

Hospital Tech Content Marketing White Paper: *Meeting the Clinical Buyer Where They Are*

Explore survey results on Clinical Buyer content preferences and learn how to apply them in your home content marketing program.



LocutusHealth

White paper details



Executive Overview

It will be useful for:

- **Content marketing heads at healthcare tech vendors**, including CMOs, content marketing directors, and heads of content strategy
- **Sales leaders** who want to better leverage content in 1-on-1 conversations
- **Demand-generation professionals**
- **Heads of website design** and online experiences
- **Anyone in an early-maturity content marketing program** interested in progressing to the next level of results

Key Points:

- Clinical Buyer preferences around content type and platform skew traditional with a few surprises, including a preference for demos and website content.
- The survey results facilitate a simplified approach to applying hospital buyer personas to content marketing.
- Market Connection insights are foundational to an effective hospital tech content marketing program because they “push” content to an audience that isn’t often actively searching.
- Applying Market Connection insights is critical to results and maturity in your content marketing program.

Effective and efficient hospital technology content marketing starts with meeting buyers where they are. And that requires listening.

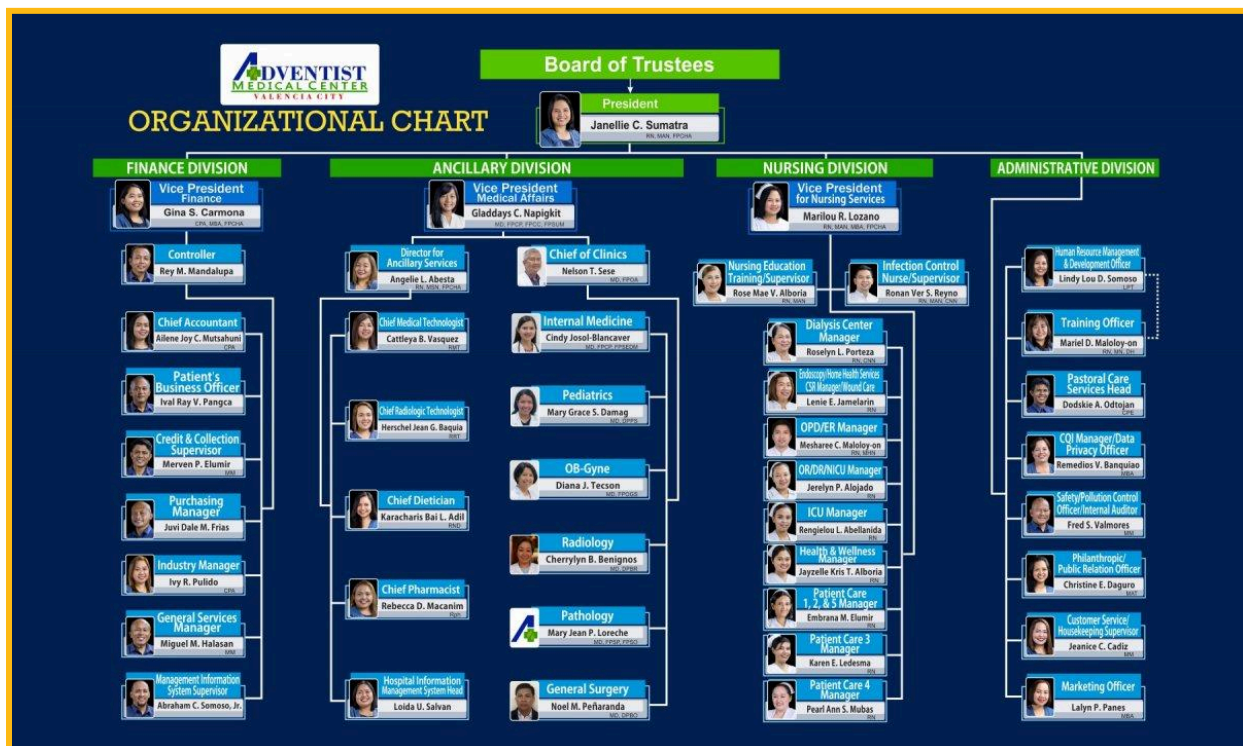
Even *amazing* hospital content can be rendered useless by substandard distribution—the kind that ignores the preferences of providers, instead relying on hopes, hunches, and broad generalizations.

That fact is why the results of this survey of the **content preferences of over 70 hospital and health system clinical decision makers**—compiled by healthcare market research firm, [Eliciting Insights](#)—are so powerful for outcomes-focused content marketing leaders.

How to Simplify Your Use of Data from Hospital and Health System Tech Buyers

The hospital organization chart comes in endless variations, so it's easy to over complicate your content. We want to avoid that by taking a role-based approach to content personalization.

When looking at the hospital org chart, you'll find different structures and titles depending on whether you're selling into a small community hospital or a large IDN. You'll even find variation between similar hospitals that might be right down the street from each other.



Adventist Medical Center, Valencia City

This is why, as much as I love to leverage insights at the title level, I encourage a more condensed approach in content marketing applications. In terms of hospital tech content and moving buyers, I like to break down options by buyer role to keep things simple while still reaping the benefits of highly-relevant content.

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

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

This white paper focuses on research and advice dedicated to **the Clinical Buyer**.

Clinical Buyer Content Marketing Insights

The survey results in this report cover the responses of 73 Clinical Buyers in hospitals and health systems, and their perspectives on content type and access. These results should be used to inform and refine your content creation and distribution choices.

Overall, these survey results reveal three key takeaways:

- The Clinical Buyer skews more traditional in their content preferences.
- They want to see and experience your solution.
- This buyer leans on tried-and-true spaces for consuming content.

These findings are worth noting even if your solution doesn't lean heavily on clinical uses. Clinical Buyers are often active on hospital buying committees and can hold a very powerful "no"—so don't negate their influence in evaluating your solutions.

(Side note: Even the seemingly most non-clinical solutions can have clinical implications. For example, I've done work with multiple revenue cycle clients to cover the clinical implications of [financial toxicity](#) on hospital patients.)

So let's get to the numbers...

Overview of the Clinical Buyer

The Clinical Buyer's top places for reviewing content when looking for a new vendor are:

- The vendor website: 68%
- A webinar or workshop: 45%
- Conferences: 27%
- Vendor emails: 17%

Content Marketing Takeaways:

The takeaway here is that website experience is a smart area of focus when working with Clinical Buyers.

While you might not want to invest in a complete overhaul, consider leaving a few pieces ungated and making it easy to navigate through your content funnel. Keep directing them through content that's clearly targeted toward the Clinical Buyer (Pro Tip: Use role-specific headlines and [repurposing liberally](#)).

If you aren't hosting webinars or workshops specifically for Clinical Buyers, this event type might be a missed opportunity. They're a great (and relatively low-effort) way to bring in clinician subject matter experts and build trust that your brand is connected with the heart and soul of the hospital mission. (If you need some input on what platform to use for a sleek experience, [check out my workshop page here](#), and if you like it, I'd be glad to share the details on the tools I use.)

The challenge is that hospital and health system decision makers aren't spending a ton of time trying to discover new content—they have things to do!

This is why, despite the fact that social media ranked at just 4.11% on the survey, I do believe in leveraging it (LinkedIn specifically) to create awareness and drive Clinical Buyers to your site and events—especially if your program is younger and you haven't yet built strong email lists or traffic to your site. Everybody has to start somewhere.

That said, there's some nuance to using LinkedIn and avoiding overspend on display ads. [I cover some of those concepts here](#).

Useful Content Types According to the Clinical Buyer

The survey also covered the type of content they find the most useful. A couple of the results might be surprising to some content professionals—largely because they deviate from the advice you see most often in industry-agnostic B2B content recommendations. They even veer off course from the results we tend to see for other hospital buyer roles.

The Clinical Buyer's top content format types were:

- Demos: 75%
- Solution guides: 35%
- Case studies: 34%
- White papers: 32%

Content Marketing Takeaways:

Demos were the clear winner here, and it's a tactic that's underused in hospital info tech content marketing strategy.

Usually, full demos sit pretty far down into the content marketing funnel. There's good reasons for this, of course. No vendor wants competitors traipsing through a full, ungated demo or risking prospects getting confused without a sales person to guide them through.

Still, though, I see a ton of opportunities for vendors to leverage condensed and discreet "self-service" demos—solution experiences that don't get too deep into the weeds, but that still give clinical users a feel for what they're researching. This type of experience can go a long way in building trust, and can also be a good opportunity to link to or even incorporate testimonials and experiences of current customers, especially from similar facilities (a tactic that's critical in B2B healthcare marketing).

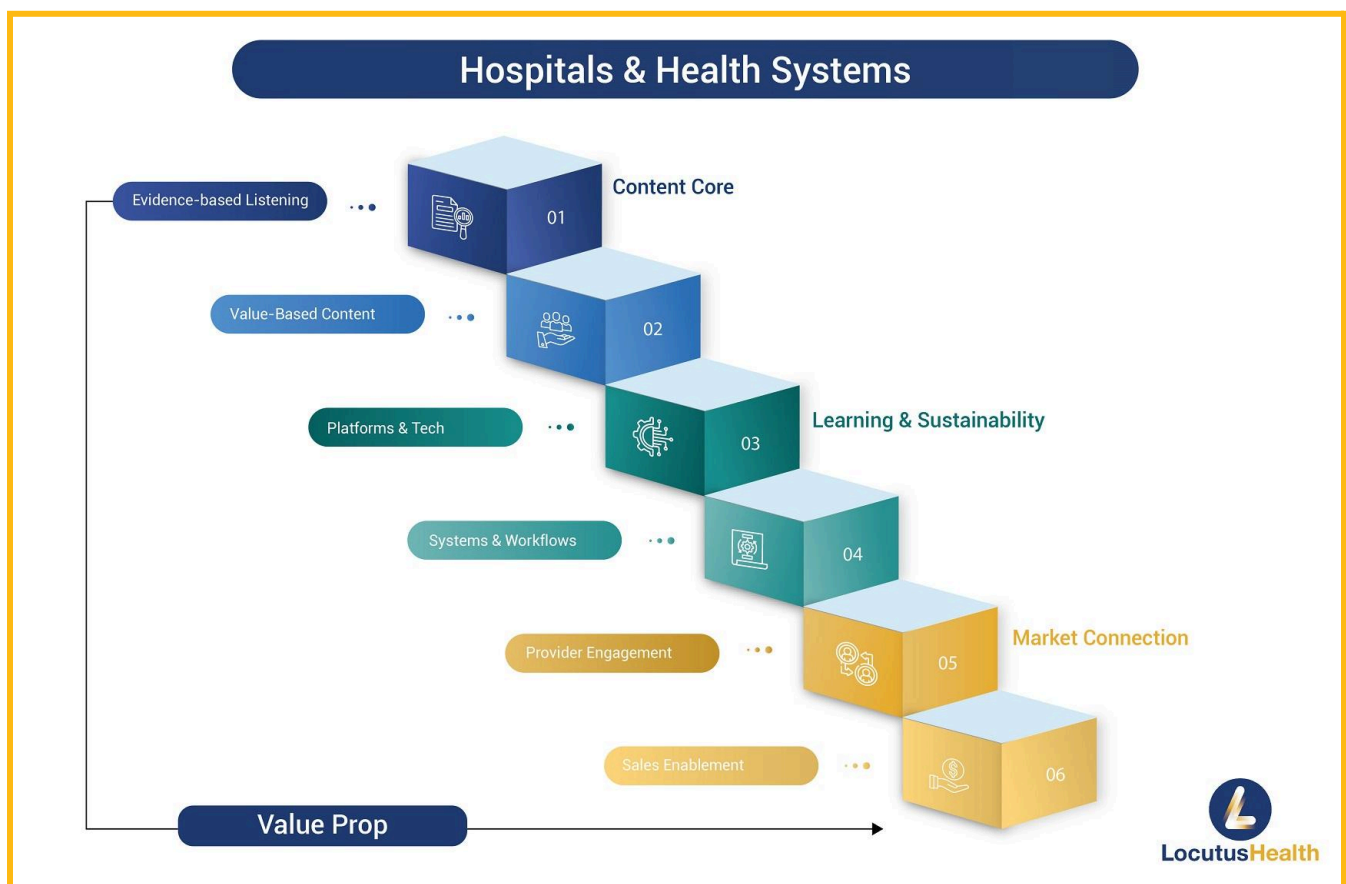
Seeing solution guides beat out case studies and white papers, even by only a small margin, might also be a bit surprising. The takeaway here is to invest a little effort in connecting the dots between the pain points of your Clinical Buyers and the features and outcomes of your offerings.

Intro to Value-Based Content Marketing

The survey information is highly valuable in informing and enhancing a sophisticated, efficient, effective approach to your content. To get the most out of the kind of insights we've covered, I use the [Value-Based Content Marketing framework](#)—developed over my 10 plus years of working with healthcare information tech vendors and 20 years in healthcare enterprise software.

At the very bottom of the framework, you'll find Market Connection—meeting Clinical Buyers where they are. This is what grounds the Value-Based Content Marketing framework.

That's because, even if you create amazing content and get the last drop of optimization out of your platforms and systems, you can still end up with stellar content sitting on a shelf. There's a reason for this that's particular to enterprise healthcare.



Compared to other markets, hospital and health system buyers generally aren't as proactive in seeking out new content or new ways of consuming it.

They *do* take action when they're looking to replace a system or learn more about how a specific technology can help them solve a new problem. But this can be next to impossible to plan for, largely because of the lengthy hospital buying cycle—I've personally seen it run three to five years and have heard of it getting up to ten.

The answer, of course, is Market Connection (provider engagement/distribution and sales enablement) that's grounded in their real habits and preferences through the first pillar of the Value-Based Content Marketing framework: [Evidence-Based Listening](#). And that's what you're exploring in this white paper, specifically for the Clinical Buyer.

Creating Results and Fostering Maturity in Your Healthcare Content Program

Getting Market Connection right by engaging Clinical Buyers and properly equipping your sales team is critical to moving new business, streamlining account-based marketing efforts, shortening buying cycles, and ensuring that your brand and solutions are front and center when clinical decision makers and influencers are ready to move.

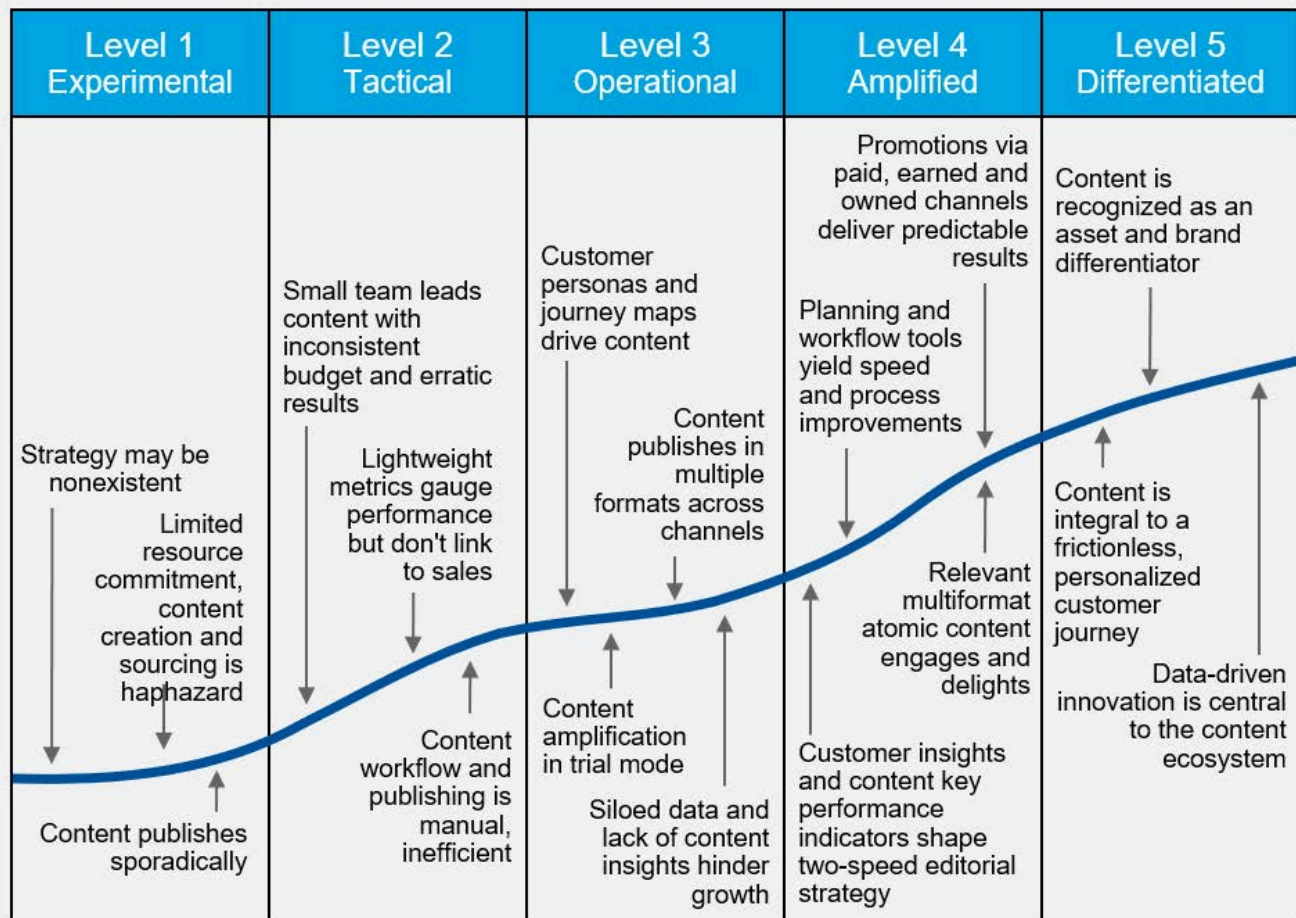
This is especially true when you consider [research on B2B buyers and their journey](#).

- By the time they contact sales, B2B buyers are **57% - 70% through their buying research**.
- Nine out of 10 B2B buyers name **online content as a moderate to major influence** on their purchasing decisions.
- 67% of the buyer's journey now happens **in the digital world**.

So what does this mean for your content program?

It means that integrating distribution and Market Connection insights into your content for the Clinical Buyer is the key to not only results, but to creating a content program that's consistently learning and increasing in efficiency and effectiveness.

Assess Content Marketing Maturity and Identify Next Steps



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You'll see in the Gartner Content Marketing Maturity Model, that this type of growth begins to emerge most overtly at Level 3—meaning that programs in Level 2 have significant opportunities to leverage the results of Evidence-Based Listening when working with Clinical Buyers.

Levels 0 and 1 though, can accelerate and use this same information to solidify a strategy, standardize results, and even make a case for increased budget with a more strategic outlook.

Taking Action on Content for Clinical Buyers

If you're looking to put the findings of this white paper into practice, here are my top recommendations.

1. **Identify the role your Clinical Buyers own.** This should involve talking with sales, your product team, and even potentially some research into the Clinical Buyer persona for your corner of the market. [Here's an example for a financial buyer](#)—the same principles apply to the clinical side.
2. **Repurpose what you've got.** Before you invest in brand new content, look for opportunities to strategically rework and reframe what you've already created from a clinical perspective. I call it [content recycling](#), and it can be powerful once you know what your Clinical Buyers want.
3. **Find clinical advocates.** Now's a great time to start looking at your current customers for opportunities to showcase clinical leaders who can make your case for you. They can be hard to pin down because of their work, though, so start early if you want testimonials, videos, or clinically focused case studies.

If you want to talk with me to explore opportunities in your home content program, [grab a few minutes here](#) and I'll be glad to see what we can come up with. Hope to hear from you soon!

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