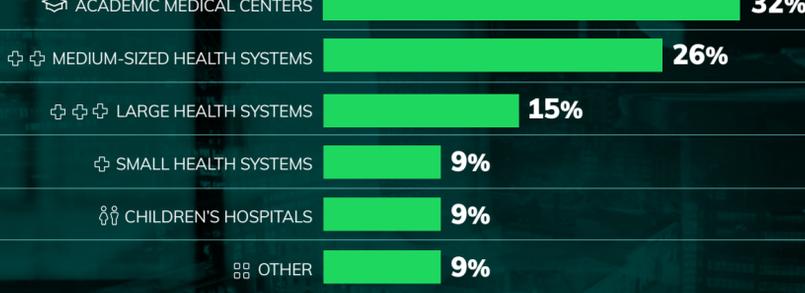


# How Healthcare Marketers Use the MarTech Stack

The marketing technology (MarTech) stack is a crucial tool for coordinating, automating and targeting messages to healthcare consumers.

**MERGE, in partnership with Greystone.net, a digital consulting company for hospitals and health systems, surveyed over 90 healthcare organizations** to examine how healthcare marketing and digital teams are utilizing the MarTech stack.



## The MarTech Stack is No Longer a "Nice to Have"

Marketing and digital teams are leveraging the MarTech stack more than ever since the onset of the pandemic. They struggle, however, with clearly defining the MarTech stack.

Nearly 60% of healthcare organizations say investing in MarTech stack infrastructure is an organizational priority



The top systems/tools cited as part of healthcare organization's MarTech stack are:

**CONTENT MANAGEMENT SYSTEMS (CMS)**  
86%

**SOCIAL MEDIA MANAGEMENT**  
86%

**EMAIL MARKETING**  
84%

**SEO TOOLS**  
72%

**ANALYTICS**  
69%

**CRM**  
63%

(Note: numbers reflect the percentage of organizations saying their stack includes the specified tool.)

### The challenge?

Healthcare organizations cite a lack of resources, technology and skills to utilize the MarTech stack optimally.

**<10%** are confident they have a formal, organized MarTech stack

**63%** say they have a MarTech stack that is loosely integrated and organized

**>25%** say they currently do not have a MarTech stack at all

### The highest priorities for improvement include:



Customer Relationship Management (CRM)



Business Intelligence/ Data Analytics



Email Marketing/ Marketing Automation

## Impacts from the COVID-19 Pandemic

During the height of the pandemic, healthcare organizations used the following tools the most as part of their MarTech stack.



Social Media Management



Email Marketing



Content Management Systems (CMS)

OVER **85%**

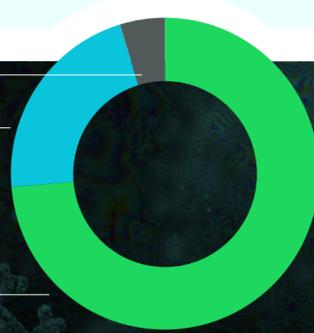
of organizations agreed that the pandemic helped to position Marketing, Web and Digital Services as core functions and vital to achieving digital transformation.

During the onset of the pandemic:

**4.62%** expanded staff for additional support

**21.54%** furloughed or laid off part of staff

**73.85%** retained the same level of staffing as pre-pandemic



### Challenges:



Lack of a single channel to deploy communications quickly



Lack of the right tools, technology and staff to deploy strategies

## The Journey to Transformation

No matter where organizations start, tackling bite-sized tasks one at a time can get things moving and show momentum.

### STEP ONE

Recognize that true customer relationship management is not just a technology, but a strategy.

### STEP TWO

Start with small wins to help inform your long-term roadmap.

### STEP THREE

Empower teams through supportive training, hiring more staff or partnering with outside agencies who can deliver strategic and tactical assistance.

Learn how MERGE can help your organization leverage its MarTech stack for greater marketing effectiveness.



For more information, visit [www.mergeworld.com](http://www.mergeworld.com).