

# RECOVER FROM LOYALTY DEFICIENCY

Get better at healthcare marketing and grow.

Today's **Dynamic Consumer** is always on and constantly changing. New survey results reveal what's going on in their heads and hearts. Inject your influence. And discover the best form of treatment.

## Bad news / Good news



Are "in the market" for a new healthcare provider – could be leaving you or coming to you

Higher for

56%

Millennials

57%

Parents

Not feeling loyal; could easily be persuaded to go where it is

LESS EXPENSIVE

BETTER SERVICE

Millennials

52%

55%

Parents

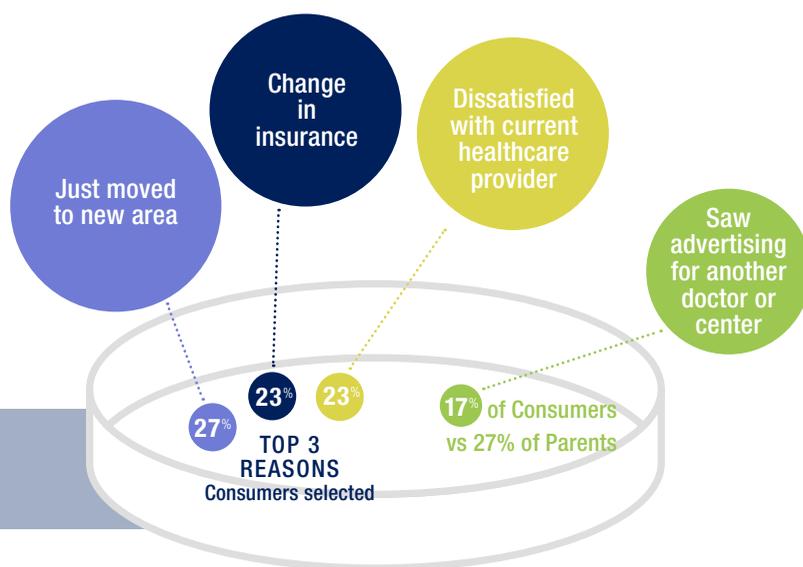
49%

51%

All Consumers

33%

35%



## Causes

Four key reasons why they are looking to switch\*

## Conducting own research

Found new provider by doing **online** research



61% Parents

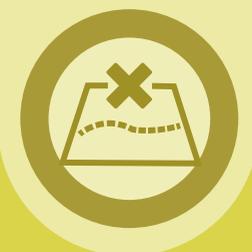
54% Millennials

say a **print** ad triggered them to research a health condition or provider

vs 39% All Consumers



## Location matters



So choose advertising areas wisely

Majority of consumers only want to drive 1/2 hour or less



### SELECTED A PROVIDER:

	CLOSE TO HOME	CLOSE TO WORK
Millennials	26%	14%
Parents	27%	20%
All Consumers	24%	9%

## Be contagious to be successful

Engage consumers with an ongoing campaign

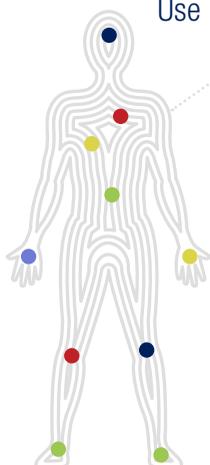
61% Parents vs 39% All

take time to research & shop like they do when making a large purchase

64% Consumers

do research at least a month in advance\*\*

Use multiple touchpoints



Consider media strengths:



Print: trustworthy, effective way to inform and activate consumers



Online/Mobile: provides awareness and enough information to take action



TV: good for creating awareness of health conditions/providers

## ABOUT THE STUDY

Valassis Dynamic Healthcare Consumer insight is based on the Valassis Awareness-to-Activation Study, an ongoing study fielded in conjunction with The NPD Group, Inc., a global market research company. The sample was derived via an online survey, and all participants were at least 18 years of age and living in the contiguous United States. Approximately 10,000 respondents are surveyed annually. The specific data included in this infographic is from the research wave fielded 7/28/17 – 9/27/17 to over 1,300 respondents and is balanced by age and gender to U.S. Census demographic profiles.

Parents = HHs with children under age 18

\*Among respondents "in the market" for new healthcare services

\*\*Among respondents who research when looking for a new healthcare provider