Survey Finds Hospital Marketers Anticipate 400 Percent Increase In Use Of Digital Media by 2013

A recently released national survey of hospital marketers in the US revealed that they expect a dramatic increase in their use of digital media by 2013, but feel widespread uncertainty about how to enact the changeover from traditional to digital communications. The hospital marketing research survey also indicated that healthcare marketers are unprepared to adapt to new business models involving the use of digital communications.

The crowdsourced survey, "Insights into Action," was developed and conducted by Acsys Interactive, a Connecticut-based firm specialising in digital media consulting. The hospital marketing survey questions were provided by healthcare marketers regarding use of digital communications from the present through 2013 and will be distributed free of charge to U.S. medical centres.

"This was a national grass-roots survey with questions generated by hospital marketing pros of all stripes---and answered confidentially," said Mike Stutman, SVP, Strategy & Innovation at Acsys Interactive."It's an unprecedented look into the minds of the men and women who are the primary marketers for a trillion-dollar industry."

Major healthcare marketing trends included:

- Marketers for hospitals anticipate a 400 percent increase in use of digital media as their core communications channel by 2013.
- Community-hospital marketers predict a 900 percent increase in use of digital channels by 2013.
- 91 percent of respondents currently feel unable to provide accurate social media metrics for their organisation.
- Marketers foresee their greatest use of digital media in social media, web video and secure patient portals.

The survey results underscore the importance of hospital marketers developing a digital roadmap for their organisations, in order to outline their strategic objectives and determine how digital can play a critical role in meeting them.

To read the survey "Insights into Action" please visit http://www.acsysinteractive.com/insights/crowdsourced-2010

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