

rrd

2025

HEALTHCARE MARKETING OUTLOOK



01 WHAT'S AHEAD FOR HEALTHCARE MARKETERS — AND HOW TO PREPARE FOR IT

In a sector shaped by regulation, rapid innovation, and a deeply personal consumer experience, healthcare marketers have entered 2025 with a sharper focus on modernization. According to healthcare professionals who participated in a recent RRD industry survey, while economic concerns like inflation or shifting consumer behavior aren't top of mind for this group, two clear challenges stand out:

54%

of healthcare marketers say it's difficult to keep up with the pace of change in marketing

51%

agree that compliance issues are distracting from patient and customer engagement

TOGETHER, THESE CONCERNS POINT TO A GROWING DEMAND FOR STRONGER DIGITAL INFRASTRUCTURE AND MORE STRATEGIC INVESTMENT IN TECHNOLOGY.





02 STRIKING A BALANCE: BRAND AND PERFORMANCE MARKETING

Healthcare marketers are balancing long-term brand building with short-term performance goals. Their ad budgets are split nearly evenly, with 51% focused on brand and 49% aimed at driving immediate sales. Spending goals align accordingly:

54%

is focused on acquisition

46%

is dedicated to customer loyalty

03

WHERE BUDGETS ARE GROWING IN 2025

Looking ahead, healthcare marketers are prioritizing digital and experience-driven channels for budget increases:

A woman with long blonde hair, wearing a blue button-down shirt and beige pants, is standing in a pharmacy aisle. She is smiling and looking down at a yellow container and a white box of medicine she is holding in her hands. The shelves in the background are filled with various pharmaceutical products.

60%

plan to invest more in
company websites

51%

are increasing spend on
e-commerce websites

52%

expect to grow budgets
for paid social media and
in-store experiences

TECH PRIORITIES: PERSONALIZATION, ENGAGEMENT, AND AI

Technology investment plans show a mix of core priorities and exploratory testing:

53%

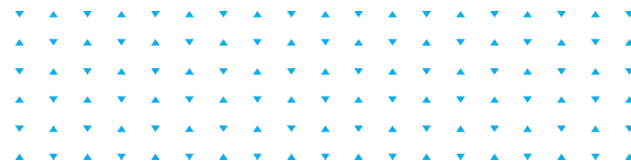
rank AI and machine learning
as their top tech priority

25%

say voice search and conversational
AI are gaining traction

33%

prioritize customer
data platforms



05

EXPLORATORY INVESTMENTS

Many healthcare marketers are also exploring newer channels:

- Social commerce (**27%**) and e-commerce (**57%**) rank as second-tier priorities
- Extended reality appears frequently as a third-tier priority (**50%**)



Despite some outliers — like 33% of respondents prioritizing crypto transactions — the broader emphasis is clear: healthcare marketers are leaning into tools that enhance personalization and streamline the customer experience.



Discover how RRD helps healthcare marketers modernize their strategies and connect more meaningfully with patients and consumers.

Visit RRD.com/industries/healthcare

Want to dig deeper into loyalty strategies? Read our article, "[Building Lasting Loyalty: Retaining Medicare Advantage Members](#)," for insights on how retention can drive long-term profitability in healthcare.