

Healthcare Digital Content Creation Market Size, Share & Trends Analysis Report By Content Type (Video Content, Written Content, Infographics & Visuals, Audio Content), By End Use, By Region, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/H74736430B92EN.html>

Date: May 2025

Pages: 100

Price: US\$ 5,950.00 (Single User License)

ID: H74736430B92EN

Abstracts

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Market Size & Trends

The global healthcare digital content creation market was estimated at USD 9.85 billion in 2024 and is expected to expand at a CAGR of 22.19% from 2025 to 2030. Factors such as the growth in AI adoption, investment in healthcare IT, and increasing adoption of cloud computing are driving the market's demand.

AI in the healthcare industry is growing, with applications for streamlining patient outreach, administrative workflows, clinical documentation, and more. For instance, Medical Digitals offers Healthcare Content Creation services. It creates evidence-based content, including clinical trial data, research papers, detailed product information, and social media content.

Healthcare content marketing focuses on developing specialized content to inform and engage patients, healthcare professionals, caregivers, and community members about a healthcare organization's services. This approach enhances the credibility of healthcare institutions, addresses the spread of misinformation online, and helps expand the patient base. Research indicates that content marketing is 62% more cost-effective than traditional marketing techniques, resulting in three times the number of leads. Moreover, 72% of patients read online reviews to help choose a new healthcare

provider.

Furthermore, 94% of patients desire healthcare educational content, while only around two-thirds access it. This increase in awareness of health-related topics contributes to market growth. The following are five strategies for utilizing existing content through a digital health platform,

Transform existing educational materials into digital formats: The healthcare system has a wealth of printed educational resources that are not fully utilized to suit the needs of today's digital-savvy healthcare consumers.

Streamline the distribution of relevant educational materials: Ensure that patients receive the correct information automatically, without relying on manual efforts from providers or complicating clinicians' workflows.

Create care pathways to enhance distribution: Patient engagement is an ongoing process. Implement workflows enabling patients to receive relevant information throughout different service lines and their entire care journey.

Empower patients throughout their care journey: They manage their health by providing easy access to health information and resources exactly when patients need them.

Monitor engagement to maximize contextual relevance: When resources are shared digitally, healthcare organizations gain valuable insights into when patients are most open to utilizing the information provided, allowing the health system to refine future engagement strategies.

Global Healthcare Digital Content Creation Market Report Segmentation

This report forecasts revenue growth and provides at global, regional, and country levels an analysis of the latest trends in each of the sub-segments from 2018 to 2030. For this report, Grand View Research has segmented the global healthcare digital content creation market report based on content type, end use, and region:

Content Type Outlook (Revenue, USD Million, 2018 - 2030)

Video Content

Written Content

Infographics & Visuals

Audio Content

End Use Outlook (Revenue, USD Million, 2018 - 2030)

Healthcare Providers

Patients

Others

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

Asia Pacific

Japan

China

India

Australia

South Korea

Thailand

Latin America

Brazil

Argentina

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Companies Mentioned

Medical Digitals

Textuar Communications LLP

WebMD Ignite
Healthcare Success, LLC
Amnet
Right Source Marketing
Aha Media Group
Big Sea (Digital Creative & Marketing Agency)
Brenton Way Inc.
Wallace HCL Ltd.
One Vision Health

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