

Global Direct-To-Patient Digital Marketing Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Today, healthcare patients are bombarded with thousands of branding exercises every day. More than half of these have absolutely no relevance to them. The Direct-to-Patient Digital Marketing Market understands the needs of a particular target audience and tailors its message to address their requirements directly. This allows healthcare providers to target the right audience at the right time with the right content.

Scope of the Report:

This report studies the Direct-To-Patient Digital Marketing market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Direct-To-Patient Digital Marketing market by product type and applications/end industries.

The first Direct-to-Patient Digital Marketing Market driver is the growing importance of social media and also the patient. Whether healthcare companies like it or not, patients are playing a greater role in taking their own medical decisions. Web sites such as Healthline, Everyday Health and WebMD have made it very easy for patients to self-diagnose their problem. They frequently arrive at a hospital or doctor's clinic already informed and with a list of possible ailments troubling them. People have also begun to expect assistance to their problems at any time of the day or week. Effective care in the Direct-to-Patient Digital Marketing market is provided 24/7 by leveraging both online and offline marketing tools to educate, sustain and engage patients at every stage of their decision making process. Pharmaceutical and medical companies must adopt Social Media to survive in the digital age and those that refuse to take part in it are only accelerating their own decline.

The global Direct-To-Patient Digital Marketing market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Direct-To-Patient Digital Marketing.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Healthline

Everyday Health

WebMD

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Online

Offline

Market Segment by Applications, can be divided into

Hospitals

Ambulatory Surgical Centers

Others

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