind that can be infinitely useful for you and your team. It's based on hundreds of surveys of U.S. hospital and health system leaders conducted over 7 years (by healthcare market research firm, [Eliciting Insights](#)).



Understanding the Financial Buyer: The Potential of Evidence-Based Listening

Before we get into the details, let's talk a little about the relationship between content marketing and your results.

You and your team can use the information here to skip the endless trial and error that's so common in content marketing—and get started on improved results in tackling this challenging, but high-opportunity space. (Remember, the [hospital information system market](#) is an over \$60 billion market that's expected to reach \$91.6 billion by 2030.)

If your content marketing isn't helping you max out the potential in your corner of the market, you're missing out on an enormous opportunity to:

- Shorten sales cycles
- Increase customer lifetime value
- Prove the value of marketing investment to your leadership

Simplifying Hospital Content Marketing with a Role-Based Approach

The challenge is that the hospital buying committee can be endlessly complex.

This means it's incredibly easy to overcomplicate your content, especially if you're making an ABM play or need your messaging, value prop, and language to appeal to multiple roles within a hospital or health system.

We can minimize this issue by taking a role-based approach to content personalization—an approach that creates *a short list of high-level buyer types* to balance relevance and simplicity in your content strategy.

These are the categories I've found to be the most commonly used and most useful in enterprise provider content marketing:

- **Financial Buyers**
- **Clinical Buyers**
- **Tech Buyers**
- **Administrative Buyers** (can overlap with the previous three)

Here, we're going to explore the profile of the Financial Buyer.

Meet the Hospital Financial Buyer

Virtually every member of a hospital buying committee holds the power of a potential “No”. But in a time of incredibly slim margins and tight budgets, the Financial Buyer might have the most power in turning away a vendor.

To help you get ahead of that rejection, let’s take a look at their content preferences based on the research I mentioned earlier.

- **CFOs like to keep things short.** This doesn’t mean that a pertinent white paper or case study won’t be relevant, but start with shorter form pieces to get their attention.
- **The economic buyer doesn’t trust easily.** They won’t likely be open to vendor content unless endorsed by an established industry source.
- **They want to hear from your leaders.** Winning the attention of the economic buyer means involving your senior executives and subject matter experts.
- **They spend time online and like traditional media platforms.** While CFOs like LinkedIn groups, they’re also big on industry staples like HFMA, Becker’s CFO Report, and Healthcare Finance News.

How to Sway the Hospital Financial Buyer: Content Marketing Tips

I sat down with the results, and based on what I've seen work (and not work) for healthcare tech vendors, here are a few points to get you started seeing benefits in your own program.

1. Refine Your Use of Length

Since this buyer likes short form content, focus on blogs, infographics, and even video. If you do have pertinent long-form content, position it deeper in your funnel. Also consider investing some time in [strategic repurposing](#). Test to see what gets the best response.

2. Prioritize Trust-Building

This buyer likes to hear from your leadership, established organizations, and their peers, so incorporate these insights into your finance-focused content.

3. Distribute Well

Look for opportunities to publish or advertise on their preferred channels, and always incorporate testimonials and perspectives from their equals at similar hospitals and health systems. They like LinkedIn Groups, so look for opportunities like local HFMA groups and try to align this content with your event strategies.

4. Use Long-form the Right Way

Their preference for short form doesn't mean long-form can't do some heavy lifting. A [recent HFMA study](#) revealed a few things hospital CFOs like to see in their case studies including:

- Strong ROI
- Examples from hospitals of the same size
- Stories from hospitals using the same EMR

You can [dig into more details of that report here](#).

5. Pull Leaders into the Sales Process

Content marketing blends into sales, so make sure to align the work you've done on thought leadership and SME content with direct communications from your execs. (Seasoned healthcare sales pros have told me some of the most successful orgs they've run across have had executives who invest a good amount of facetime with hospital leadership.)

Examples of Content for the Hospital Financial Buyer

You'll find quite a few strong examples out in the wild, but here are a few of my favorites:

[The Strata Decision Technology Blog](#): Their entire blog is a strong collection of short-form content, but these pieces on [margin management](#) and [cost accounting](#) are clearly made for financial buyers.

[Flywire](#): While their content leans toward rev cycle, they've got a really solid mix of content that addresses financial buyer concerns.

[HFMA Sponsored Content](#): They house a massive bank of content, but their sponsored content is a great source of examples of vendor content marketing.

Taking Action on Swaying Your Financial Buyers

This information is a great starting point—especially if your content marketing program is early in its maturity. Most importantly though, you want to make sure that all this knowledge flows through your entire program—and that's where the [Value-Based Content Marketing framework](#) comes in.

You can learn more about there, and if you'd like some help applying these concepts in your home program, [I can help](#).

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