



Global Insights: Earned Media



Foreword

Earned media remains one of the most powerful and most misunderstood levers in global communications. While global objectives and narratives may be aligned centrally, communications performance varies significantly by market. Consistent global direction does not guarantee consistent execution or impact once activity lands at a country level.

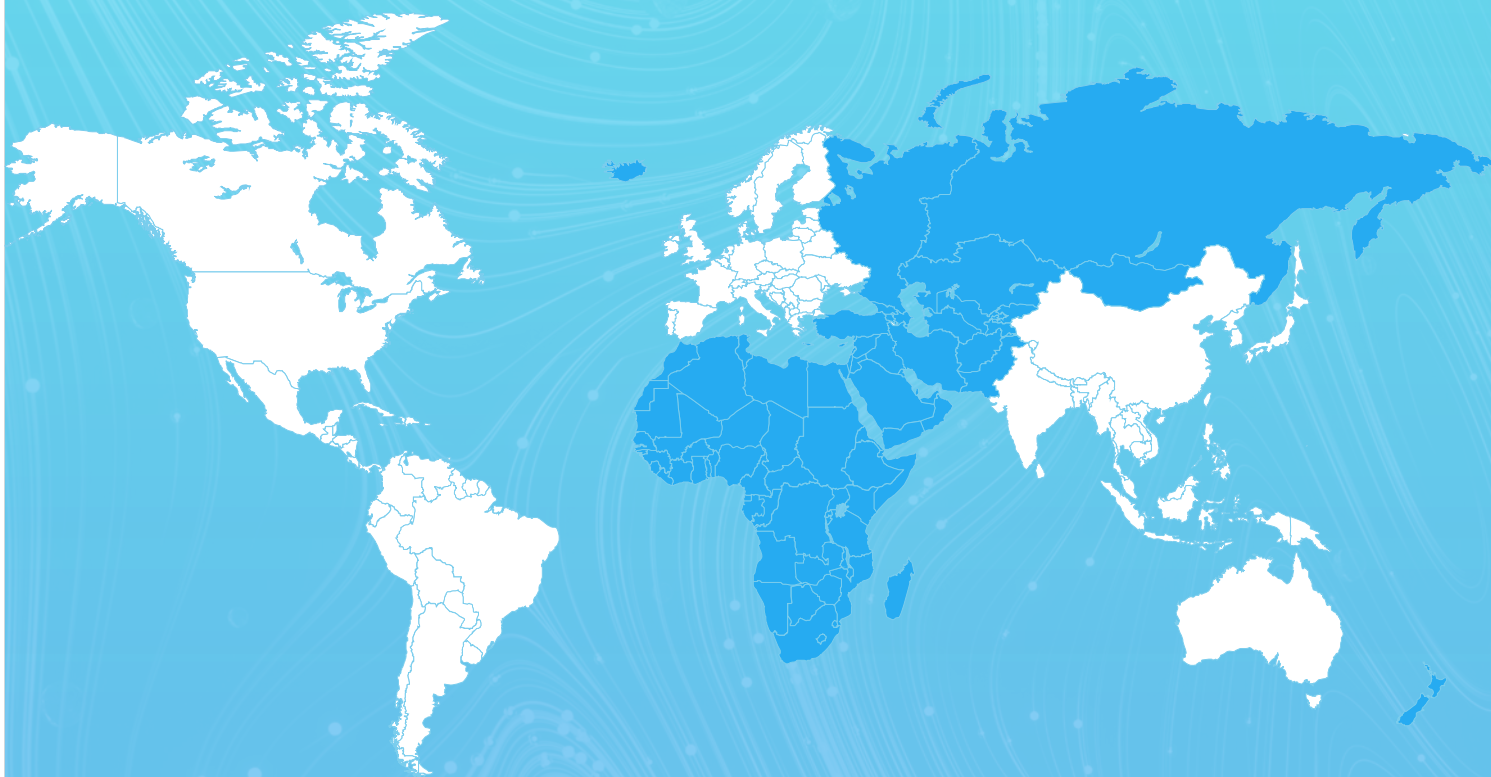
Across GHMC's network of local and regional communications specialists, a clear pattern is emerging: earned media success is increasingly less about scale alone, and more about market fit. Media landscape differences fundamentally shape which tactics are viable and effective in each country.

Regulatory environments further dictate what can be said, to whom, and through which channels, creating meaningful constraints that differ market by market. Language requirements go far beyond translation; local nuance, terminology and tone play a critical role in credibility and resonance. Cultural expectations also influence how messages are received, which spokespersons are trusted, and which narratives feel authentic rather than misjudged.

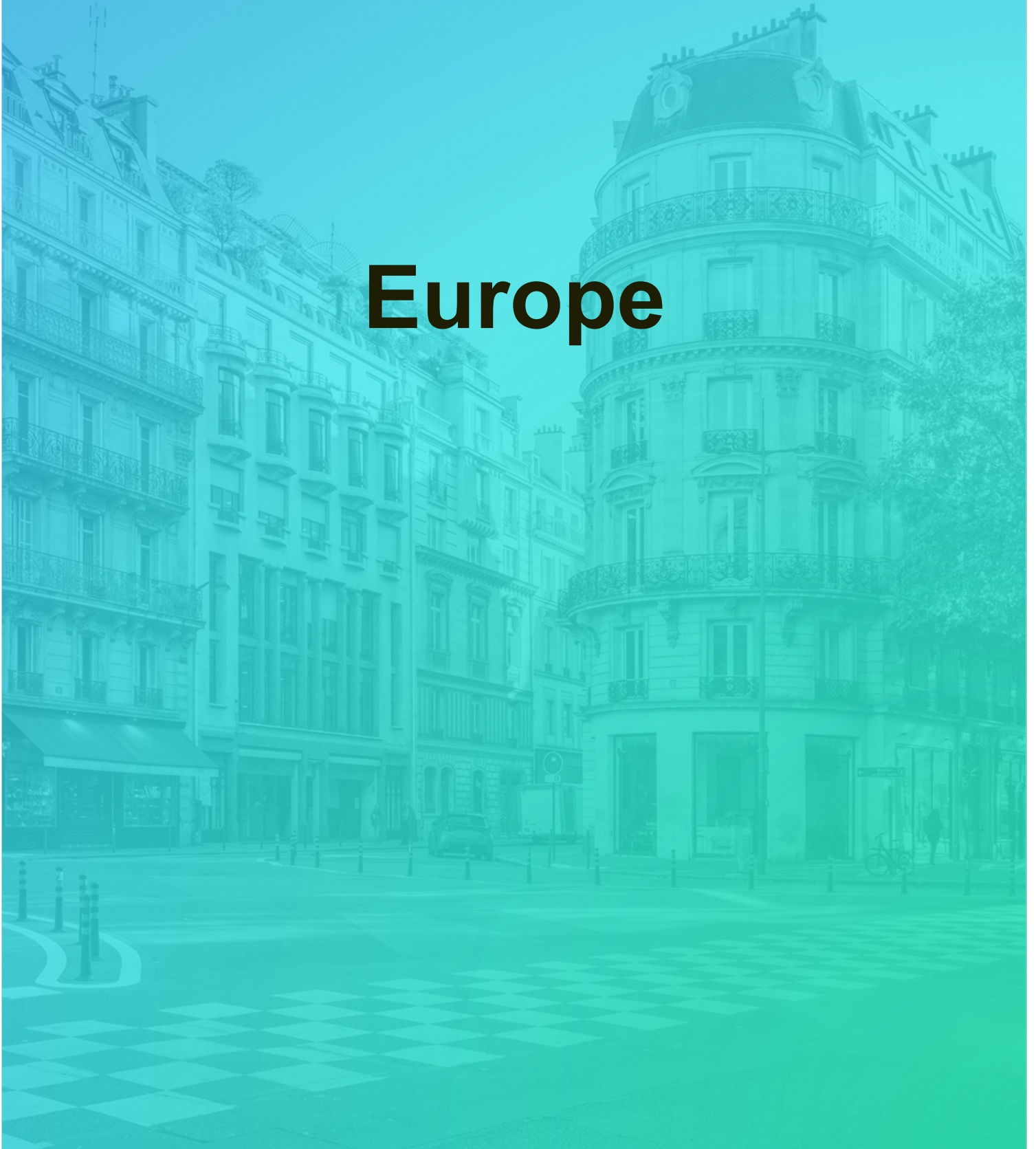
Earned media has therefore evolved from transactional outreach to a more strategic, relationship-driven discipline. Journalists increasingly expect insight over announcement, context over promotion, and relevance to their specific audiences. At the same time, shrinking newsrooms and fragmented channel mixes require greater selectivity, preparation and realism in planning and execution.

The sections that follow set out market-specific earned media characteristics and practical implications. Rather than a one-size-fits-all global model, these insights are intended to support more grounded expectation-setting, sharper prioritization and locally effective earned media strategies.

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Europe





Germany

Media landscape characteristics

Germany has a large, highly structured media landscape with a clear distinction between mainstream outlets and specialist, trade or professional publications.

Healthcare coverage is typically technical and evidence-driven, with strong expectations of scientific rigor, data accuracy and non-promotional tone.

Medical journals and professional titles play a significant role in shaping narratives, and the overall editorial culture is conservative and risk-averse.

What works best

High-precision German-language materials are mandatory, alongside a robust scientific and evidence base. KOL endorsement is essential, with clear preference for recognized academic and clinical authority. Journalists expect materials that can be used directly, including data summaries, quotes and background context, and value proactive, transparent engagement when it is credible and substantively supported.

Long-term relationship-building with editorial teams is a critical success factor. Thought-leadership content performs strongly when grounded in evidence and aligned to professional discourse rather than mass-media appeal. Coordination with owned media and marketing topics helps reinforce credibility and consistency.

Practical implications

- German translation must be mandatory and highly precise, not adapted post-hoc
- Prioritise strong scientific data packages and rigorous evidence standards
- Secure and foreground KOL endorsement, with emphasis on academic credibility
- Prepare materials explicitly for journalistic use and transparency
- Invest in long-term relationships with specialist and trade editorial teams
- Leverage thought leadership and align earned topics with owned media activity

Anticipated ROI and impact

- Media output indicators: Typically, lower volume than some markets, but consistent original coverage across specialist, medical and professional outlets (often ~10–30 original articles depending on subject matter).
- Credibility and brand impact: Increased trust and awareness that support longer-term decision-making rather than immediate spikes.
- Performance effects: Higher quality referral traffic and stronger conversion indicators, driven by third-party credibility.
- Longevity: Enduring benefits from strong placements, backlinks and authoritative coverage that continue to influence perception over time.



United Kingdom

Media landscape characteristics

The UK media environment is highly reactive and news-led, with strong competition for attention across national print, online and broadcast titles. Compliance restricts the proactive discussion of products with journalists outside of defined announcements, but there are no restrictions on proactively offering credible spokespeople for reactive commentary. UK health journalists operate under significant time pressure and value speed, clarity and access to real-world expertise.

What works best

Reactive commentary and expert responsiveness consistently outperform sustained proactive pitching. Leveraging ad hoc opportunities ahead of, and around, company announcements materially increases the likelihood of coverage. Where announcements are planned, limited embargo or short long-lead approaches (typically 24–48 hours) can be effective if internal processes allow journalists sufficient time to understand and develop the story.

The use of real-world spokespeople — including clinicians and individuals with lived experience, ideally with regional relevance — strengthens credibility and interview uptake, particularly across consumer and broadcast media.

Practical implications

- Prioritize reactive media strategies alongside planned announcements
- Proactively brief and offer spokespeople to the media in advance of key moments
- Build internal approval processes that support short embargoes or limited long-lead outreach
- Develop a range of media-ready spokesperson options to support interview demand

Anticipated ROI and impact

- Coverage outcomes: High likelihood of national-level story development supported by interviews across consumer, regional, broadcast, medical and trade media.
- Media output indicators: Increased volume of original articles, multiple interview opportunities, and strong implementation of key messages across coverage.
- Stakeholder impact: Coverage frequently drives follow-on engagement from stakeholders, including direct inbound contact prompted by media exposure.

Coverage in prominent UK outlets often extends well beyond a core national audience as multiple outlets have a significant presence outside of the market. Therefore, coverage achieved with a significant UK outlet can generate a greater impact than other markets.



Italy

Media landscape characteristics

Italy's media environment is large and fragmented, with both national and regional outlets playing an important role in shaping public discourse. Healthcare topics are widely covered, particularly when linked to emotional storytelling, human impact or broader societal relevance. Clinicians and academic experts act as key gatekeepers and validators, while editorial expectations place strong emphasis on narrative strength and credibility. Compared to more conservative northern European markets, Italy allows greater storytelling flexibility

What works best

High-quality Italian-language materials are mandatory, with high editorial expectations around clarity, tone and structure. Strong KOL endorsement is critical, with clinicians often determining whether stories progress. Patient or lived-experience voices can significantly strengthen engagement, particularly in consumer and broadcast media, when used appropriately.

Awareness-building activity is viable but must be anchored in a clear narrative with a compelling human angle. Proactive pitching can be effective but typically requires persistent media relations follow-up. Embargoes are valued, as journalists appreciate time to validate stories with experts. Visual assets and data-led storytelling consistently increase engagement.

Practical implications

- Italian translation is mandatory and must meet high editorial standards
- Secure strong clinician KOL endorsement as a priority
- Where appropriate, incorporate patient or lived-experience voices to support storytelling
- Invest in proactive pitching supported by persistent follow-up
- Use embargoes strategically to allow expert validation
- Prioritise visuals and data storytelling to increase engagement

Anticipated ROI and impact

- Coverage outcomes: High likelihood of broad, multi-channel story development, with strong consumer media uptake supported by trade, medical, regional and selective broadcast coverage.
- Media output indicators: Increased volume of original articles and interview opportunities (typically ~20–50 originals), with consistent but more variable key-message pull-through across coverage.
- Engagement and stakeholder impact: Coverage regularly drives follow-on engagement, including patient-driven enquiries and increased regional healthcare interest prompted by media exposure.



Switzerland

Media landscape characteristics

Switzerland has a highly segmented and multilingual media landscape spanning German-, French- and Italian-speaking regions. Media outlets are typically smaller, highly trusted and hold very high expectations around accuracy, balance and credibility. Healthcare topics are often covered through a policy, reimbursement or innovation lens, reflecting Switzerland's sophisticated and tightly regulated healthcare system. Editorial tone is conservative, and visibility is driven more by influence than scale.

What works best

Communications must be credibility-led, with robust scientific data and full transparency as a baseline. Multi-language preparation is essential, with German, French and Italian versions often required. Top-tier, locally recognized KOLs are critical to securing attention and legitimacy, and spokespeople must be highly polished, precise and media-trained.

Proactive outreach is selective and relationship-driven rather than high-volume. Embargoes and exclusives can be effective with top-tier outlets, typically with 24–72 hours' notice, allowing journalists sufficient time to validate information with trusted experts. Awareness-building is possible, but only when positioned carefully through credibility-first narratives.

Practical implications

- Prepare high-quality materials in German, French and Italian as required
- Ensure scientific data and evidence are comprehensive and transparent
- Engage top-tier Swiss KOLs with strong local recognition
- Position activity as premium and influence-led rather than volume-driven
- Use selective proactive outreach supported by long-term media relationships
- Leverage embargoes or exclusives strategically with leading outlets
- Ensure spokespeople are highly prepared and precise

Anticipated ROI and impact

- Coverage outcomes: Targeted, high-credibility coverage across Swiss German, French and Italian media, focused on national and regional language press, medical and trade outlets, with limited consumer reach.
- Media output indicators: Typically, modest volume (approximately ~5–15 original articles), but strong quality and authority of placement.
- Engagement and stakeholder impact: 1–3 high-value interviews with recognized Swiss KOLs, with potential to influence decision-makers and global or regional pharmaceutical headquarters based in Switzerland.



Spain

Media landscape characteristics

Spain has a decentralized media landscape with strong national and highly influential regional outlets, particularly in areas such as Madrid and Catalonia. Interest in healthcare topics is high, especially those linked to public health, access and patient outcomes. Journalists are receptive to both data-driven and human-interest narratives. Patient associations and advocacy groups play a prominent role and often act as trusted entry points for media engagement.

What works best

High-quality Castilian Spanish translation is mandatory, with sensitivity to regional nuance where relevant. Materials require local regulatory review and sit under similar promotional constraints to the UK. KOLs — ideally based in major cities — provide critical validation, while patient associations frequently add legitimacy and facilitate media access.

Reactive commentary tied to disease-awareness moments is particularly effective. Proactive tactics can also perform well when supported by media briefings or roundtables, which significantly increase uptake. Visual assets and accessible data (statistics, infographics) help drive engagement, and regional press releases are a key driver of reach.

Practical implications

- Prepare Castilian Spanish materials, adapting for regional nuance where needed
- Engage KOLs based in major centers (e.g. Madrid, Barcelona)
- Partner with patient associations as credibility builders and media gateways
- Prioritize reactive commentary around awareness days
- Use media briefings or roundtables to boost pickup
- Invest in visuals, data and accessible messaging
- Activate regional press releases to drive decentralized coverage
- Leverage news agencies and syndication to scale reach quickly

Anticipated ROI and impact

- Coverage outcomes: Strong national and regional coverage across healthcare, science, trade and consumer media, supported by trusted third-party voices.
- Media output indicators: Typically ~5–15 original articles, amplified through regional syndication and news agencies.
- Engagement and stakeholder impact: 1–3 interviews with KOLs or patient advocates, rapid awareness lift via syndication, and increased engagement from patient groups and regional health systems.



Portugal

Media landscape characteristics

Portugal has a comparatively compact but influential media landscape, with strong national outlets and notable broadcast penetration. Health journalists are receptive to expert-led commentary but generally show limited appetite for sustained proactive pitching unless there is a clear news hook, data angle or public-interest relevance. Television remains a particularly important channel, playing a central role in shaping national awareness.

What works best

High-quality European Portuguese translation is essential for credibility. Hospital-based physicians and academically credentialed KOLs carry significant weight, while patient spokespersons add important human context and meaningfully improve pickup.

Reactive opportunities are especially effective, with journalists frequently seeking expert insight on broader health topics and emerging issues. Awareness-building is possible but works best when anchored in timely data, credible spokespeople or wider public-health conversations. Visuals should be simple, ready-to-use and informative; highly produced assets are less critical than clarity and immediacy.

Practical implications

- Use European Portuguese translation as standard
- Prioritise hospital-based KOLs and academically recognized physicians
- Incorporate patient spokespersons to strengthen human interest angles
- Focus on reactive commentary and data- or news-led hooks rather than heavy proactive pitching
- Prepare simple, clear multimedia assets and infographics

Anticipated ROI and impact

- Coverage outcomes: Consistent national coverage across print, online and broadcast, with particular strength in television when supported by credible spokespeople.
- Media output indicators: Typically ~8–15 original articles, plus amplified broadcast exposure.
- Engagement and stakeholder impact: 1–3 interviews with KOLs or patient advocates, higher pitch acceptance rates when combining local data and strong spokespeople (often 30–50% uplift), improved depth and quality of coverage, and strengthened long-term media relationships through more efficient, lower-rework engagement.



Romania

Media landscape characteristics

The Romanian media environment is highly fragmented, with audiences shifting to social media and newsrooms under pressure, leading journalists to prioritize ready-to-publish content. Print media continues to decline, making coverage harder to secure without strong, tailored angles. Radio plays a limited role in media relations, with few editorial opportunities, while podcasts are becoming more professionalized and typically require a strategic, high-quality approach. A broader crisis of trust in mainstream media, driven by disinformation, means companies must position themselves as credible, verified sources to maintain authority.

What works best

Generic press releases are often overlooked, with success driven by providing local data, studies and ready-to-use insights.

There is strong demand for subject matter experts who can offer reactive commentary rather than standard corporate quotes, making a diverse and responsive spokesperson pool essential.

The most effective campaigns combine an exclusive online media angle with coordinated social amplification, with performance increasingly tracked through “message uptake.”

Practical implications

- Mass distribution of press releases is less effective than targeted outreach. Identifying 5–10 key journalists within a specific niche and providing them with exclusive access to proprietary data is recommended.
- Monitoring trending news topics allows for the provision of rapid expert commentary. A response time within 2–4 hours of a story breaking is considered critical for securing inclusion.
- Streamlining internal approval processes is essential to facilitate short-lead pitching. Delays exceeding 48 hours often result in missing the relevant news cycle.

Anticipated ROI and impact

- ROI is increasingly measured by Share of Voice (SoV) on specific topics and the quality/domain authority of the publications, rather than sheer volume of articles.
- Measurable impact is observed in the reduced resistance of consumers and stakeholders during crises, attributed to the trust capital built through consistent media presence.
- While earned media is not a direct conversion channel comparable to paid search, its impact is evidenced by an increase in “brand searches,” as users seek out companies following the consumption of reputable articles

Asia-Pacific (APAC)





Australia

Media landscape characteristics

Australia's media landscape is competitive and fast-moving, with fewer journalists covering more ground, increasing demand for well-packaged, low-effort stories. Strict Medicines Australia and Medical Technology Association of Australia Codes of Conduct limit product discussion, making disease education, expert insight and patient stories essential, alongside a complex regulatory environment. While trade media is effective for reaching HCPs, consumer outlets play a bigger role in shaping public opinion and stakeholder engagement, favoring lived-experience narratives and strong human angles. Digital-first platforms, including health sites, podcasts and YouTube, are also growing in influence, particularly among younger and more health-literate audiences.

What works best

The strongest health stories combine local relevance, clear data, credible clinical perspectives, and lived experience. Australian-specific data is critical, as global figures alone rarely gain traction. Timely expert commentary and alignment with current health or policy moments can significantly boost coverage. Embargoed releases to Australian Associated Press are a proven force-multiplier. Building relationships with specialist health journalists is key, given the small media pool - trusted connections can make a real difference in securing timely and nuanced coverage.

Practical implications

- Plan media strategy well in advance of announcements or launches
- Monitor health, policy and consumer news cycles for timely hooks
- Prepare media-ready HCP and lived experience spokespeople
- Localize data wherever possible: Australian figures drive relevance and journalist interest
- Keep all media materials Code-compliant, clear, fair, balanced, accurate and consumer-relevant

Anticipated ROI and impact

- Broadcast reach: Coverage on Seven, Nine, ABC or breakfast shows (Sunrise, Today) can reach millions in a single cycle. ABC in particular has high credibility with HCPs and policymakers; often drives follow-on coverage across channels.
- Medical media: Titles like MJA, MJA Insight+, Australian Doctor and Pharmacy News can shape HCP dialogue and support reimbursement narratives.
- Media indicators: Increased article volume, multiple interview opportunities and strong key message pull-through.
- Stakeholder impact: Stories addressing unmet needs or that carry genuine public health significance, coverage can drive meaningful engagement and action from HCPs, patient organizations, policymakers and advocacy groups.



India

Media landscape characteristics

The Indian media landscape is diverse, fast-moving and relationship-driven, spanning national, regional, digital, trade and vernacular outlets. Healthcare reporting has evolved significantly post-pandemic, with growing focus on preventive care, patient awareness, innovation, access, wellness and public health. While traditional media continues to be credible, digital-first publications, health portals, LinkedIn thought leadership and influencers are increasingly shaping healthcare discourse. Regional media remains highly influential, particularly for patient awareness and healthcare access stories outside metro markets. Healthcare journalists operate in a highly competitive, high-volume news cycle, making relevance, localized storytelling, data-led narratives and rapid spokesperson access critical for securing coverage.

What works best

Human-interest, patient-centric storytelling drives strong engagement across Indian media, with localized narratives and patient or expert voices improving pickup. Reactive commentary, thought leadership from HCPs and leaders, and data-led insights all support coverage, particularly in a fast-paced environment where simplified messaging and quick spokesperson access are essential. Integrated strategies spanning PR, digital, influencers and advocacy deliver greater impact, while exclusivity-led stories help secure stronger, differentiated coverage.

Practical implications

- Prioritize a mix of proactive storytelling and reactive media engagement opportunities
- Build media-ready spokesperson pipelines including clinicians, KOLs, patient advocates, and leadership teams
- Invest in regional and vernacular outreach strategies alongside national media engagement
- Integrate PR efforts with digital, influencer, advocacy, and community engagement initiatives for stronger amplification
- Develop insight-led and data-backed story opportunities to stand out in a crowded media environment

Anticipated ROI and impact

- Coverage outcomes: Potential for multi-format coverage across national, regional, digital, healthcare trade, wellness, and business media, particularly when stories combine expert insights with human impact narratives.
- Media output indicators: Original feature stories, interviews, expert quote inclusions, panel opportunities, awareness-led articles, and digital/social amplification.
- Stakeholder impact: Stronger brand credibility, improved stakeholder trust, increased inbound interest from patients and healthcare partners, enhanced digital engagement, and broader awareness generation.



Singapore

Media landscape characteristics

Singapore's healthcare media ecosystem is highly concentrated, with a small number of mainstream, business and trade outlets driving disproportionate influence.

Healthcare stories are often evaluated through the lens of national priorities — including healthy ageing, healthcare affordability, workforce sustainability and innovation — rather than company-specific developments. As a regional healthcare hub, Singapore media frequently act as a gateway for broader Southeast Asia or event Asia Pacific visibility, with local coverage often influencing conversations beyond the market itself.

What works best

Stories that demonstrate relevance to Singapore's healthcare system consistently outperform product or corporate news.

Expert perspectives from clinicians, researchers and healthcare leaders carry significant weight, particularly when linked to policy priorities or system-wide challenges. Given the interconnected nature of Singapore's healthcare and media communities, credibility and long-term relationship building often matter more than volume of outreach.

Practical implications

- Localize global announcements with Singapore-specific data, expert perspectives or healthcare system implications
- Prioritize quality of engagement over quantity of coverage by focusing on a small number of influential healthcare, business and mainstream journalists
- Leverage Singapore-based clinical experts and KOLs, whose perspectives often carry greater credibility than corporate spokespeople alone

Anticipated ROI and impact

- Coverage outcomes: Greater likelihood of high-quality, in-depth coverage rather than high-volume coverage, particularly when organizations contribute meaningful perspectives on policy, innovation or patient outcomes.
- Strategic influence: Earned media can influence conversations among policymakers, healthcare institutions, professional societies and industry stakeholders, reflecting Singapore's tightly connected healthcare ecosystem.
- Regional amplification: Singapore often serves as a regional reference market, with local coverage picked up by regional media.
- Digital discoverability: Authoritative coverage delivers long-term value through search visibility and third-party validation, supporting reputation and partnership discussions beyond publication.



South Korea

Media landscape characteristics

In Korea, direct-to-consumer advertising of prescription medicines is prohibited, which makes earned media an important channel for communicating disease awareness and treatment-related information in a compliant manner. The healthcare media landscape is highly specialized, with more than 70 medical and pharmaceutical trade media outlets targeting HCPs and industry stakeholders. At the same time, major portal platforms such as Naver play a significant role in amplifying media coverage to the wider public, as many people search for disease and treatment information through portal-exposed news articles.

What works best

Focusing on public-interest and educational messaging, such as disease awareness, unmet needs and early diagnosis, drives stronger coverage given restrictions on product promotion. Expert interviews, disease education features and patient or real-world treatment storytelling enhance credibility and media acceptance. Aligning activity with key news moments, such as congresses, approvals, reimbursement updates or guideline changes, further strengthens relevance and pickup.

Practical implications

- Build a strong pipeline of expert interviews and spokesperson content
- Incorporate patient and real-world storytelling to increase credibility
- Align media activity with key industry milestones and news moments
- Develop content that supports both trade and mainstream media formats

Anticipated ROI and impact

- Coverage outcomes: Coverage in healthcare trade media can directly reach medical professionals and pharmaceutical industry audiences, while portal exposure expands visibility to the broader public.
- Media output indicators: Strengthened message reach among HCPs and industry stakeholders through earned media.
- Stakeholder impact: Increased awareness and understanding of diseases and treatment options, improved credibility as a trusted third-party source, and stronger longer-term stakeholder interest in a highly restricted communications environment.



Taiwan

Media landscape characteristics

Taiwan's media landscape is fragmented, fast-moving and heavily influenced by digital and social-first consumption behaviors. Health-related news performs well across mainstream, trade and social channels, particularly when linked to public health, prevention, innovation or quality of life. Earned media in healthcare is shaped by strict pharmaceutical regulations, limiting product promotion and favoring disease awareness, patient education and system-level topics.

What works best

Journalists prioritize local data, credible medical experts, clear patient relevance and accessible storytelling. Digital-native media, syndication and social amplification are key to driving reach and impact. Earned media is most effective when it combines local evidence, strong medical authority and emotionally engaging narratives, particularly through KOLs and patient stories aligned to public health priorities.

Practical implications

- Prioritize disease awareness and patient education over product-led messaging
- Anchor all communications in local data and market insights
- Build a strong, credible spokesperson bench including KOLs and clinicians
- Integrate patient stories to improve engagement and media interest
- Align content with public health priorities and awareness moments
- Develop multimedia-ready assets to support digital and social amplification

Anticipated ROI and impact

- Coverage outcomes: Broad earned media pickup across mainstream, trade and digital channels, with strong potential for interviews, expert commentary and syndicated reach.
- Media output indicators: Increased volume and quality of coverage, stronger spokesperson visibility and authority, and improved engagement across digital platforms, including views, shares and reposting.
- Stakeholder impact: Greater awareness and understanding of disease areas, stronger credibility through third-party validation, increased engagement from key healthcare audiences, and potential to drive downstream actions such as screening uptake, website visits and use of educational resources.

An aerial photograph of New York City, showing a dense urban landscape with numerous skyscrapers and buildings. The image is overlaid with a semi-transparent teal color. In the foreground, Central Park is visible as a large green area. The city extends to the water in the background, where several bridges and ships can be seen. The overall scene is a high-angle, wide-area view of the city.

North America



Canada

Media landscape characteristics

Canada has a large and diverse media landscape, combining national outlets with strong regional and provincial media, alongside a robust broadcast environment. The country's bilingual nature — particularly the importance of French-language media in Quebec — materially shapes communications strategy. There is sustained interest in healthcare topics, especially those related to policy, access, system performance and patient outcomes.

What works best

Spokesperson-led engagement is critical. Media-trained spokespeople are essential, with French-speaking spokespeople enabling meaningful access to Quebec media. Credibility is strengthened through the involvement of multiple voices, including advocacy-based KOLs, HCP KOLs and, where appropriate, patient or family representatives who can connect with broader audiences.

Canadian media prioritize proprietary data and locally relevant insights, making data-led storytelling particularly effective. Proactive thought leadership, supported by clear briefing materials and integrated amplification through owned and social channels, helps build sustained visibility and expert positioning.

Practical implications

- Prepare fully bilingual assets in English and French (e.g. press releases, visuals, video subtitles)
- Prioritise French-speaking spokespeople for Quebec opportunities
- Leverage a mix of advocacy, HCP KOLs and patient voices to strengthen credibility
- Anchor storytelling in proprietary data and Canadian-specific insights
- Support earned media with owned and social amplification to extend reach

Anticipated ROI and impact

- Coverage outcomes: Broad national and regional coverage across English and French media, including print, online and broadcast.
- Media output indicators: Typically ~10–20 original articles, with 2–4 interviews across a mix of English and French outlets.
- Credibility and stakeholder impact: Strengthened trust in complex categories, increased share of voice in priority industry conversations, and greater engagement from partners, policymakers and other stakeholders.
- Sustained visibility: Ongoing expert positioning supported by repeat media engagement and quality-weighted measures such as Media Relations Rating Points (MRP).



United States

Media landscape characteristics

The United States has one of the largest and most fragmented healthcare media ecosystems, spanning national outlets, business press, healthcare trades, regional media and influential digital platforms. Coverage is shaped by debates on access, affordability, innovation, health equity, policy and economic impact, often intersecting with regulation, scientific advances, reimbursement and patient outcomes. While national media drives reach, regional and specialist outlets play a key role in influencing professionals and decision-makers. As AI reshapes search, earned media is becoming a primary trust signal, with consistent coverage in credible outlets increasing the likelihood brands appear in AI-generated responses.

What works best

Stories linking innovation to patient, provider or system impact generate the strongest interest. Data-led narratives, real-world evidence, expert commentary and patient perspectives resonate across mainstream and trade media, with clinicians and researchers seen as highly credible sources. Journalists increasingly prioritize evidence-based stories over product announcements. In an AI-driven landscape, these same factors drive visibility. AI systems favor trusted, independent sources, with recency and relevance key meaning timely, expert-led coverage, particularly in trade media, is critical to shaping both human and AI-driven narratives.

Practical implications

- Localize global announcements with U.S.-specific data, patient impact and system relevance.
- Tailor engagement across national, trade and regional media to reflect diverse audiences.
- Use clinicians, researchers and patient advocates to add credibility and independent perspective.
- Align stories with wider healthcare themes (access, affordability, innovation, workforce, outcomes).
- Prioritize high-authority and niche publications favored by AI systems.
- Maintain a consistent cadence of coverage; repeated, credible mentions strengthen long-term brand signal.

Anticipated ROI and impact

- Strategic influence: Earned media can shape discussions among healthcare providers, policymakers, payers and patient groups.
- Market amplification: Coverage in leading U.S. outlets often triggers wider pickup across regional and trade channels.
- Digital discoverability: Reputable media coverage supports long-term visibility, validation and engagement.
- AI visibility: Consistent, high-quality coverage helps shape how AI systems interpret and present industry narratives.



Latin America (LATAM)



Argentina

Media landscape characteristics

Argentina's media landscape combines influential national broadcasters, newspapers and digital-first outlets within an increasingly fragmented and competitive news environment. Healthcare communications operate under the oversight of ANMAT, one of Latin America's most respected regulatory authorities. While promotional communications are closely regulated, disease awareness and public health education provide strong opportunities for earned media. Journalists are generally receptive to evidence-based content and expert commentary, while patient advocacy groups, medical societies and healthcare professionals play an important role in shaping public discussion.

What works best

Earned media is most effective when focused on disease awareness, prevention, patient education and healthcare access challenges, supported by credible medical experts and independent stakeholder perspectives. Partnerships with PAGs, NGOs and medical societies help build trust and extend reach. Journalists are receptive to educational content, expert interviews and awareness campaigns aligned with public health priorities, particularly when supported by local data and patient impact. Strong news angles, clear societal relevance and adequate lead times are important for securing deeper, higher-quality coverage in an increasingly competitive media environment.

Practical implications

- Leverage proactive engagement, including background briefings
- Partner with patient advocacy groups and NGOs to amplify reach
- Use independent medical experts and regional KOLs to strengthen credibility
- Build strong, newsworthy angles to secure coverage
- Allow longer lead times (48–72 hours) to improve depth and accuracy of coverage

Anticipated ROI and impact

- Coverage outcomes: Strong reach across national news, broadcast, specialist health and digital media, with opportunities to amplify messaging through trusted expert voices and patient-focused storytelling.
- Media output indicators: Increased engagement from patient advocacy groups, medical societies and healthcare experts, alongside stronger uptake of locally relevant disease awareness and public health education content.
- Stakeholder impact: Greater influence on healthcare access, prevention and public health discussions through credible third-party advocacy, with opportunities to shape stakeholder perceptions and support policy and market access conversations through sustained awareness-building efforts.



Mexico

Media landscape characteristics

Mexico's media landscape is evolving, with a growing shift toward general and lifestyle news formats and increasing competition for editorial space. The environment is shaped by regulatory oversight from COFEPRIS and a broader regional trend towards flexible, non-promotional, disease-focused communication. Media engagement is more open to proactive approaches, including background briefings, while patient advocacy groups and NGOs play an important role in amplifying coverage. Securing earned media increasingly depends on strong local relevance and impactful storytelling, as purely organic opportunities become more limited.

What works best

Disease awareness campaigns are the primary gateway to earned media, supported by educational content, expert interviews and public health-focused messaging. Journalists are receptive to proactive engagement, including background briefings, particularly when aligned to public health priorities. Credibility is strengthened through independent medical perspectives, regional KOLs, and partnerships with patient advocacy groups and NGOs. Strong, impactful news angles and longer lead times support more in-depth and accurate coverage.

Practical implications

- Prioritize disease awareness and educational messaging as the primary entry point
- Leverage proactive media engagement, including background briefings
- Partner with patient advocacy groups and NGOs to amplify reach
- Use independent medical experts and regional KOLs to strengthen credibility
- Build strong, newsworthy angles to secure coverage
- Allow longer lead times (48–72 hours) to improve depth and accuracy of coverage

Anticipated ROI and impact

- Coverage outcomes: High-volume coverage across consumer, broadcast and digital channels, with opportunities to scale messaging across multiple media types.
- Media output indicators: Increased engagement from advocacy groups and public health stakeholders, and stronger amplification through patient networks.
- Stakeholder impact: Improved support for market access conversations through awareness and public pressure, alongside greater opportunity to shape public health narratives at scale, particularly during awareness campaigns.



Chile

Media landscape characteristics

Chile's media landscape is shaped by declining revenues and growing social media influence, limiting editorial scope and shaping content formats. Larger national and regional outlets continue delivering broad journalism with smaller teams, while expanding branded content, events and commercial services to offset revenue loss. Niche outlets, including few focused on health, target narrow audiences, rely on sponsored content and operate with very small reporting teams.

What works best

The most important strategic principle for brands is to recognize that organic content and branded content are two axes that must be pursued simultaneously for maximum impact.

Practical implications

- Topics must be tied to relevant local developments. News framed around information from other countries does not resonate.
- Stories carry more weight when supported by data and studies that provide context.
- There must always be a local spokesperson.

GHMC's global network of local and regional healthcare specialists translates these insights into strategies that help healthcare organizations engage patients and advocacy communities with clarity, relevance, and impact.

Discover more at ghmcnetwork.com