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## 01 AUDIENCE

167K

unique monthly visitors

70%

of subscribers are manager-level or above

98%

of the 100 largest hospitals and health systems in America read Healthcare Dive

HEALTHCARE DIVE  
103,700  
SUBSCRIBERS

You'll find Healthcare Dive's news and insights in the inbox of notable subscribers, like:

- CMO St. Joseph Health, St. Jude Medical Center
- CIO, United Healthcare
- CFO, UPMC
- VP Pain & Neuroscience, Pfizer
- President & CEO US and Canada, GE Healthcare
- Chief Medical Officer, Humana
- Vice President Healthcare Services, Einstein Healthcare Network
- President, CMS Compliance Group
- SVP General Counsel, Corporate Secretary, Molina Healthcare
- SVP of IT, Cigna

## 02 TOP-PERFORMING CONTENT

Years later, the healthcare industry is still struggling to shake off the lasting effects of the pandemic — at the physician-, insurer-, and executive-level. Ongoing issues of staffing shortages, burnout, and technology adoption, coupled with emerging evolutions such as M&As and rising healthcare costs amid economic uncertainty are giving healthcare professionals a number of challenges to tackle simultaneously. Let's take a look at what our readers have been focused on most.

### Top 5 topics

1. Hospitals
2. Payer
3. Labor
4. M&As + deals
5. Medical research

### Top 10 Healthcare Dive stories

How technology will shape healthcare in 2023

CVS buys Oak Street Health for \$10.6B

Amazon doubles down on generic drugs with new RxPass subscription

UnitedHealthcare cuts back prior authorization requirements

Top healthcare trends of 2023

Artificial intelligence could save healthcare industry \$360B a year

Medicaid redeterminations will restart Saturday. Here's what we know

Healthcare labor trends in 2023: increased burnout, executive stress

Medicaid enrollees largely unaware of upcoming redeterminations, survey finds

A Texas judge just turned back the clock on healthcare

### Keywords resonating right now

- medicaid and medicare
- artificial intelligence
- nursing strikes/nurses leaving the profession
- machine-readable files
- CommonSpirit cyber attack
- decentralized clinical trials
- drug pricing
- insulin access and affordability
- M&As

## 03 TRENDS

### Economic implications

- Rising hospital expenses
- Venture capitalists selective investment choices
- Growing labor costs

### Technology adoption

- Rise and hesitancy around AI
- Telehealth transformation
- Increased need for cybersecurity

### Labor challenges

- Ongoing shortages of nurses and physicians
- Executive burnout
- Formation of unions and continual strikes

### The business of healthcare

- Clashes between payers and providers
- Large retailers entering the primary care market
- Expansion of primary care presence in underserved areas

Our readers spent nearly 2x as long on these stories than the average story:

- [Walmart Health plans clinic expansion in 2024, including 2 new states](#)
- [Doctors no longer bound by noncompetes under FTC's proposed ban](#)

### Workforce woes

Shortages in the healthcare workforce are expected to continue into 2023, forcing hospitals to rely on costly contract labor to fill the gaps left by permanent staff. While the struggles of soaring labor costs continue, burnout, even at the executive level, is rampant which could lead to high turnover in the coming year.

As healthcare workers — particularly, nurses — push for better pay and administrative support, strikes have become more commonplace across the country. Walkouts are extremely harmful to hospital operations, forcing leaders to take action and meet strikers' demands.

### Technology's potential and hesitations

The pandemic rapidly sped up the healthcare industry's trajectory for the adoption of new technology. But as we've transitioned into a more stable environment, hesitations around this ultra-fast evolution have crept back in. The telehealth wave ushered in by the pandemic has slowed, but experts expect it to expand into more areas given the convenience it offers to patients and practitioners alike.

Hesitancy is especially present with the adoption of AI. Use for this tech varies from improving clinical operations in hospitals, to handling referral management for physicians, to automating prior authorization for health insurers. Though it has the potential to save the industry billions of dollars annually and improve patient outcomes, concerns swirl around the data and privacy issues the tech presents as the industry faces an increasing number of cybersecurity threats.

### Big players making big moves

Large retailers including Walmart, CVS, and Amazon are expanding their current footprint in the healthcare industry via increased primary care centers and a generic drug discount program. Meanwhile, venture capitalists are tightening their wallets, but focusing more on public companies with mature business models, particularly the femtech and mental/behavioral health sector.

On the government side, Medicaid's recent redetermination of current members from the COVID-era surge will come with major implications for insurers and millions of unaware Americans.

## 04 MARKETING INSIGHTS

Revitalize your approach with this audience by reflecting on the preferences of over 103,700 Healthcare Dive subscribers in your strategy:

### Content Characteristics

- Consultatory
- Informed
- Tactical
- Solutions-oriented
- Hopeful

### Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

### Blunt the burnout

Still reeling from the intensity of the pandemic, and now saddled with so many competing priorities, many healthcare leaders are facing unprecedented levels of burnout. Deliver concise, solutions-based summaries that allows leaders to tackle their challenges with an informed point of view and if need be, pivot their strategy.

### Run the gamut in healthcare news

Whether you're targeting insurers, hospital execs, or retailers pushing into the healthcare space, give this audience comprehensive industry outlooks that show how various issues are coalescing so they can get a handle on the big picture. These leaders appreciate inside looks at individual companies — especially big-name brands — as well as industry-wide round ups to keep them on the pulse of a constantly shifting landscape.

### Boost their knowledge on the latest tech evolutions

Healthcare leaders gravitate towards content that covers the latest industry trends. Acknowledging that tech-driven evolution is here to stay and is a top priority, healthcare execs seek out any content that allows them to stay on the pulse of this next wave of tech — from telehealth, to AI, to machine learning. Keep them informed with the latest trend roundups, as well as coverage on how big players in the space are adopting.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us