

Where Hospital & Health System
Decision Makers Spend Their Time:

Top 10 Platforms



LocutusHealth

Content distribution in the hospital space is deceptively difficult.

I've seen vendors burn a ton of time and opportunity on misaligned PR, gambles that media will pick up stories, and advertising on the wrong channels.

But hospital decision makers are out here—you just have to know where to look.

I've compiled this list based on hundreds of interviews of hospital and health system decision makers.*

This list covers the three core categories of hospital buyer that I like to use in content marketing.

The Economic Buyer

The Tech Buyer

The Clinical Buyer

It includes a mix of titles including CFO, director of HIM, Chief Medical Officer, and CIO.

Here are the most popular watering holes for hospital and health system decision makers.

KLAS



Gartner

Gartner

HFMA



Becker's

BECKER'S
HOSPITAL
REVIEW

Colleagues

Kaufman Hall



HIMSS



Health Leaders
Media

healthleaders

LinkedIn Groups



Healthcare Finance
News

HEALTHCARE
FINANCE

Tips to Take Action on Your Content Distribution

You've got this list, now what do you do with it?

- **Subscribe to each** to get a feel for how the platform works.
- **Contact them** to get an overview of their advertising, sponsorship, feature options, and cost.
- **Repurpose your content** so you're speaking the language, benefits, and outcomes of your intended audience.
- **Prioritize testimonials and references** in all your content marketing.

These are broad recommendations and specificity matters in the acute space.

If you need support with a more targeted application for your content distribution—and one that prioritizes [Value-Based Content Marketing](#), [book a call with me here](#).

*Conducted by healthcare market research firm, [Eliciting Insights](#)).