

HEALTHCARE COMMUNICATION TRENDS 2024

VIEWS FROM ACROSS THE GLOBE



We live in an exciting time in healthcare marketing and communications. As practitioners, we must continue adapt to face new challenges, such as AI in communicating with intelligence and creativity. We have seen over the past few years that a multi-channel healthcare marketing strategy, adapted for audiences of diverse ages and backgrounds, is nowadays fundamental for the success of communication. Let's examine the global trends that we expect will make an out-sized impact on the healthcare marketing and communications industry in 2024:

New elections, and subsequent health system reforms, will force industry to adapt



PORTUGAL

Jorge Azevedo Founder & Managing Partner Guess What

In 2024, we will have several national elections that could change the healthcare status quo. In Portugal, a shift to the right could impact private healthcare as we have it. In the USA the election between Democrats and Republicans, two parties with different positions, will contribute to different communication and Public Affairs challenges for agencies and clients.



UNITED STATES

Tim Goddard President, Global Health Marketing & Communications Spectrum

In the U.S. the 2024 election is already heating up between Democrats and Republicans, two parties with vastly different positions on key healthcare issues. Under the Biden administration, Medicare has begun direct price negotiations with manufacturers on 10 key high-priced drugs, set to be enacted in 2026, and more drugs will begin negotiations for the 2027 fiscal year and beyond. Meanwhile, access to women's healthcare and abortion remains a hot-button issue since the conservative-leaning U.S. Supreme Court decided the Dobbs case in 2022, meaning these protections are no longer being constitutionally guaranteed and are left for states to decide on their own.



ARGENTINA

Eugenia de la Fuente Partner & Director Paradigma

The new government elected in December 2023 in Argentina means a 180-degree turn in the country's policies: from a government with strong public intervention and expense to a free market and less regulated scenario. The new president, Javier Milei, announced shock-therapy measures that include plans to cut public annual spending by 3% of the GDP. The National Executive Power, through the publication of the Decree of Necessity and Urgency No. 70/2023, established the basis for the deregulation of the Argentine economy including several modifications in regulations of the area of health. The mega-decree went into effect on December 29th and is now being discussed in Congress. Among the more than 300 articles of the decree signed by the new government, several changes are established related to private health coverage, contributions to national social works (the union-backed health insurance for workers that is co-financed by employers and employees), drugs and pharmacies. The articles include accelerating the implementation of digital prescriptions and enables the sale of

over-the-counter medications outside pharmacies.



ROMANIA

Andreea Cristea CEO MPR

In 2024, healthcare communication trends are set to be profoundly influenced by new elections and the subsequent health system reforms in many regions. The year is anticipated to be marked by significant protests as health workers advocate for salary increases and job openings, reflecting the growing dissatisfaction within the healthcare workforce. These demonstrations are likely to prompt a necessary adaptation in the industry, with communication strategies playing a crucial role in addressing the concerns of health professionals and fostering transparency between stakeholders. Simultaneously, the general population's increasing inclination towards the private health system may shape healthcare communication efforts, requiring a delicate balance in messaging to ensure public trust and address the underlying issues prompting this shift. Both the evolving landscape and the increased interest in health care services (+19% overall search growth according to Google Trends 2023 report in Romania) - underscores the need for agile and responsive communication strategies that cater to the changing dynamics in healthcare, reflecting the broader societal and political developments influencing the sector in 2024.

AI will cement its space in the healthcare sector for good



MEXICO

Helena Rodriguez Managing Partner Improve

In Mexico AI is already being used by different companies not only to enhance efficiency and precision in the drug discovery, development, and manufacturing processes but also in paving the way for new models of personalized healthcare.

There are also considerable expectations for the public health system to include AI to be more efficient in their processes, some states are already using collaborative tools to collect important data and connect HCPs, nurses, patients, and even administrative staff in one place. As for marketing, the greatest benefits are the possibilities to make better decisions based on first party data, segmented and personalized comms by analyzing patterns and trends and to be able to predict behaviors. Using AI tools will not only help the marketing teams to be more efficient but also to optimize their budget, but the path to achieve this will not be as smooth as it seems since regulations are yet to be set in place and the concerns of staying ethical in the process persist.



SINGAPORE

Emma Thompson Founder & CEO Spurwing

There is a start to be a bigger focus on precision medicine/ personalised medicine and digital health. The Singapore government is investing in cell and gene therapy manufacturing sites, increasing public and private partnerships ongoing to be build data repositories that will eventually use AI to build data/insights-driven. Therefore, more tailored treatment algorithms can be developed. There is a study called PRECISE-SG, first of its kind, where they are trying to map the DNA of Singaporeans with the aim of ultimately tailor patient care, based on the unique Singapore genome.

ROMANIA Andreea Cristea CEO MPR



In 2024, Romania could solidify the presence of artificial intelligence (AI) in its healthcare sector by fostering collaborative efforts between the state, private healthcare institutions, and AI developers. This entails advocating for increased budget allocations for the development and implementation of AI solutions in the public healthcare system, with a focus on bridging the gap between the state and private sectors. The strategic use of AI in marketing activities can raise public awareness about the importance of preventive healthcare, ultimately closing the gap in healthcare disparities and elevating Romania's position in European medical prevention rankings.

Always putting patients in the center of communications will contribute to more engagement

SPAIN



Alejandra Galindo Senior Account Executive Berbes

In the aftermath of the pandemic, audiovisual communication, through digital channels and social networks, has established itself as a powerful and attractive tool. Its accessibility, personalization, and capacity to educate and raise awareness among the population, as well as to respond quickly in emergency situations and encourage collaboration between professionals, make online audiovisual content essential communication tools in this field. For more than 40% of those surveyed in the latest DirCom Communication Survey, innovation is mainly linked to communication channels and formats, and is not yet conceived more broadly.

What is certain is that, as communication agencies, we must take up the challenge offered to us by the boom in audiovisuals, new technologies and new formats, to adapt to the needs of our clients, and offer them the possibility of addressing their audiences from different and complementary approaches, which combine truthfulness and ethics with these new ways of communicating, which are more visual, creative, flexible, direct and approachable.



UNITED KINGDOM

Claire Eldridge CEO & Founder Aurora

Patients are becoming more empowered, especially the younger generations, but there is still too much disparity between socioeconomic groups, with the more educated getting better access to the healthcare and better outcomes than those in lower income groups and minority ethnic groups. There is much more work to be done to ensure the healthcare campaigns we produce are reachable and relevant to all equally. Patients' willingness and ability to take independent action to manage their health and care, with the support of the full healthcare multi-disciplinary teams and eco-system, is crucial so campaigns that enable this behaviour will stand out.



PORTUGAL

Jorge Azevedo Founder & Managing Partner Guess What

Meaningful marketing campaigns centered on the patient, will continue to have more success and last longer. A humanized narrative has the potential to go deeper and produce a more resounding response. Be truthful and have science backing all the messages. So simple and yet so complicated.

More patients are turning to video content to stay informed and engaged. Streaming video connects organizations and patients and will help to better decode and disseminate the messages.

EMAIL TL@GHMCNETWORK PERSPECTIVES ON THIS AND OTHER TIMELY GLOBAL HEALTH ISSUES. FOR MORE INSIGHTS OR COMMUNICATIONS SUPPORT FROM OUR LOCAL EXPERTS,

PLEASE CONTACT HQ@GHMCNETWORK.COM