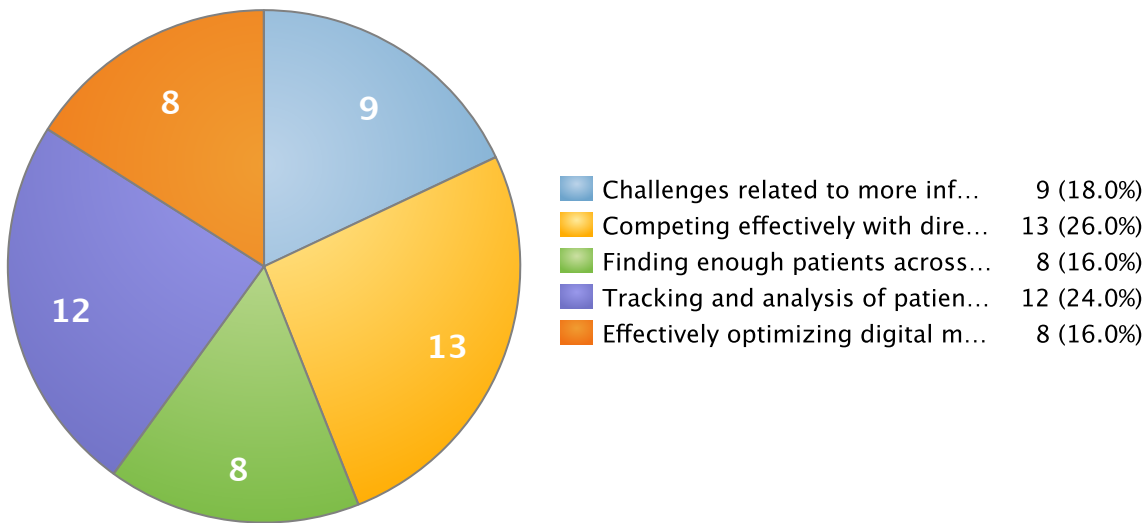


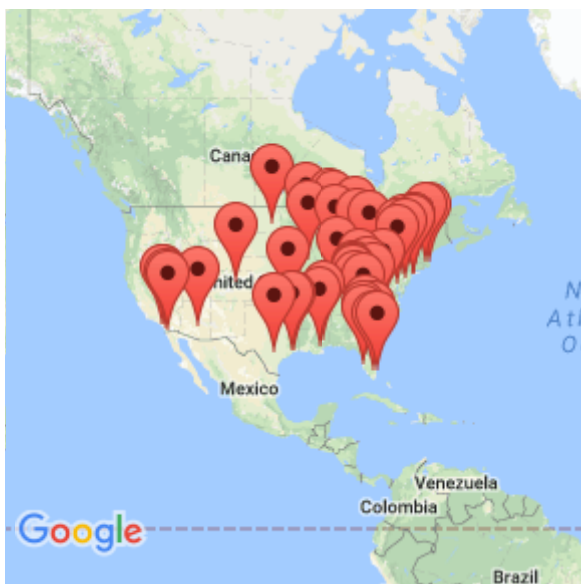
Marketing Issue Most Like to Solve in 2018 - Hospital Marketers

Who PR Marketing

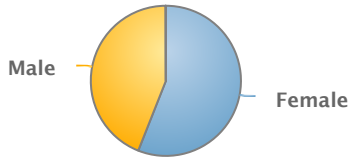
1. What marketing/growth issue would you most like to solve in 2018?



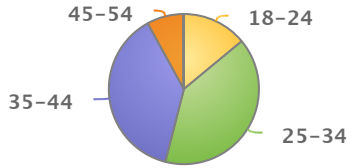
50 / 50 Responses



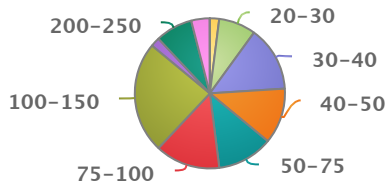
Gender



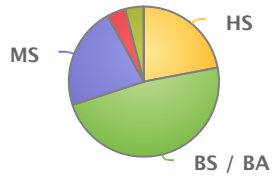
Age



Household Income



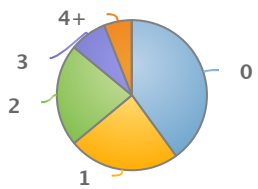
Education Level

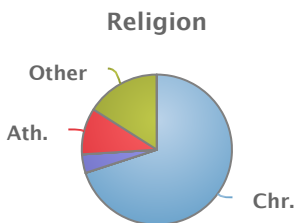
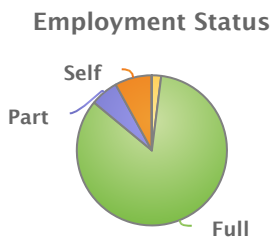
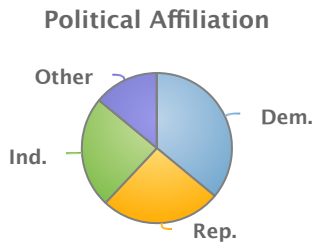
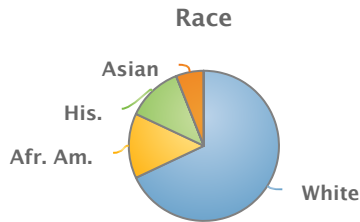


Marital Status



Number Of Children





1. What marketing/growth issue would you most like to solve in 2018?

For 'Competing effectively with direct competitors':

- 💡 18-24 year olds chose 'Competing effectively with direct competitors' significantly more than the other choices
- 💡 Females chose 'Challenges related to more informed consumers (healthcare consumerism)', or 'Competing effectively with direct competitors' slightly more than the other choices
- 💡 Whites chose 'Tracking and analysis of patient acquisition costs and ROI', or 'Competing effectively with direct competitors' slightly more than the other choices
- 💡 African Americans chose 'Competing effectively with direct competitors' significantly more than the other choices
- 💡 No Asians chose 'Competing effectively with direct competitors', 'Finding enough patients across all service lines in the hospital', or 'Effectively optimizing digital marketing dollars by channel'

For 'Tracking and analysis of patient acquisition costs and ROI':

- 💡 35-44 year olds chose 'Tracking and analysis of patient acquisition costs and ROI' significantly more than the other choices
- 💡 Males chose 'Tracking and analysis of patient acquisition costs and ROI' significantly more than the other choices
- 💡 Whites chose 'Tracking and analysis of patient acquisition costs and ROI', or 'Competing effectively with direct competitors' slightly more than the other choices

- 💡 Asians chose 'Tracking and analysis of patient acquisition costs and ROI' significantly more than the other choices
- 💡 No Hispanic / Latinos chose 'Finding enough patients across all service lines in the hospital', or 'Tracking and analysis of patient acquisition costs and ROI'

For 'Challenges related to more informed consumers (healthcare consumerism)':

- 💡 25-34 year olds chose 'Challenges related to more informed consumers (healthcare consumerism)' significantly more than the other choices
- 💡 No 45-54 year olds chose 'Challenges related to more informed consumers (healthcare consumerism)', or 'Effectively optimizing digital marketing dollars by channel'
- 💡 Females chose 'Challenges related to more informed consumers (healthcare consumerism)', or 'Competing effectively with direct competitors' slightly more than the other choices
- 💡 Very few of Males chose 'Challenges related to more informed consumers (healthcare consumerism)' instead of other choices
- 💡 Hispanic / Latinos chose 'Challenges related to more informed consumers (healthcare consumerism)' significantly more than the other choices

For 'Finding enough patients across all service lines in the hospital':

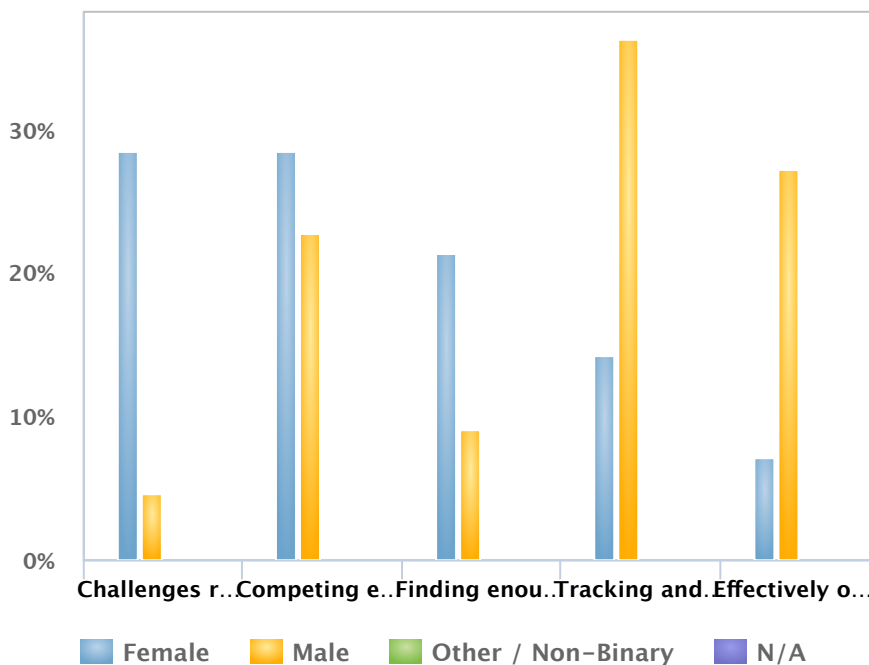
- 💡 45-54 year olds chose 'Finding enough patients across all service lines in the hospital' significantly more than the other choices
- 💡 No 18-24 year olds chose 'Finding enough patients across all service lines in the hospital'
- 💡 No Hispanic / Latinos chose 'Finding enough patients across all service lines in the hospital', or 'Tracking and analysis of patient acquisition costs and ROI'
- 💡 No African Americans chose 'Finding enough patients across all service lines in the hospital'
- 💡 No Asians chose 'Competing effectively with direct competitors', 'Finding enough patients across all service lines in the hospital', or 'Effectively optimizing digital marketing dollars by channel'

For 'Effectively optimizing digital marketing dollars by channel':

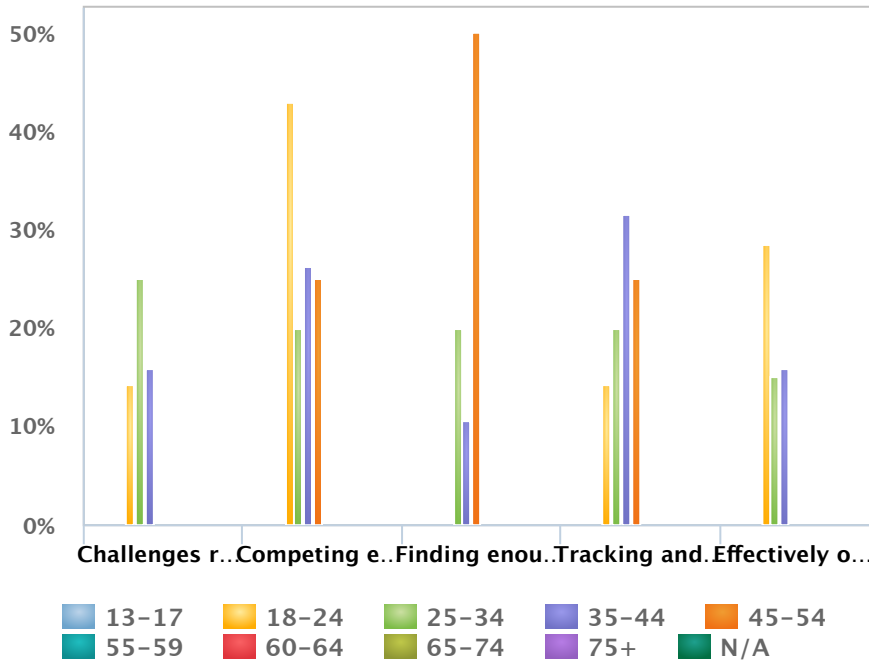
- 💡 No 45-54 year olds chose 'Challenges related to more informed consumers (healthcare consumerism)', or 'Effectively optimizing digital marketing dollars by channel'
- 💡 No Asians chose 'Competing effectively with direct competitors', 'Finding enough patients across all service lines in the hospital', or 'Effectively optimizing digital marketing dollars by channel'

1. What marketing/growth issue would you most like to solve in 2018?

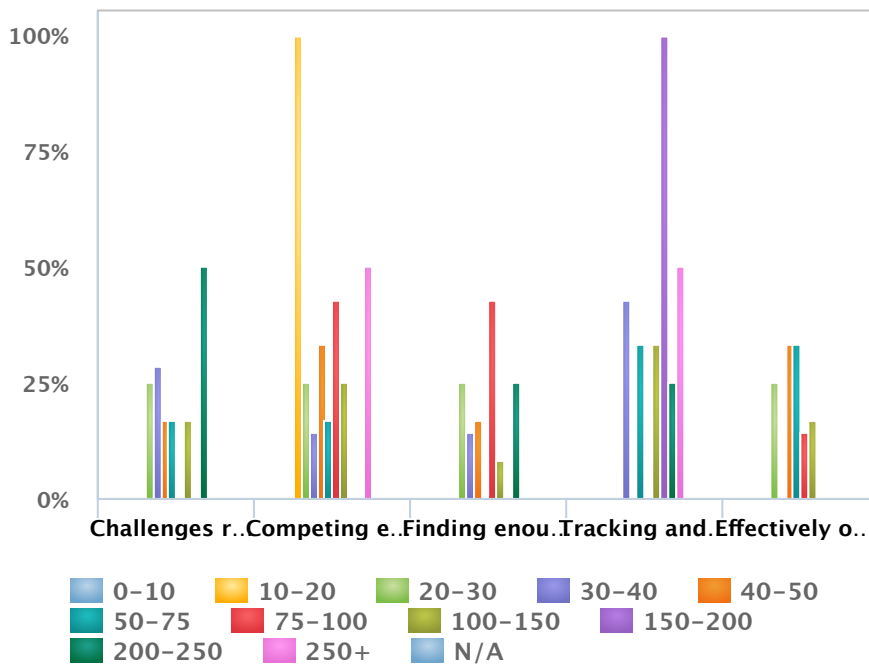
Gender



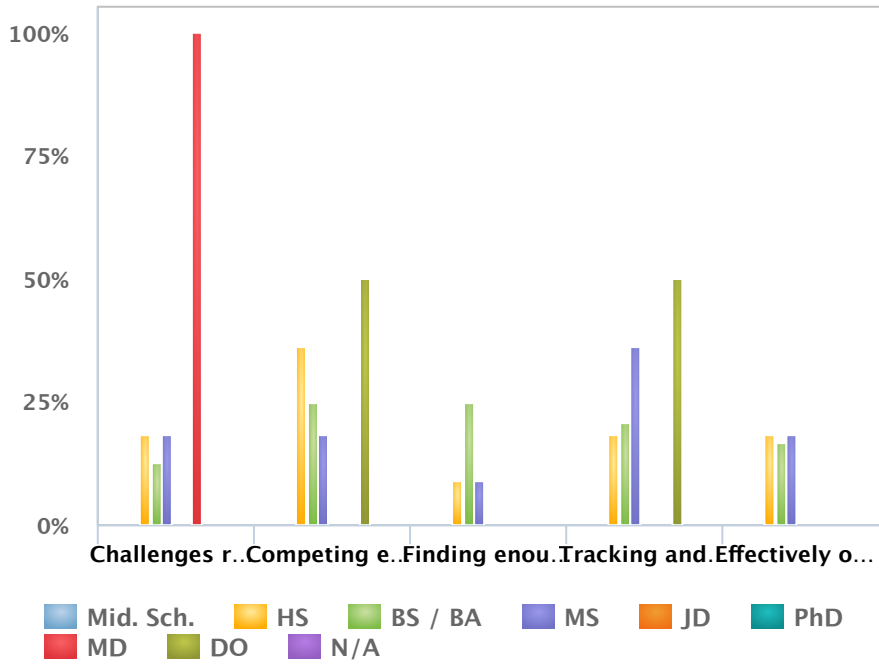
Age



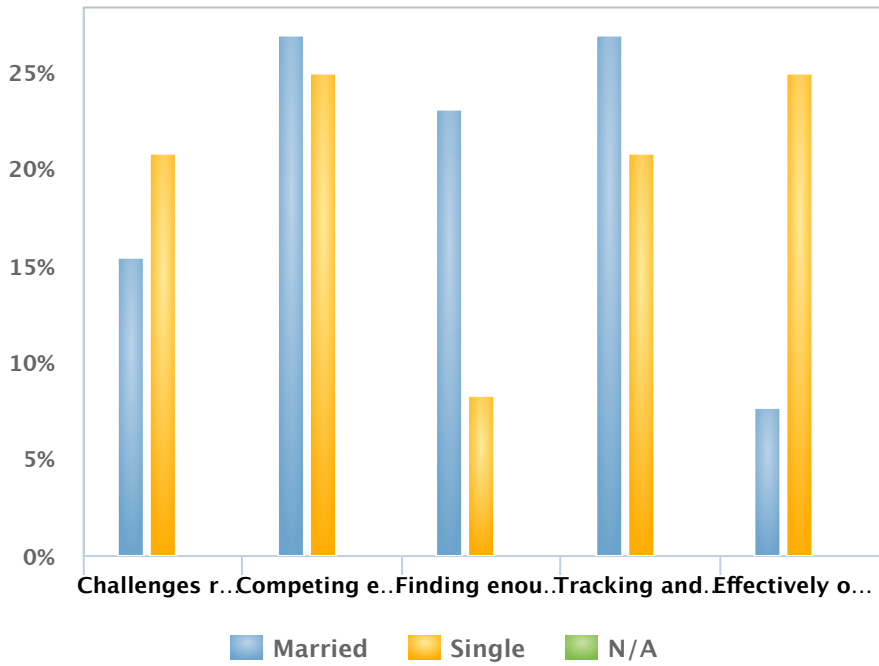
Household Income



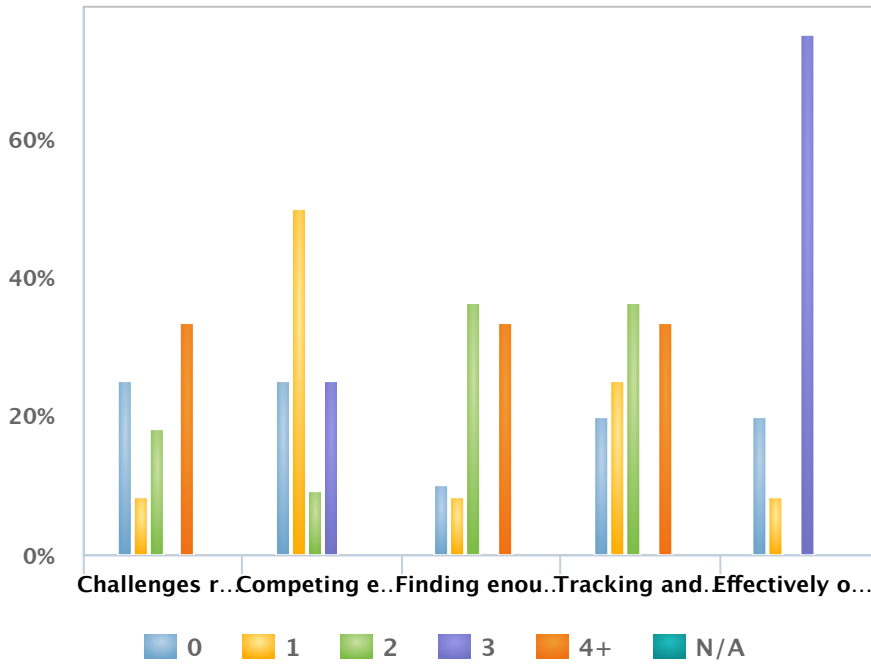
Education Level



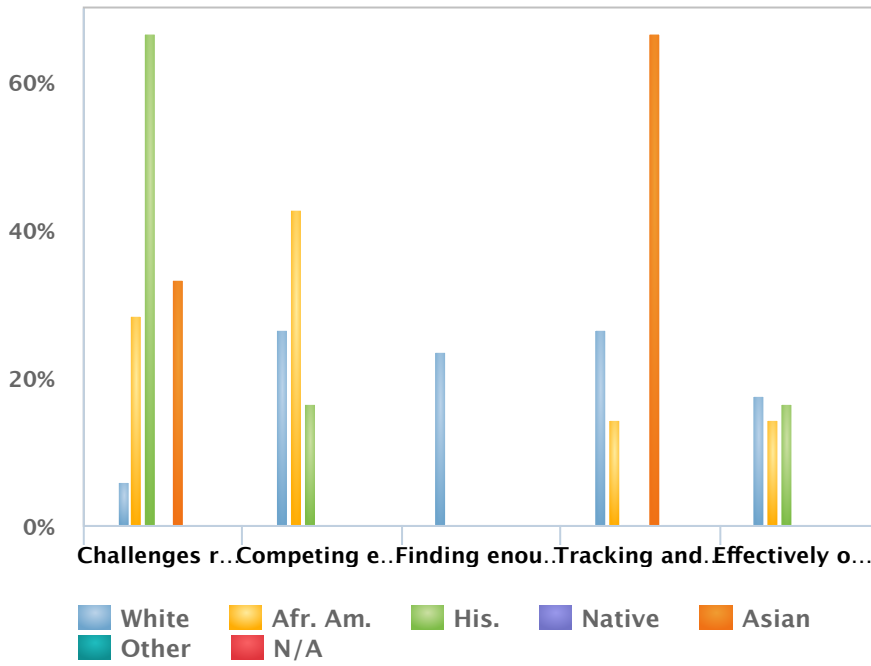
Marital Status



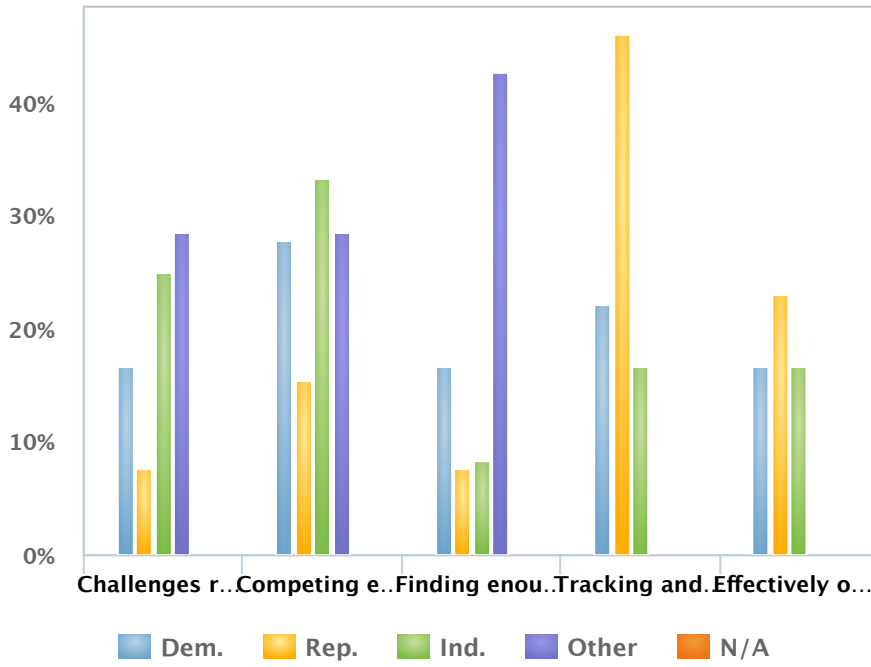
Number Of Children



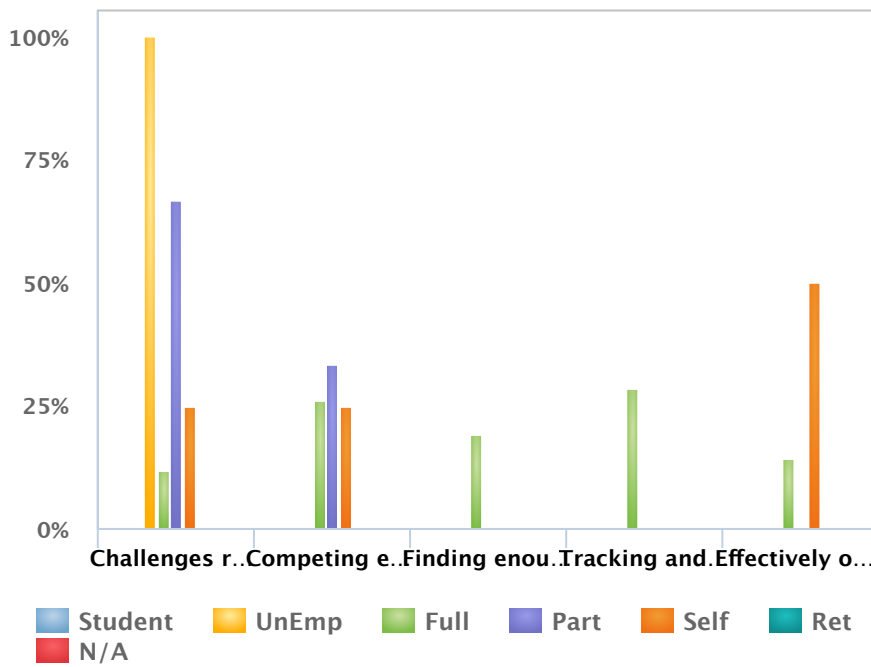
Race



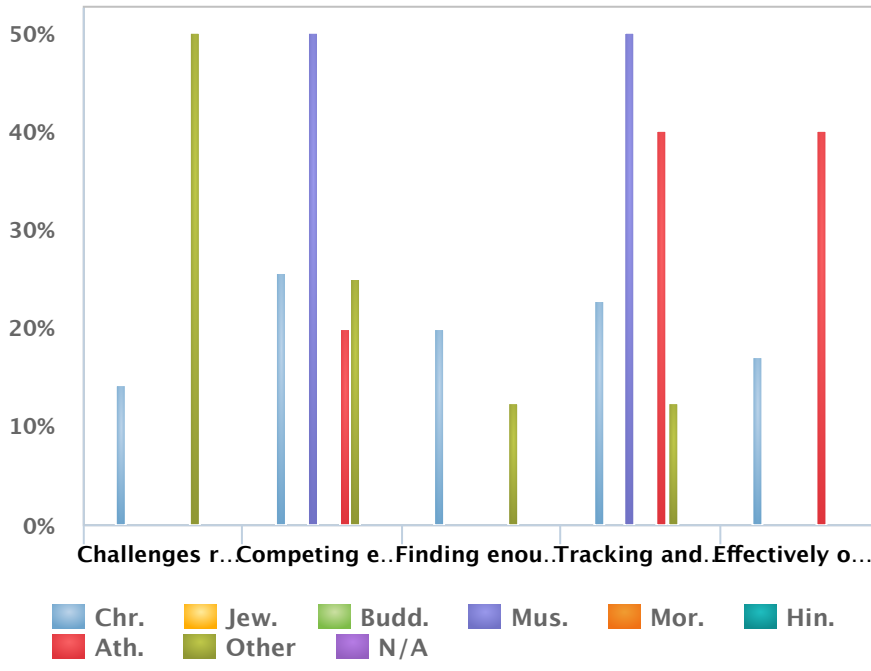
Political Affiliation



Employment Status



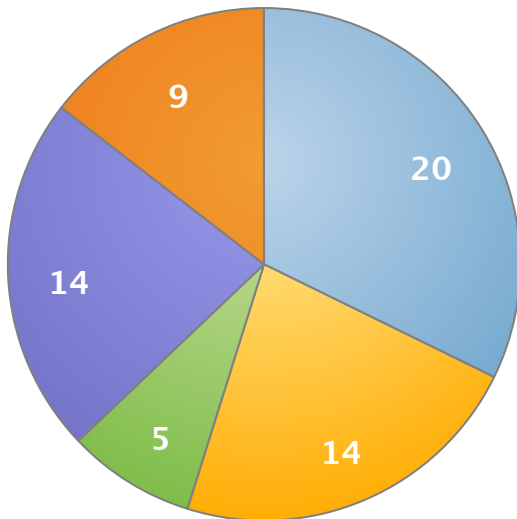
Religion



Marketing Issue Most Like to Solve in 2018 - Doctors

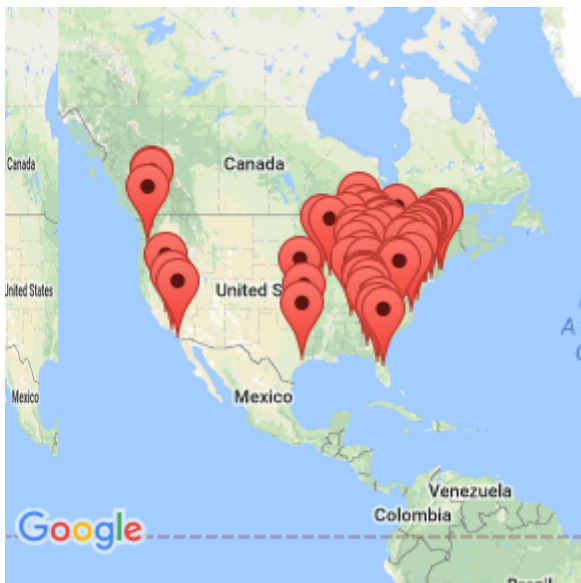
Who Physicians

1. What marketing/growth issue would you most like to solve in 2018?

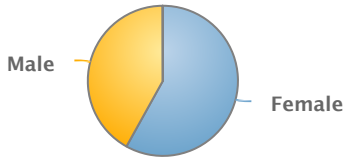


Challenges related to more inf...	20 (32.3%)
Competing effectively with dire...	14 (22.6%)
Finding enough patients across...	5 (8.1%)
Tracking and analysis of patien...	14 (22.6%)
Effectively optimizing digital m...	9 (14.5%)

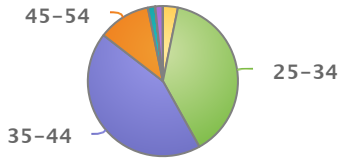
62 / 62 Responses



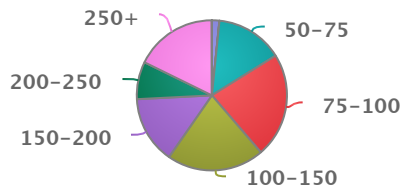
Gender



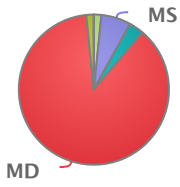
Age



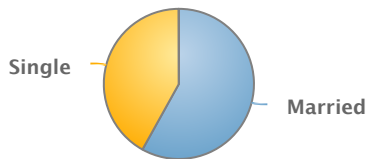
Household Income



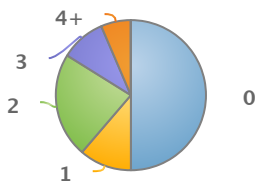
Education Level



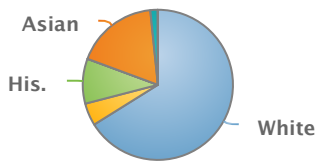
Marital Status



Number Of Children



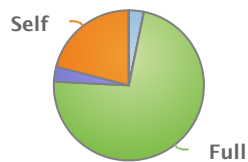
Race



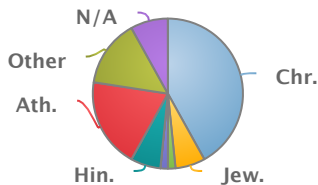
Political Affiliation



Employment Status



Religion



1. What marketing/growth issue would you most like to solve in 2018?

For 'Challenges related to more informed consumers (healthcare consumerism)':

- 💡 35-44 year olds chose 'Challenges related to more informed consumers (healthcare consumerism)' slightly more than the other choices
- 💡 45-54 year olds chose 'Challenges related to more informed consumers (healthcare consumerism)' significantly more than the other choices
- 💡 25-34 year olds chose 'Challenges related to more informed consumers (healthcare consumerism)', or 'Tracking and analysis of patient acquisition costs and ROI' slightly more than the other choices
- 💡 Females chose 'Challenges related to more informed consumers (healthcare consumerism)' significantly more than the other choices
- 💡 Whites chose 'Challenges related to more informed consumers (healthcare consumerism)' significantly more than the other choices

For 'Competing effectively with direct competitors':

- 💡 Asians chose 'Competing effectively with direct competitors' significantly more than the other choices

For 'Tracking and analysis of patient acquisition costs and ROI':

- 💡 25-34 year olds chose 'Challenges related to more informed consumers (healthcare consumerism)', or 'Tracking and analysis of patient acquisition costs and ROI' slightly more than the other choices

- 💡 Males chose 'Tracking and analysis of patient acquisition costs and ROI' slightly more than the other choices
- 💡 Hispanic / Latinos chose 'Tracking and analysis of patient acquisition costs and ROI', or 'Effectively optimizing digital marketing dollars by channel' slightly more than the other choices

For 'Effectively optimizing digital marketing dollars by channel':

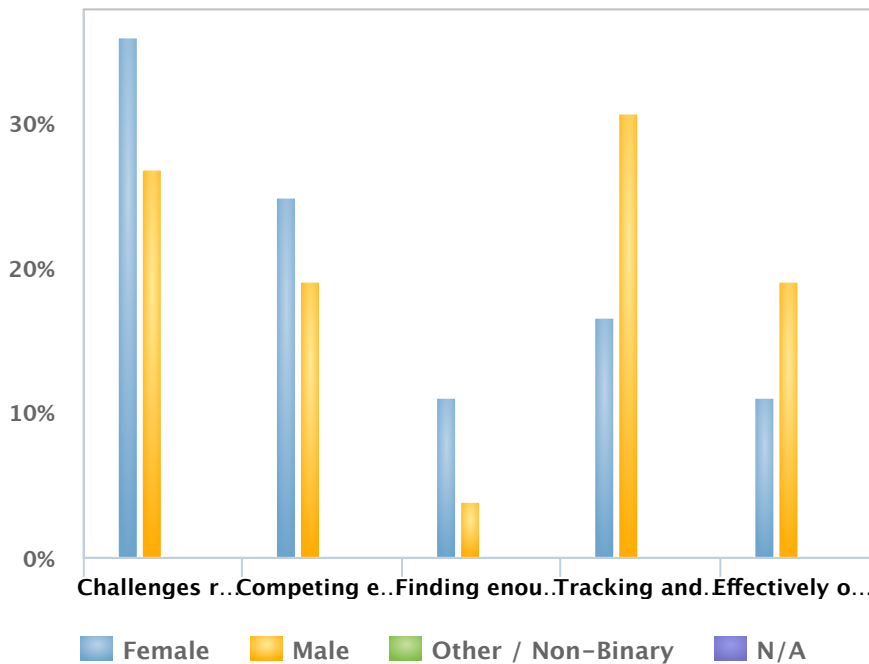
- 💡 No 45-54 year olds chose 'Finding enough patients across all service lines in the hospital', or 'Effectively optimizing digital marketing dollars by channel'
- 💡 Hispanic / Latinos chose 'Tracking and analysis of patient acquisition costs and ROI', or 'Effectively optimizing digital marketing dollars by channel' slightly more than the other choices
- 💡 No Asians chose 'Effectively optimizing digital marketing dollars by channel'

For 'Finding enough patients across all service lines in the hospital':

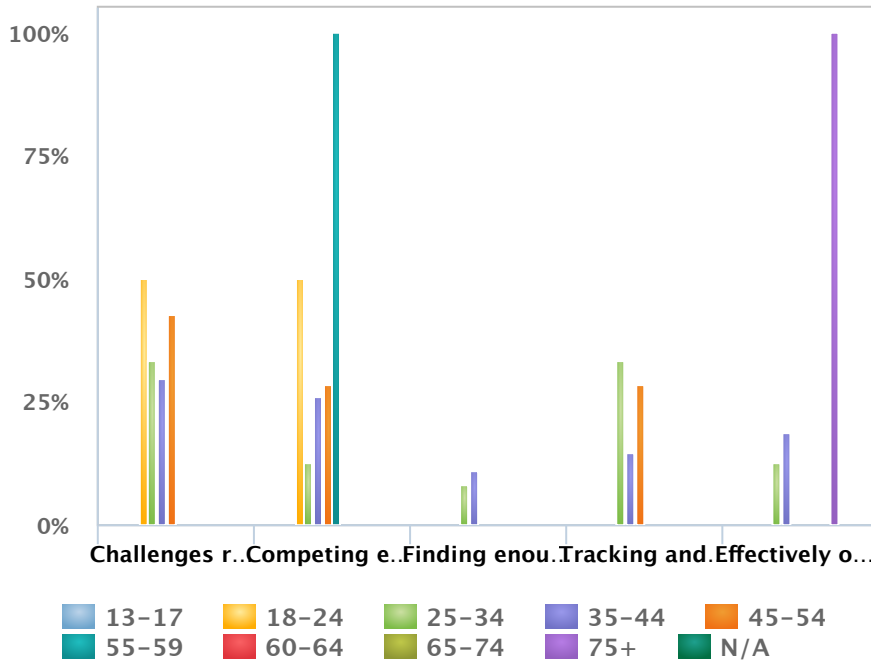
- 💡 No 45-54 year olds chose 'Finding enough patients across all service lines in the hospital', or 'Effectively optimizing digital marketing dollars by channel'
- 💡 Very few of Males chose 'Finding enough patients across all service lines in the hospital' instead of other choices
- 💡 No Hispanic / Latinos chose 'Finding enough patients across all service lines in the hospital'

1. What marketing/growth issue would you most like to solve in 2018?

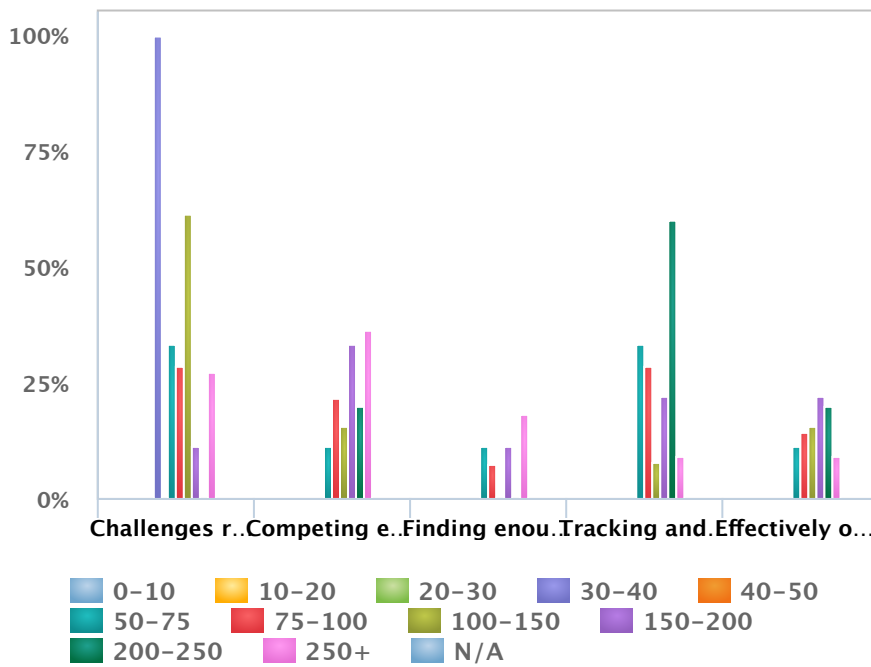
Gender



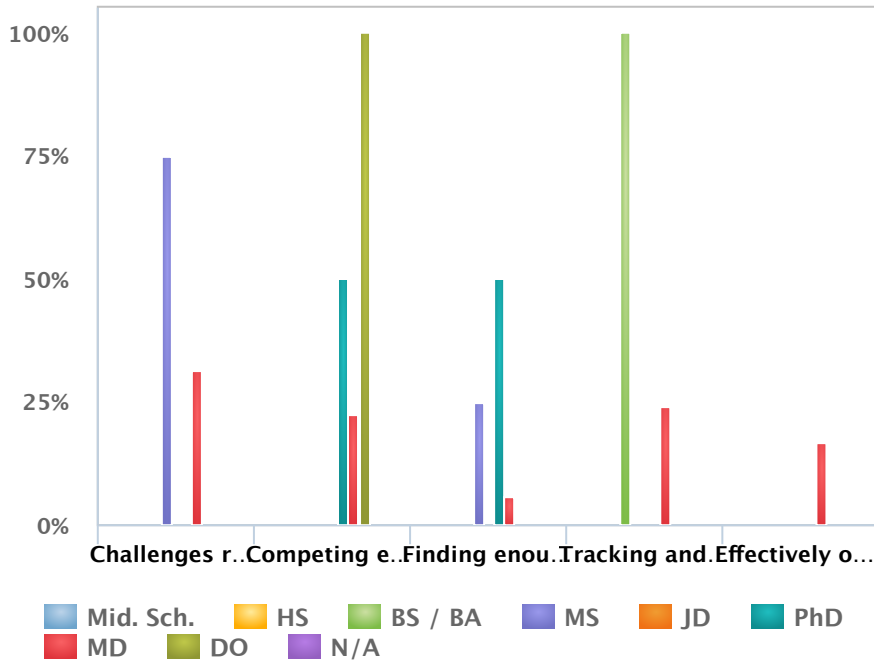
Age



Household Income



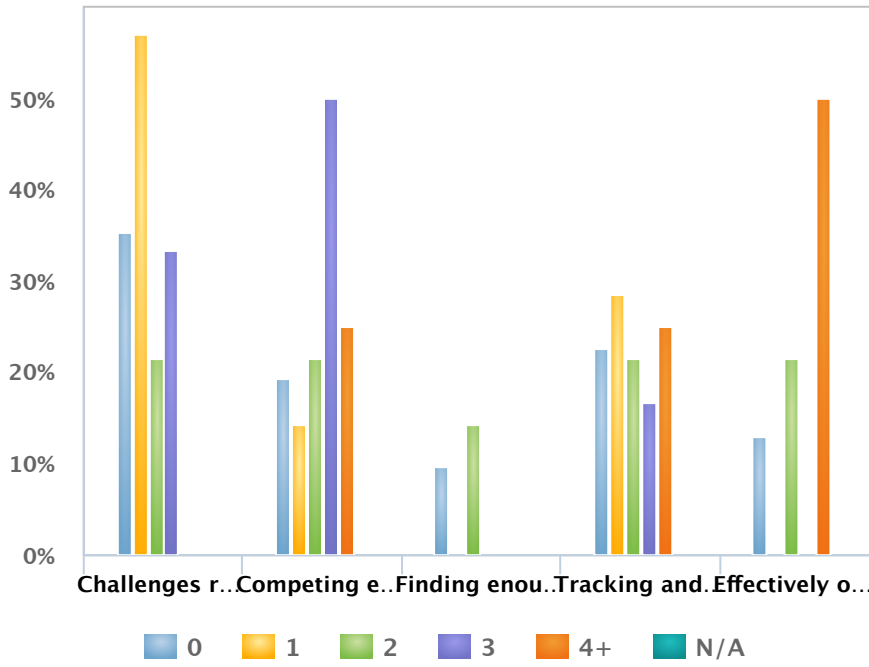
Education Level



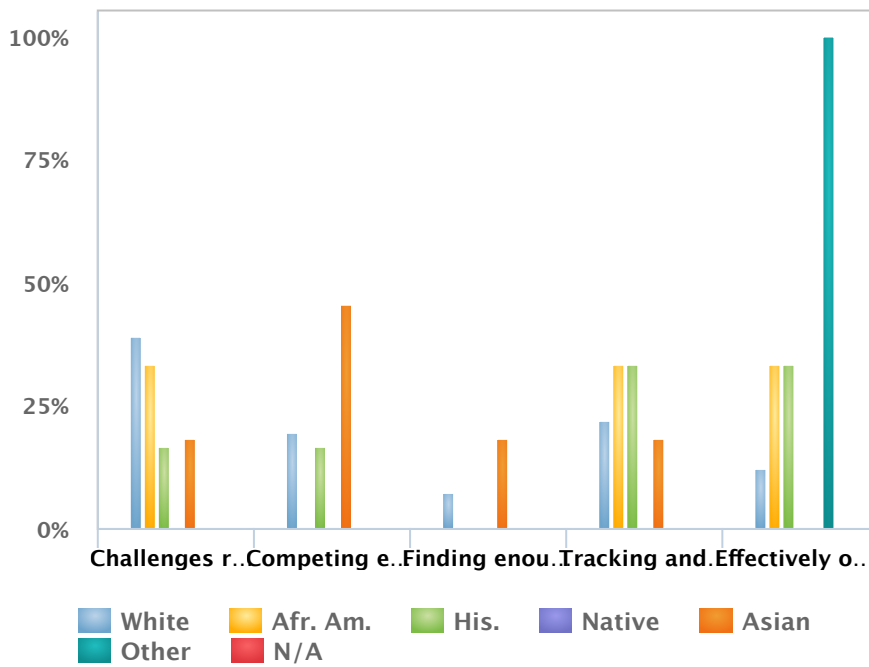
Marital Status



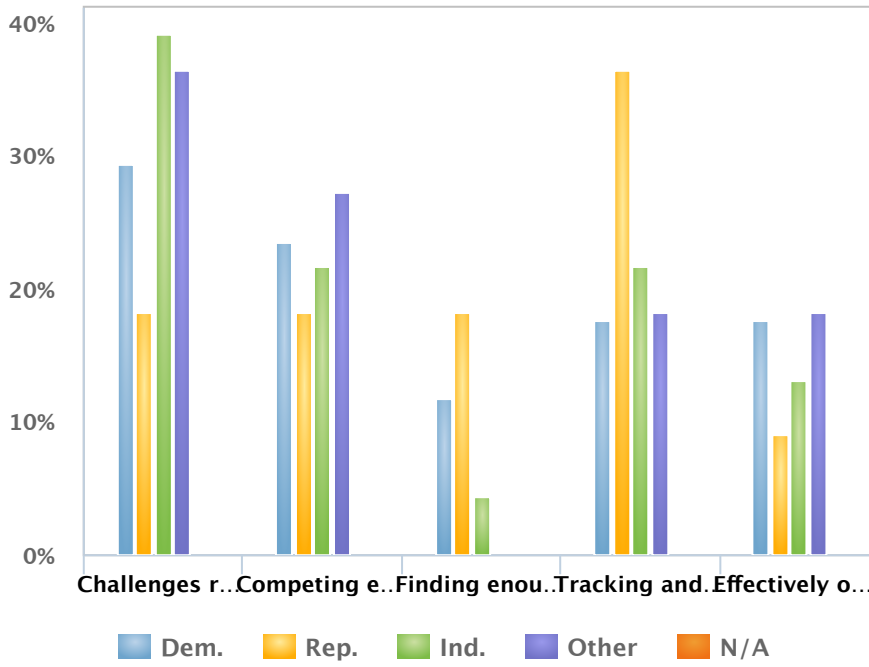
Number Of Children



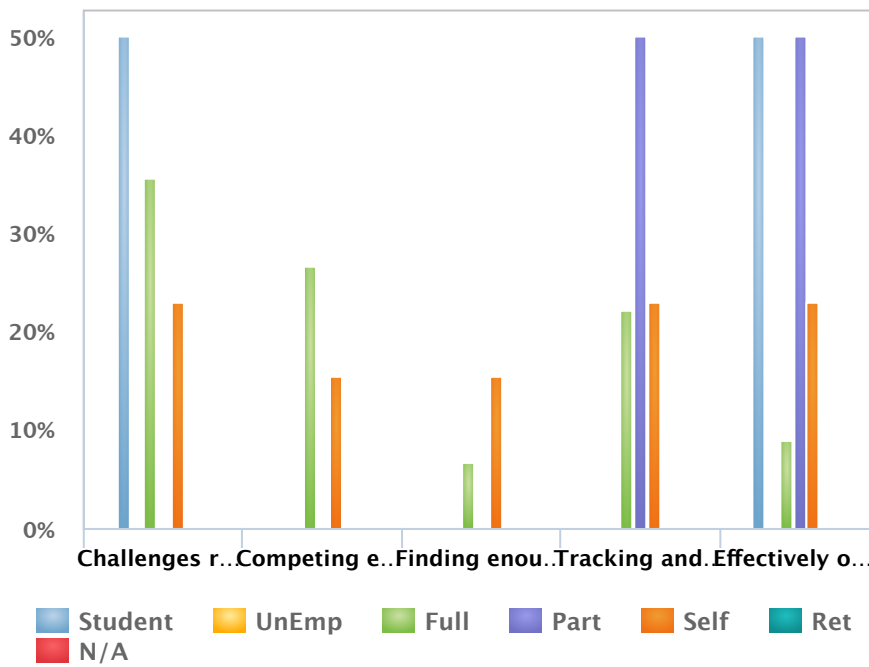
Race



Political Affiliation



Employment Status



Religion

