Web FX

Healthcare
State of the Industry

Digital marketing insights

2025

State of the Industry: 2025

1 **$360 bill. in potential savings**
Annually from artificial intelligence (AI) in the US

Jump to recommendations

2 **Staffing shortages**
Are the biggest challenge for 87% of US healthcare providers

Jump to recommendations

3 **75% of people**
Turn to the Internet first in their search for health information in the U.S.

Jump to recommendations

Recommendations for Healthcare Professionals
Healthcare and AI

Using AI in healthcare: Opportunities

Web FX

Administrative tasks

Using AI to manage insurance claims and other administrative tasks can free up more of your practitioners' time.

Improved care

AI's ability to parse medical records for patterns can help clinicians reach a more accurate diagnosis.

Documentation

Natural language processing can help clinicians document important information their patients provide them.
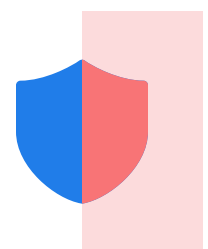
Using AI in healthcare: Challenges
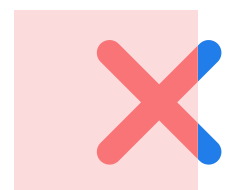
Web FX

Organizational policies

Because of the risks associated with AI, especially in a healthcare setting, all practices should enforce strict policies governing its use.
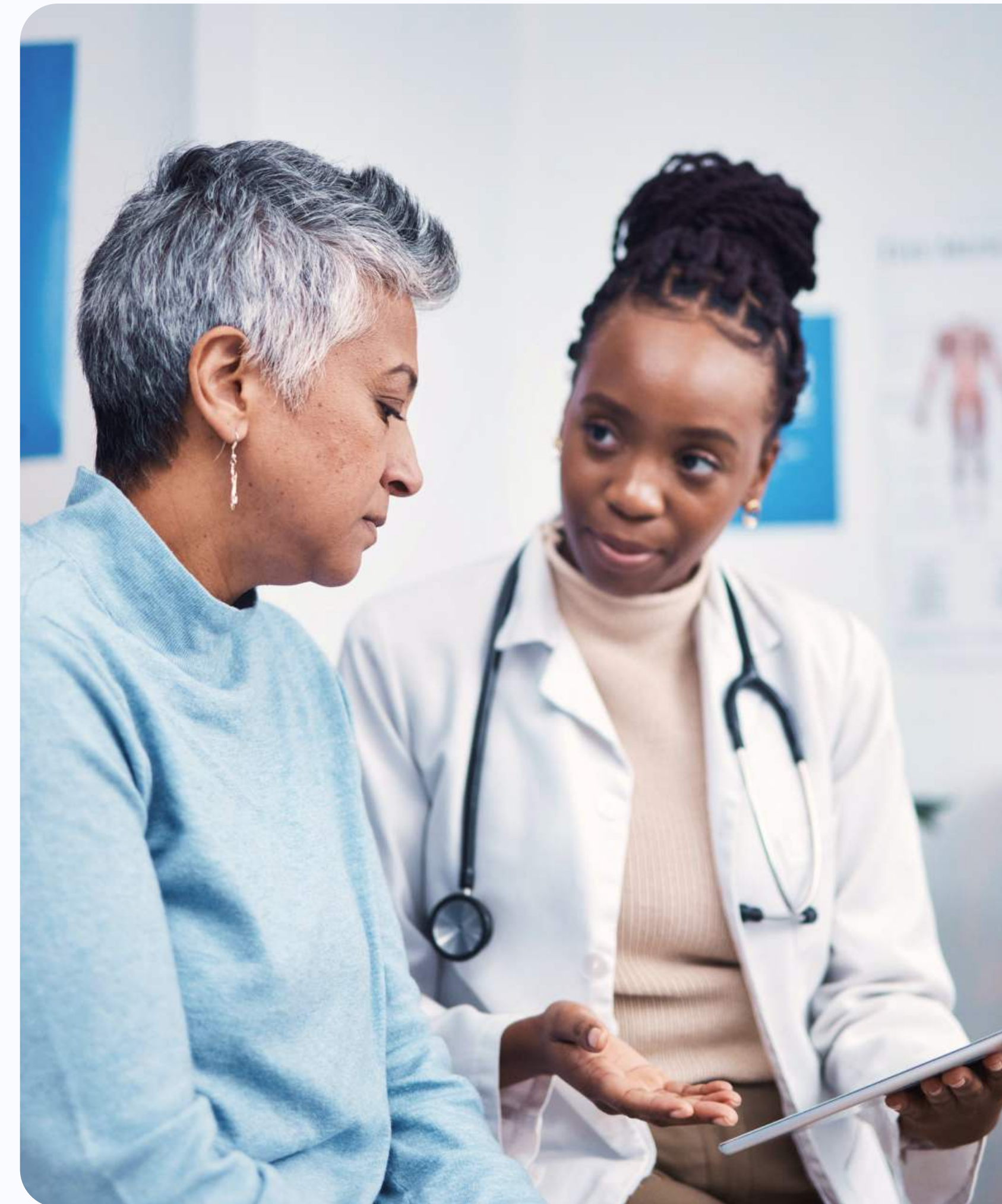
Patient privacy

Healthcare providers must weigh the data security risks and implement solutions that mitigate them.

Accuracy

AI can be prone to data biases and hallucinations, so all diagnoses and other critical answers provided by the AI should be cross-checked for accuracy.

Recommendations for Healthcare Professionals
Healthcare Staffing

How to attract more health workers

WebFX

77% of US healthcare workers do not trust leadership to do right by them

Strengthening your brand can help you attract 50% more qualified applicants

- Create a strong visual presence through your logo, brand colors, and typography

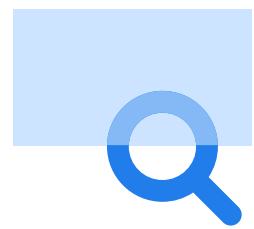- Communicate your company's values & work culture on your website & social media

Social media marketing can help you reach the 86% of job seekers using social media to find jobs

- Share job openings on LinkedIn and other social platforms

Recommendations for Healthcare Professionals
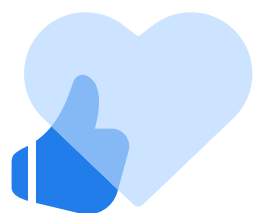# Showing up online

By the numbers

WebFX

70,000 health-related searches
are made per minute every day

68% of word-of-mouth referral patients
say online reviews were their #1 reason for doctor selection

60% of doctors
say social media improves the quality of care delivered to patients

Showing up for health-related searches

Web FX

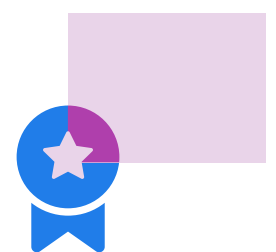### Keyword research

Know what your patients are searching for online via tools like SEO.com

Create content

Answer the questions your patients are searching for with well-researched, informative content on your website.

Showcase expertise

Demonstrate your authority in the field through strong online bios for your team and displaying awards and recognition you've received.

Health-related content ideas

Blog addressing **frequent patient questions**

Pages about specific **conditions you treat,** including symptoms and when to see a doctor

Content about **treatment options** you provide

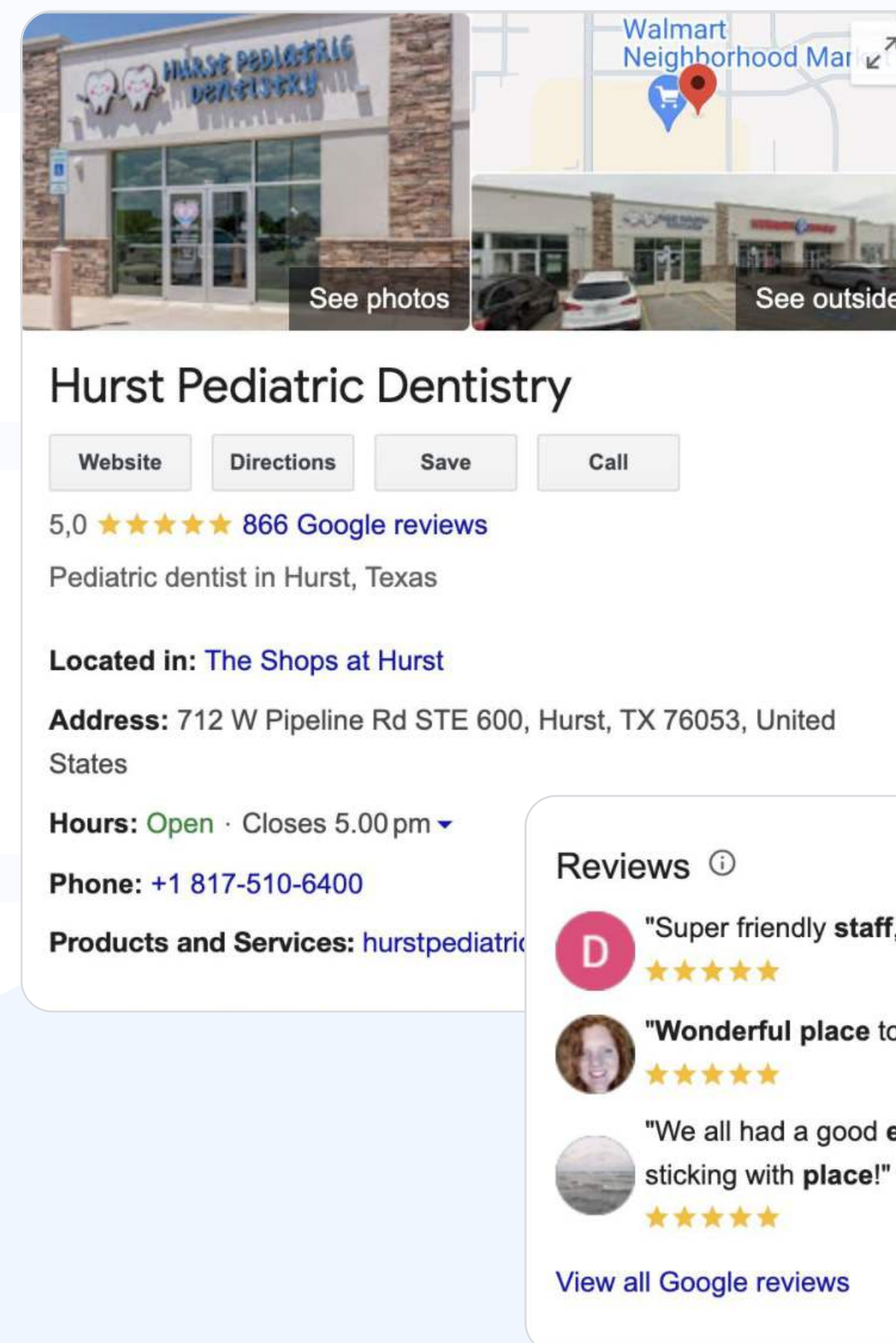**Location pages** that can help you show up for local searches

Review management

WebFX

Set up your Google Business Profile, where patients can leave reviews

Ask patients to leave a review
Do not incentivize reviews — Google prohibits this!

Respond to reviews

Hurst Pediatric Dentistry

Website   Directions   Save   Call

5,0 ★★★★★ 866 Google reviews
Pediatric dentist in Hurst, Texas

Located in: The Shops at Hurst

Address: 712 W Pipeline Rd STE 600, Hurst, TX 76053, United States

Hours: Open · Closes 5.00 pm ▾

Phone: +1 817-510-6400

Products and Services: hurstpediatric

Reviews ⓘ   Write a review   Add a photo

D   "Super friendly **staff**, and super clean **office**."
★★★★★

"**Wonderful place** to bring young children for dental care!"
★★★★★

"We all had a good **experience** and will deffinatley be sticking with **place**!"
★★★★★

View all Google reviews

Social media content ideas

Web FX

In addition to your website, you can also reach your patients via social media, with posts such as:

Preventative health news

Educational content about conditions and treatments

Upcoming events

Staff accomplishments

New studies your partners have completed

Seasonal health reminders

Revenue Marketing Agency

Who Is WebFX?

98,500+ hours
of experience working with healthcare clients

Meet **WebFX**

$10 million
In revenue generated for healthcare clients

3 million
Leads generated for healthcare clients

130+
Clients in the health industry

50+
Subject-matter experts in the health industry

25+
Proprietary AI-powered products

28
Years in business
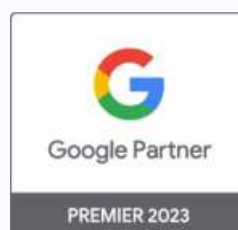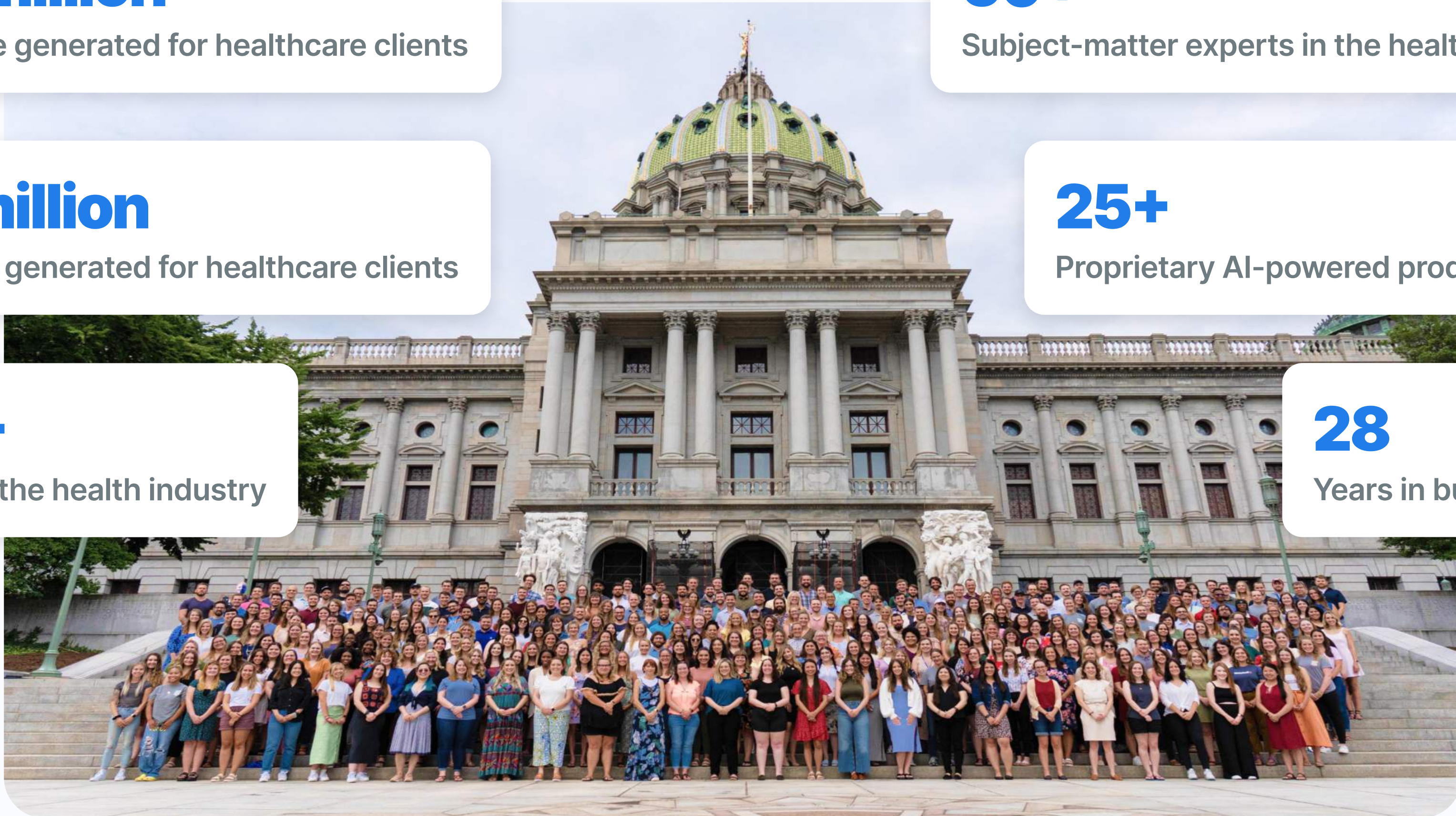
Healthcare case studies

WebFX

Hydroworx

131%

Increase in
organic contact form
submissions

Hurst Pediatric Dentistry

540%

Increase in leads
from organic search

Merrimack Valley Psychological Associates

2x

Revenue in
6 months

Ready to reach more patients?

Get in touch with our team at **webfx.com** to see how we can help!

"I have 16 years of industry experience, and WebFX is **the best agency I've ever worked with.**"

"The most impressive thing about WebFX is **their marketing platform that is custom to their business.**"

"**The breadth and knowledge** of WebFX's team are impressive."

Sources:

- https://www.deloitte.com/global/en/Industries/life-sciences-health-care/analysis/global-health-care-outlook.html
- https://www.webfx.com/industries/health/hospitals-healthcare/statistics/
- https://www.webfx.com/industries/health/hospitals-healthcare/ai-tools/
- https://recruitee.com/articles/recruitment-stats-you-need-to-know
- https://www.webfx.com/lp/healthcare-resources/

Further Reading:

- https://www.webfx.com/industries/health/hospitals-healthcare/ai-tools/
- https://www.webfx.com/industries/health/hospitals-healthcare/healthcare-industry-trends/
- https://www.webfx.com/blog/marketing/brand-guidelines/
- https://www.webfx.com/blog/social-media/social-media-recruiting-benefits/
- https://www.youtube.com/watch?v=sbl-sRMCPic
- https://www.webfx.com/industries/health/hospitals-healthcare/seo/
- https://www.webfx.com/industries/health/hospitals-healthcare/healthcare-industry-trends/
- https://www.webfx.com/local-seo/glossary/what-is-google-my-business/
- https://www.webfx.com/industries/health/hospitals-healthcare/social-media/