

Healthcare Dive is a news publication designed specifically for healthcare leaders overseeing the operations of health systems/hospitals or leading in the insurance/payer space. From IT and finance to practice management and policy & regulation, our journalists cover the issues that impact the business of healthcare.

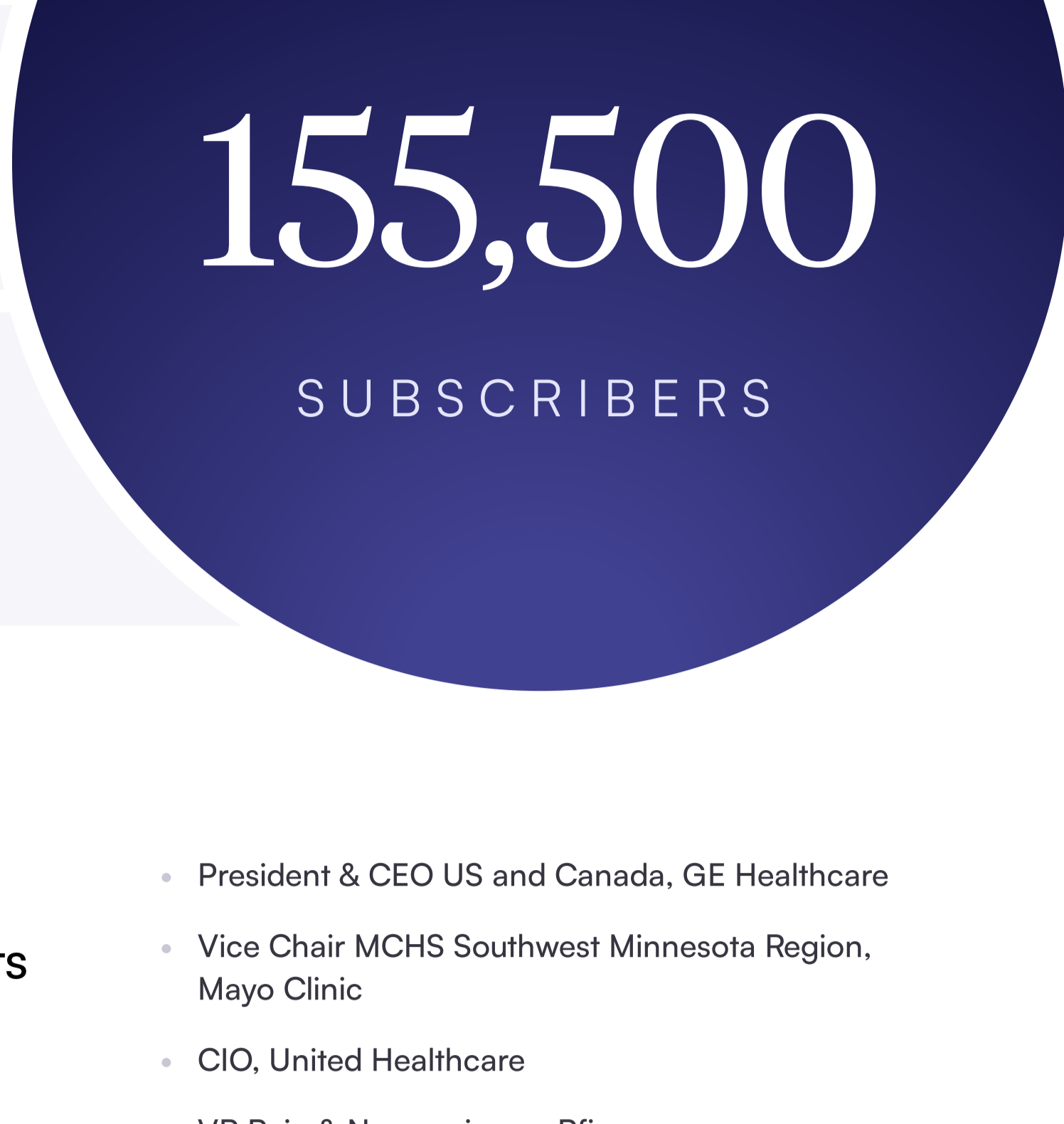


01 Audience

221K
 unique monthly visitors

78%
 of subscribers are manager-level or above

100%
 of the 100 Largest Hospitals and Health Systems in America read Healthcare Dive



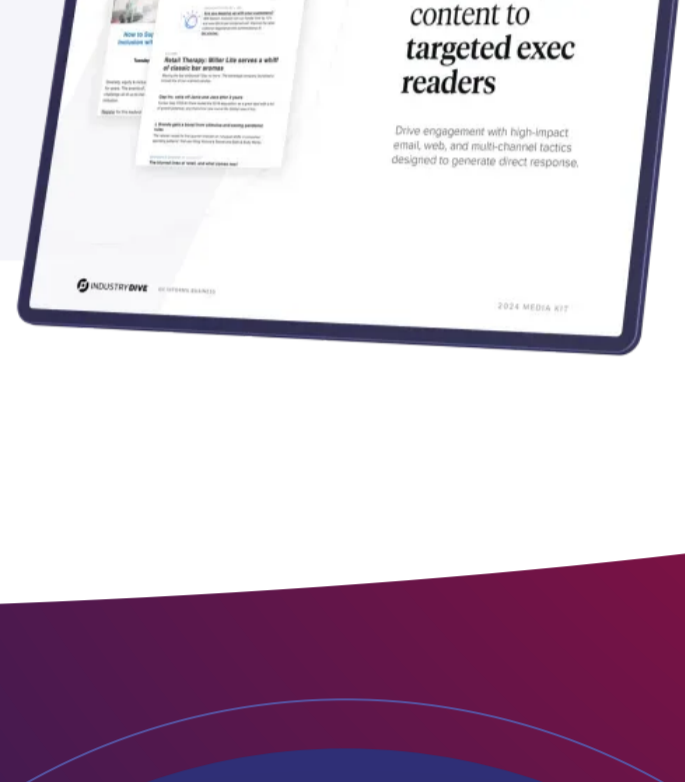
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- CIO, United Healthcare
- VP Pain & Neuroscience, Pfizer
- SVP of IT, Cigna
- SVP Global Value, Access & Policy, Amgen
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02 Top-performing content

Amid ongoing economic and political shifts, the healthcare industry is experiencing significant changes. As the government introduces new regulations on drug pricing and insurance coverage, costs rocket for insurers, providers, and patients, and big M&A moves get made, transition is defining the landscape. Let's take a look at what healthcare leaders are focused on most.

Top 5 topics

- Hospitals
- Payer
- Finances
- Health IT
- Medical groups

Top 10 Healthcare Dive stories

UnitedHealth suspects 'nation-state' behind Change cyberattack	Insurers brace for continued Medicare Advantage medical costs
UnitedHealth under antitrust investigation by DOJ: reports	Elevance lays off more employees
Trends shaping the business of health insurance in 2024	Lilly launches online service for home delivery of weight loss drug
Top healthcare trends in 2024	Medicare Advantage profitability is declining, Moody's says
Amazon closing One Medical corporate offices	Change Healthcare cyberattack having 'far-reaching' effects on providers

Keywords resonating right now

- cyberattacks & cybersecurity
- GLP-1 obesity drugs
- worker burnout
- telehealth technology
- generative AI in healthcare
- mergers & acquisitions
- labor shortage
- healthcare data breaches

03 Trend analysis

Costly concerns

- Rising hospital, insurer, and medication costs being passed onto employers and individuals, increasing the uninsured rate
- Digital health companies struggle to strategize after years-low levels of investment
- Hospitals floundering between thin operating margins, labor shortages, and lack of resources

An active regulatory landscape

- New antitrust guidelines not enough to deter the rise of M&A activity
- States move to instill stronger security regulations to protect healthcare data
- Congressional lawmakers under pressure to reform PBMs (pharmacy benefit managers) to lower costs and increase transparency

Threats, challenges, and new horizons

- Immediate need to better safeguard against escalating volume and severity of cyberattacks and data breaches that threaten to expose sensitive personal and health information
- Interest in building AI infrastructure (integration plan, safety and compliance standards, training, etc.)
- Strategizing the shift from traditional hospital settings to outpatient care to appeal to evolving patient preferences

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

- CMS finalizes rule tightening prior authorization turnaround for insurers
- Elevance launches weight management program, including GLP-1 monitoring

Navigating the rise in regulation

Congress flexed its regulatory muscles in 2023, bearing down on the healthcare industry, pharmacy benefit managers, and more.

studioID tip

Government scrutiny is expected to continue into 2024. Provide forward-thinking and action-based resources to prepare and educate stakeholders on what to expect in the year ahead and how their organizations might be affected.

From investment to implementation

After years of investing in digital health and AI, organizations will take 2024 to integrate tech into their systems and operations.

studioID tip

Expanding AI use will require more regulation, the creation of safe and effective frameworks for its usage, and privacy assurances for patients and providers. Many healthcare leaders are feeling overwhelmed by all of the opportunities and don't know where to start. Show leaders how these tools ease burdens on health systems at the introductory level before jumping into more complex processes.

Shifting from the traditional care model

Forms of care have been evolving for years, but recent M&A activity along with tech advancements and changing patient preferences have upended traditional hospital settings in favor of outpatient, remote, or alternative care options.

studioID tip

The expanse of new care options represents novel opportunities for fresh and potentially untapped markets. Keep healthcare execs evolving by starting to bring these hot topics into the fold, while still touching on the core tenants of the traditional care model.

04 Marketing insights

Revitalize your approach with this audience by reflecting the content preferences of over 155,500 Healthcare Dive subscribers in your strategy:

Preferred content types

- [Webinars/virtual events](#)
- [Trendlines](#)
- [Playbooks](#)
- [Infographics](#)

High-impact approach

Share the most successful strategies

Healthcare leaders want to hear about success stories but more importantly, they want applicable takeaways from those stories.

studioID tip

Lessons drawn from the perspectives of other industry leaders provide powerful insights on how to strategize an organization's marketing efforts. Highlight the successes of comparable organizations and competitors and amplify key voices in your content that are representative of the broader target pool.

High-impact approach

Emphasize transparency & safety

Healthcare leaders are concerned about the security of patient information in light of increased cyberattacks and regulatory oversight.

studioID tip

Organizations should be focusing on building trust with their customers and communities through increased transparency. Encourage healthcare leaders to expand upon the steps they take to provide safe and secure products and services. Transparency and customer-centric content will help build trust and showcase a commitment to security.

High-impact approach

Provide solutions

Organizations are tightening their belts across the board, and leaders are seeking to invest in what will provide the most value and ROI.

studioID tip

Now more than ever, it's vital to deliver solution-oriented content that addresses the challenges in the industry. Healthcare execs have their eyes trained on the bottom line, and are particularly skeptical about investing in these uncertain times. Quell their fears with concise and easily implemented solutions that underscore proven ROI.

studio / ID

How are you resonating with this audience?

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

