



Healthcare Leaders & Digital Health Trends 2022

From VR and telehealth to EHRs and mobile apps, see which healthcare trends people search for the most and learn who leads the digital health conversation online.

Healthcare: Digital transformation ushers in a whole new world

When it comes to digital transformation, every industry has its moment. In healthcare, that moment is happening right now. With consumers accustomed to the convenience of virtual visits and other online services they used during the COVID-19 pandemic, healthcare organizations and providers alike are ramping up every aspect of their digital game.

According to the HIMSS 2022 State of Healthcare Report, **99% of U.S. health system leaders** surveyed said that **digital transformation is a top-level priority**. And while many of them say they're still early in their journey, they're expanding their capabilities fast. In fact, up to **80% of health systems** plan to **ramp up their digital health investments** over the next five years.

At the same time, global health innovation funding is at an all-time high, doubling in the past year to **a record \$44B** and growing by **more than 20x over the past decade**.

To capitalize on the momentum, healthcare organizations, solution providers, and insurance providers must enhance their organic marketing strategies by embracing the latest healthcare technology trends.

This Healthcare Leaders & Digital Health Trends 2022 report offers you an industry overview sourced from Conductor. We analyzed **21,500 searches related to healthcare, health insurance, dental insurance, pharma, biotech, medical devices, in-person and virtual care, electronic health records (EHR), healthcare apps, cybersecurity, and healthcare staffing**. Then, we broke down the results into the top trends in healthcare.

Find out which B2C and B2B topics are trending, and get tips to develop personas, expand your content marketing capabilities, and capture your share of this rapidly changing market.

Top 5 Takeaways

In-person care: Your organization's star rating matters. Many healthcare searches are local, but when consumers seek care, they embrace one factor consistently across regions: how an organization rates on Yelp.

Dental insurance: An influx of claims is coming. A 504% YoY increase in searches for best dental insurance for major dental work makes it a safe bet that providers will see more claims in 2022 from people who delayed preventive care during the pandemic.

Telehealth: Virtual care shows staying power. After hitting a search demand of 368K during pandemic lockdowns, telehealth searches have steadied out at about 100K/month, which is still significantly higher than pre-pandemic.

EHR: Demand for new systems surges. As consumers demand more digital access to their medical records and healthcare organizations move to the cloud, searches for EMR apps and hospital charting systems are up by 540% and 400% YoY respectively.

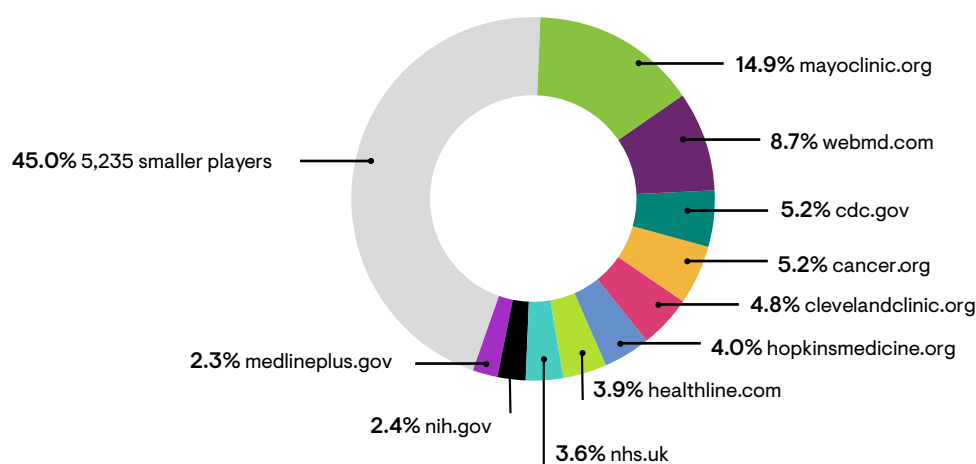
Staffing: Nurses hit the road. A 95% YoY increase in searches related to travel nursing show how the staffing landscape is rapidly changing for hospitals and health systems in the wake of the pandemic

Industry leaders for health-related information

About eight years ago, Mayo Clinic combined three of its websites and an estimated 60,000 pages of content into its [Mayoclinic.org](https://www.mayoclinic.org) domain. Those early investments in content marketing are paying huge dividends today.

Mayo clinic's domain now ranks at the top market share leader for health-related information, gaining nearly **15% of Page 1 Google searches**. Interestingly, their site was already getting about 110 million clicks per month prior to the pandemic. Now, it attracts **140 million** clicks per month.

Top Market Share Leaders for Health-Related Information



The top 10 list includes two other large health organizations—**Cleveland Clinic and Johns Hopkins**—who were early content marketing adapters. Other leaders include information domains (WebMD and Healthline) and government-supported sites (CDC, NHS, NIH, Medlineplus).

Mayo Clinic has ranked as the nation's Best Hospital by U.S. News for **6 straight years**.

The value of content marketing in healthcare

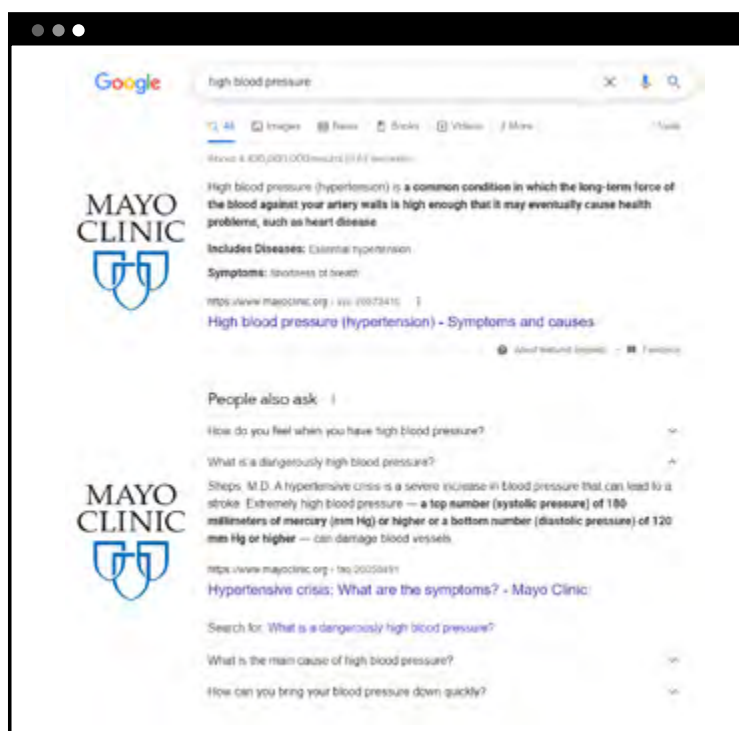
Mayo Clinic's dominance on Google shows why content marketing is a healthcare marketing trend that's here to stay. **Patients, providers, and even C-suite leaders** all [turn to Google](#) to find answers as they navigate their way through the awareness and consideration phases of their journeys. In fact, Google estimates that **3 in 4 people** [turn to the internet first](#) when researching a healthcare-related question.

What are they looking for?

- **A person experiencing early symptoms of illness** may search to find a doctor or learn whether they can treat their medical condition at home.
- **A doctor or researcher investigating a medical condition or medical device** may search for a protocol guide, clinical studies, or trial data.
- **A hospital administrator or C-suite executive** may seek industry trends or buying guides to help their organization choose a new technology.

Mayo understands this formula well. Overall, their awareness- and consideration-focused content provides answers for **1.1 million “People Also Ask” questions** and **ranked for the answer box** across **390K searches**.

The Mayo Clinic is owning both the answer box and People also ask features



Others are quickly following suit. [WebMD](#), the second leader in Google Page 1 market share, optimizes many of its articles around “how” content, such as [How Crohn’s Disease Affects Your Whole Body](#). The bottom line: The more helpful and authentic your content, the higher the share of Google search traffic you’ll gain.

Content marketing for pharma, biotech, & medical devices

In these categories, medications, devices, and solutions differ greatly, which is why it's not possible for us to share top competitors for each. However, pharma, biotech, and medical device companies with strong content marketing approaches **can help meet clinicians and leaders at their particular moment of need**. Here's how:

Let's say a hospital's cardiology team is interested in researching new options for defibrillators. The service line administrator, an electrophysiologist, and a cardiologist who specializes in heart failure may all turn to Google to search "future of defibrillators."

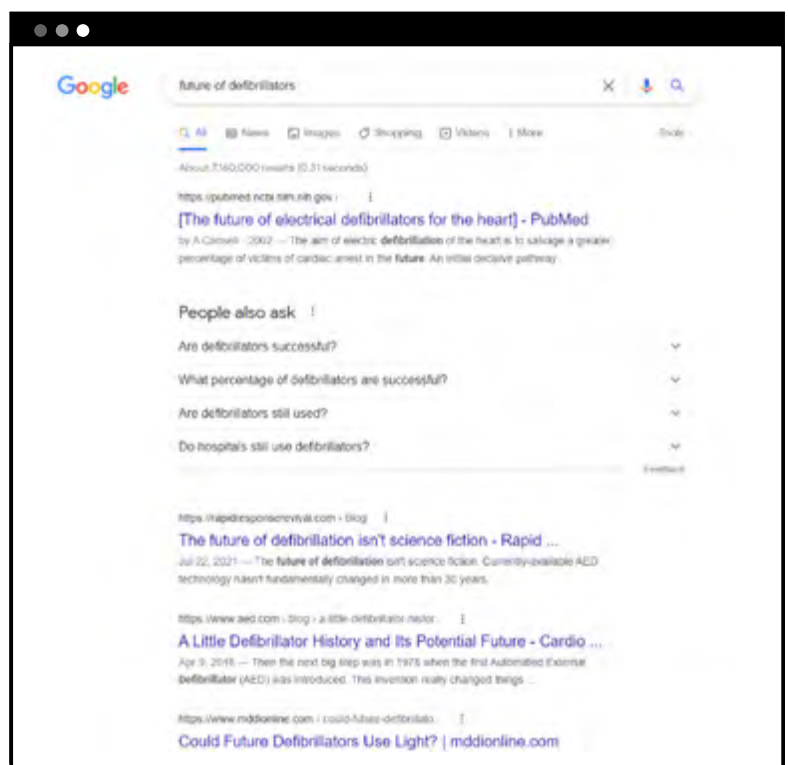
Right now, they'll find:

- A 2002 clinical study published on the NIH/National Library of Medicine website
- Two articles discussing how to make AEDs (automated external defibrillators) more accessible and easier to use

Pro Tip: When researching medical devices or new technologies, always approach your search on a case-by-case basis so you can truly understand **who's leading in that space**.



Medical department heads & hospital admins are searching to learn the latest trends with medical technology and where the future of medicine is going.



Market-specific landing pages for medical care


In-person care


When people need to see a doctor in person, they look for the most convenient nearby option. That's why healthcare organizations are optimizing their webpages to take advantage of regional and "near me" Google searches.


A look at four major markets—**New York, Los Angeles, Chicago, and Houston**—bears this out. In each, a local health organization (Mount Sinai in New York, UCLA Health in LA, etc.) and at least one top Urgent Care provider (Physicians Immediate Care in Chicago, Memorial Medical Center in Houston) rank among the top four locations in market share.


The outlier in all four markets: **Yelp**, which ranks well across the board in searches for "**urgent care near me**." This underscores the importance of two things: making sure your organization's Google and Yelp listings are optimized, and doing everything you can to deliver a positive patient experience that will lead to five-star reviews.

Top Market Share Owners Across 4 U.S. Markets for In-Person Medical Care

 New York	1	yelp.com
	2	mountsinai.org
	3	zocdoc.com
	4	citymd.com

 Los Angeles	1	yelp.com
	2	lacounty.gov
	3	uclahealth.org
	4	solvhealth.com

 Chicago	1	yelp.com
	2	physiciansimmediatecare.com
	3	swedishcovenant.org
	4	michiganavenueimmediatecare.org

 Houston	1	memorialhermann.org
	2	yelp.com
	3	urgentcarememorial.com
	4	carenow.com

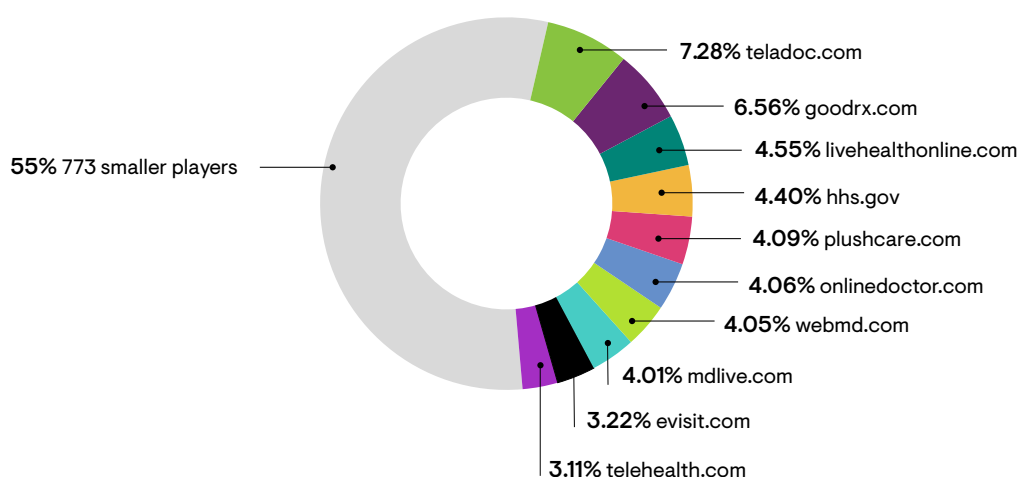
Pro Tip: Implement a **search engine optimization (SEO) plan** tracked at the local level to win your share of the "near me" searches.

From 2013 to 2019, the number of **U.S. Urgent Care centers** grew by **nearly 58%** (6,100 to 9,616).

Virtual care

When people choose to see a healthcare provider virtually instead of in-person, health systems and Urgent Care centers see increased competition. Conductor's Market Share analysis shows some **national telehealth brands winning the search engine battle**, including Teladoc, GoodRX, and Live Health Online.

Top Market Share Leaders for Virtual Care



Each one takes different approaches to organic marketing.

- [Teladoc](#) optimizes its home page as the “#1 virtual health provider”
- [GoodRX](#) focuses on its well-known prescription drug discount program, using telehealth visits as a value-add
- [Live Health Online](#) offers easy-to-understand “how-to” educational videos, under a minute each, with topics like “What happens during a virtual visit?”

But there's still plenty of room for **region-specific telehealth services** to join in the conversation. A prime example: [We Health NYC](#), which ranks second in market share in New York with pages optimized for “New York telehealth and walk-in clinics.”

38% of patients surveyed [used telehealth in 2022](#), a 10% decrease from telehealth's peak in mid-2020.

Health insurance content for each stage of the buyers' journey

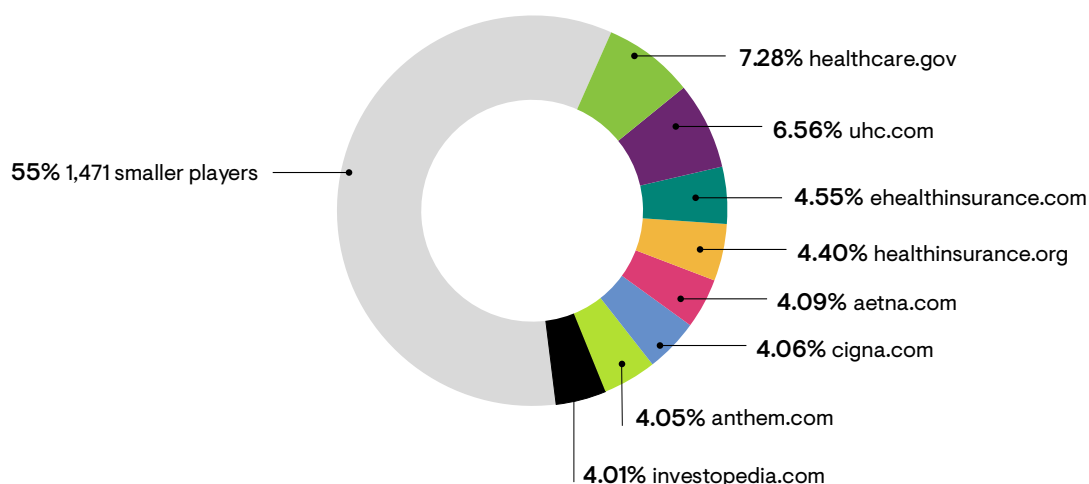
Picking the right health or dental insurance plan takes plenty of research, with many consumers comparing multiple options—and visiting several domains—before making a choice. That means providers must optimize their organic content to reach consumers in the **awareness, consideration** and **transactional stages** of their journey.

The top market share leaders in health and dental insurance are doing this well. While the U.S. federal government's [healthcare.gov](https://www.healthcare.gov) marketplace ranks number one in Market Share, **UnitedHealthCare (UHC)** is close behind.

One of UHC's content marketing superpowers is crafting [dedicated state-specific landing pages](#) that consumers can use to easily review their options when they're in the consideration phase.

While branded health insurance sites take up most of the other top slots in market share, **Investopedia** is an interesting outlier. They specialize in reliable content that compares insurance plans. One of their best-performing assets, [How Much Does Health Insurance Cost?](#), is optimized to answer that frequently asked question. As a result, it attracts an average of **28.8K clicks per month**.

Top Market Share Leaders for Health Insurance

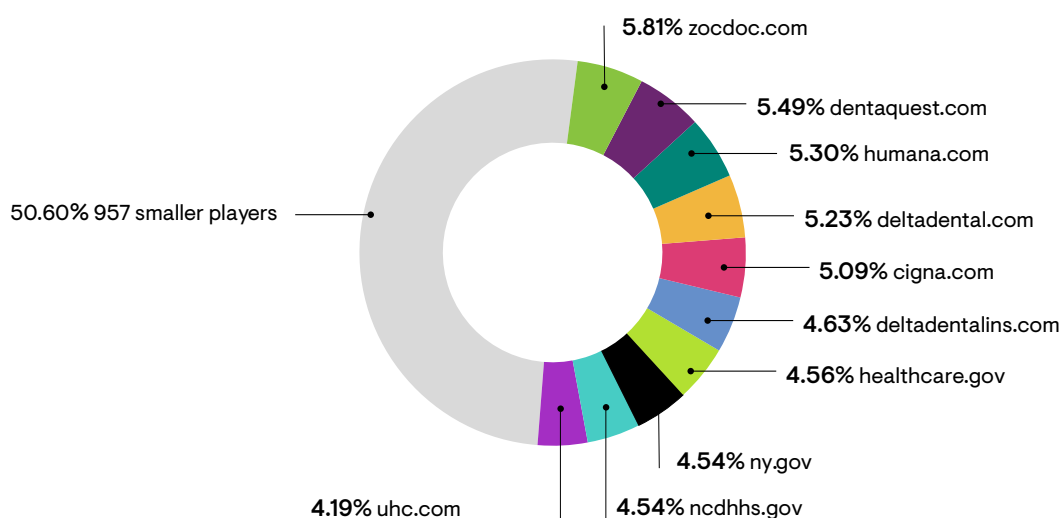


Pro Tip: Health insurance includes a major learning curve for consumers. Helpful educational content can help you fulfill that need and win over searchers.

A 'drill-down' on dental insurance





Conductor's research team looked at dental insurance from three perspectives and unearthed some interesting trends. For overall **"dental insurance"** searches, competition is fierce, with Zocdoc, Dentaquest, Humana, Delta Dental and Cigna all getting between **5.81% to 5.09% market share**.

Top Market Share Leaders for Dental Insurance



How do dental insurers differentiate their content? For **"near me" searches**, Zocdoc leads the way with content focused on the transactional stage of the buyer's journey ("[book top dentists near me](#)").

For **emergency dental searches**, Aspen Dental rises to the occasion. Their strong suit: a consideration-focused landing page called "[when to seek emergency dental care](#)."

Top leaders for local dentist searches	
1	 Zocdoc
2	 DELTA DENTAL
3	 AspenDental
4	 DentaQuest
5	 Bright Now! Dental

Top leaders for emergency dental needs	
1	 AspenDental
2	 Emergency DENTAL CARE USA
3	 Emergency Dentists
4	 Bright Now! Dental
5	 ideal dental

Health industry trends

The lingering effects of the COVID-19 pandemic show up loud and clear in our research on health insurance industry trends.

As people return to travel this summer, they're doing so with one eye squarely focused on their health. That's why searches for **international medical travel insurance** are up **514% YoY**.

People are also starting to book medical and dental appointments for routine care they ignored during the pandemic. That's likely the reason why searches for **best dental insurance for major dental work** rose **504% YoY**.

An estimated **5.7M people** put off dental care during the pandemic.

Trending health & dental insurance searches	
international medical travel insurance	514% ▲
best dental insurance for major dental work	504% ▲
what dental insurance covers implants	132% ▲
best dental insurance in florida	125% ▲
dental ppo insurance	84% ▲
what does medicare part a cover	83% ▲
what medicare part b covers	83% ▲
orthodontic insurance for adults	53% ▲
health insurance for self employed	50% ▲
medicaid income limits	50% ▲
what is high deductible health plan	50% ▲
how much is dental insurance	50% ▲
what is the difference between medicare and medicaid	49% ▲

Monthly search volume (MSV) data for health-related symptoms throughout 2021 show high interest in symptoms of COVID's two major variants, Delta and Omicron.

Top symptoms searched for in 2021 average searches a month	
covid symptoms	4,090,000
omicron symptoms	1,500,000
delta variant symptoms	550,000
pregnancy symptoms	368,000
uti symptoms	368,000
flu symptoms	301,000
sinus infection symptoms	301,000
strep throat symptoms	301,000
symptoms of omicron	301,000
adhd symptoms	246,000
anxiety symptoms	246,000
diabetes symptoms	246,000

That's no surprise. But more interesting are the **non-covid symptom searches** that garnered high MSV, including pregnancy, ADHD, anxiety, and diabetes.

Pro Tip: If you're looking to **grow patient volume** for your organization, optimizing your website around [Google's Top 10 non-COVID health-related search questions from 2021](#) is a great place to start.

Healthcare technology trends

Telehealth: is it here to stay?

Interest in telehealth peaked during the pandemic, but it's not returning to pre-pandemic levels anytime soon. Our research shows an **11% YoY increase** for branded and non-branded telehealth terms. Yet over the past three months, **MSV has decreased by 13%**.

Here are the search trends we're seeing for "telehealth":

- Pre-pandemic: **27.1K MSV**
- Pandemic-era lockdowns: **386K MSV**
- Current state: **100K MSV**

Searches for **"teletherapy"** show a similar trajectory. They're up **7% YoY** but have trailed off in recent months.

14% of U.S. patients say their [mental health declined](#) in the past year.

EHRs are in high demand

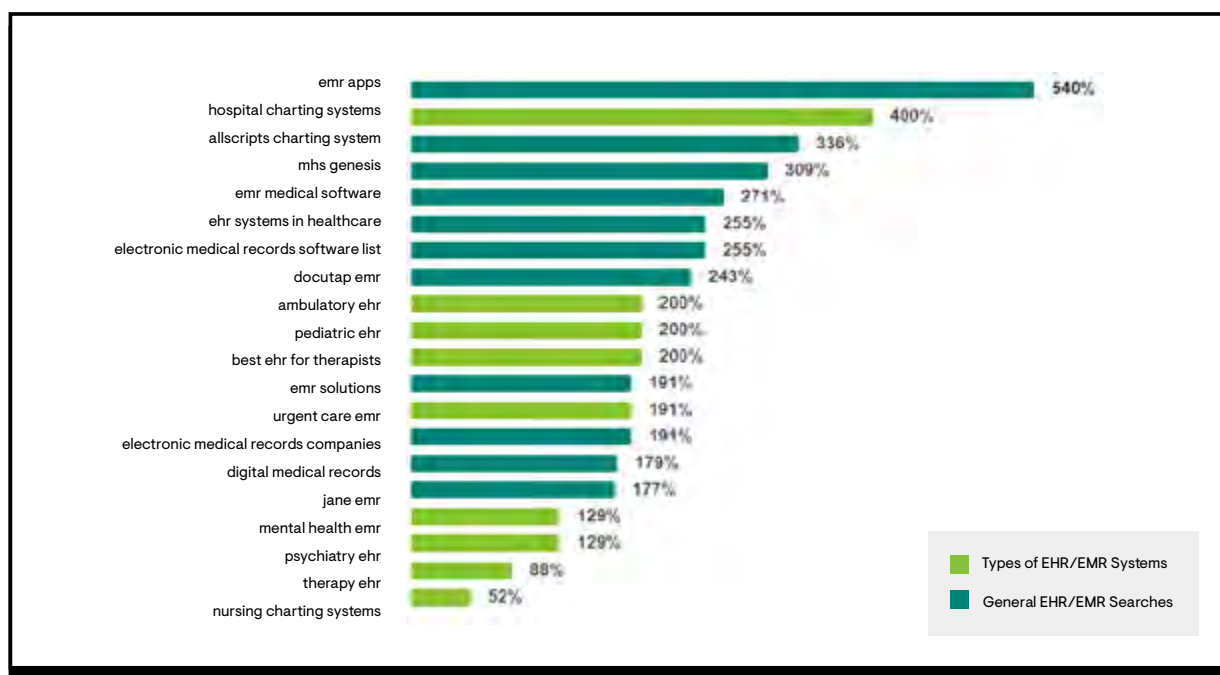
Patients want access to their medical records, and they'd like to have that access on their smartphones. At the same time, healthcare organizations are in a race to move their medical records to the cloud. Add in a [flurry of healthsystem M&A activity](#), and it's clear to see why interest in electronic health records (EHRs) has never been higher.

Search volume for branded and non-branded EHR and EMR (electronic medical records) terms grew **25% YoY**, with **EMR apps up 540%** and **hospital charting systems up 400%**.

Another healthcare technology trend driving high EHR interest: The emergence of EHRs for specific specialties, as seen by increasing MSV for **ambulatory EHR**, **pediatric EHR**, and **urgent care EHR**.

Trending EHR & EMR Searches

Based on YoYsearch increase



The EHR/EMR market is [growing by a 6.9% CAGR](#) and could reach \$32.8M by 2028.

Virtual reality looms large

[In last year's report](#), the Conductor team explored the growth in searches for future trends in healthcare such as AI, machine learning, and Big Data. Since then, MSV in all of those areas remains steady, with no significant increase or decrease.

There is one rapidly emerging healthcare industry trend, however: **virtual reality**. Searches for “VR in healthcare” have seen a consistent positive increase, including a **49% boost in MSV over the past few months**.

This increase is likely fueled by a VR market that is **growing at 35% annually and may hit \$40B by 2026**. [Top VR solutions in development](#) include:

- Platforms to treat color blindness, lazy eye, and other vision problems
- AR headsets that providers can use to optimize robotic surgery
- Surgical training systems
- Solutions that can provide Alzheimer's testing
- Platforms that allow at-home participation for clinical trials

Medical apps take flight

The pandemic led more people to take charge of their health, which has created skyrocketing demand for medical apps of all types.

The clear leader is the **Apple Health** app, which earned a **14.8K MSV** in March 2022. People use it to track their activity levels, the quality of their sleep, their vital signs, and much more. The app added multiple new features when [iOS 15 rolled out last June](#), helping it increase in popularity.

Other top apps include **Sydney Health** from health insurer Anthem. It allows users to check symptoms, manage their health, dental, and vision plans, chat with a representative, and even host video visits. The **GoodRx app**, which helps consumers save money on prescription drugs, is another top performer.

An interesting pandemic-related app trend: **1.6K MSV for aruba health application**. That's the mobile COVID-19 resource administered by the Aruba Department of Health. Their [landing pages](#) are **optimized to attract tourists**.

Breakout star: Mobile apps that identify different types of medications attracted **4.8K MSV in March 2022**.

Cybersecurity is a growing concern

A rise in digital health solutions leads to an obvious side-effect: a higher risk for cyberattacks. While search volume overall isn't very high for "cybersecurity in healthcare"-related terms, searches for **healthcare cybersecurity solutions** are up **400% YoY**.

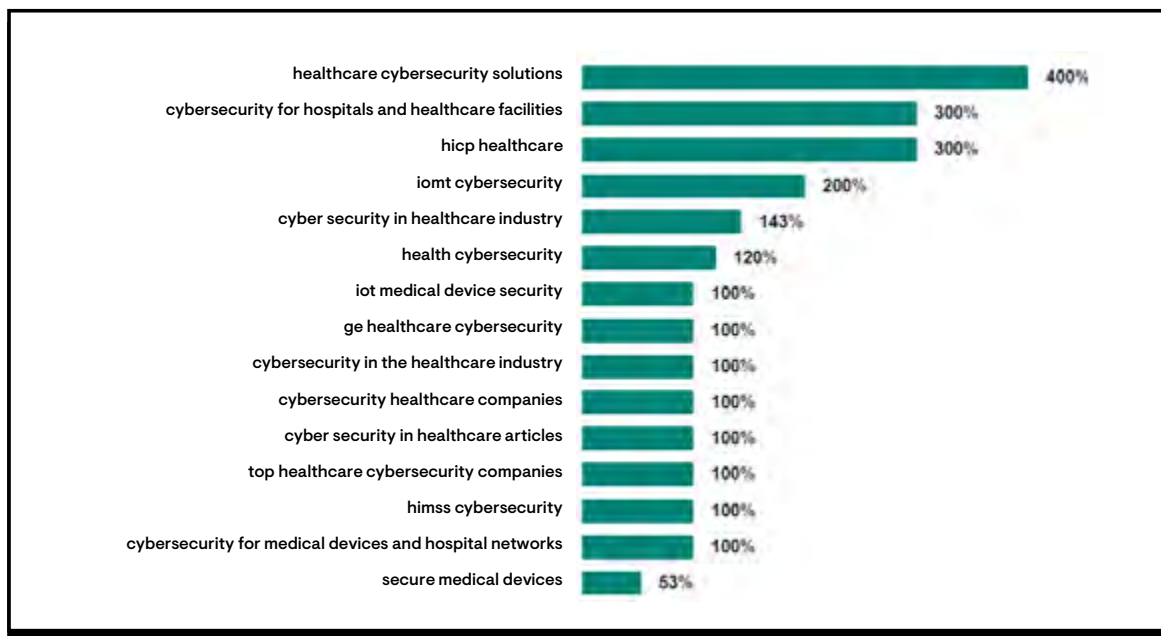
Two interesting increases: searches for Health Industry Cybersecurity Practices (HCIP), a publication that features

five potential threats and 10 mitigation tips to combat them, are **up 300% YoY**, while searches for IoMT (Internet of Medical Things) cybersecurity, are up **200% YoY**.

Nearly **50 million people in the U.S.** had their sensitive [health data breached](#) in 2021.

Trending Healthcare Cybersecurity Searches

Based on YoY search increase



Precision health draws curiosity

Many leaders see precision health—focused on predicting disease and preventing future health problems—as a future trend in healthcare. Right now, search data shows that people are turning to Google to learn more about how precision health might work.

Terms related to precision health saw a **15% increase YoY**. Many of these searches are informational in nature, with people looking for precision health examples, solution providers, and other helpful resources.

Hospital at home program spikes interest in remote healthcare monitoring

In November 2020, the Centers for Medicare and Medicaid Services began its [Acute Hospital at Home](#) program, allowing hospitals to provide inpatient-level care inside a patient's home. Today, [203 hospitals across 34 states](#) participate.

As they work to optimize home care, many hospitals are seeking the latest in remote healthcare marketing devices. Searches for remote patient monitoring grew by 11% YoY, while searches for telehealth monitoring devices increased by 80% over the past three months alone.

By 2025, an estimated **\$265B worth of care services** could shift from traditional facilities to home [without a reduction in quality](#).

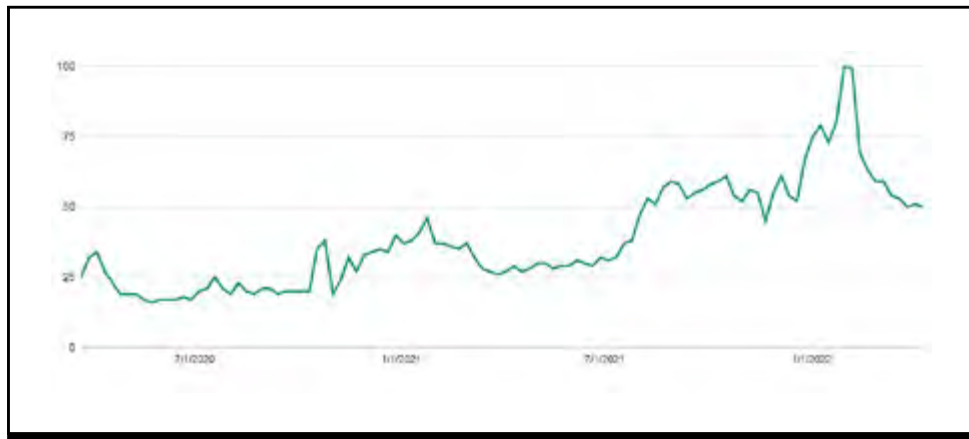
Health career trends

With a reported one in five healthcare workers [quitting their jobs](#) since the pandemic began, the staffing crunch is all-too-real for hospitals and health systems. This has led to two interesting health career trends.

For one, travel nursing has emerged as a viable career option, with travel nurses earning [\\$3,500 or more per week](#). Searches for **travel nursing increased by 95% YoY**. A look at Google Trends data shows a huge demand spike in February 2022, possibly due to proposed legislation that some people believe may lead to a [travel nurse salary cap](#).

Search demand relating to "travel nursing"

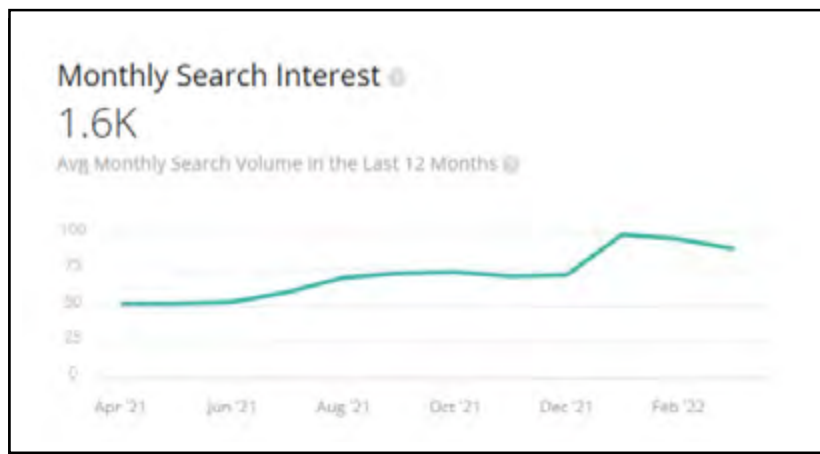
Based on March 2020 - April 2022



Aside from the pay cap, searches for “travel nurse jobs” increased by 22% YoY, with search demand **for travel RN jobs peaking at 49.5K MSV in January 2022**. Another fascinating search surge: a **125% YoY increase in searches for “cross country travel nursing.”**

The other emerging healthcare career trend is heightened interest in staffing agencies and solutions. Searches for healthcare and medical staffing-related terms grew by 59% YoY, with searches for **nurse staffing agencies** and **medical staffing solutions** in high demand.

Search demand for “healthcare staffing” continues to rise



Which staffing agencies are people searching for the most? Favorite Healthcare Staffing is the clear leader, attracting **an MSV of 40.5K in March 2020**.

Their [homepage](#) offers clear and simple value propositions aimed at recruiting new nurses.

Top staffing brands being search March 2022 search volume	
favorites healthcare staffing	40,500
aya travel nursing	9,900
nomad travel nursing	8,100
vivian travel nursing	6,600
maxim healthcare staffing	5,400

Stand out in an evolving healthcare industry

The pandemic sparked a rallying cry toward digital transformation in healthcare, and top health systems, hospitals, solution, and insurance providers will leverage the changing landscape as a way to get ahead.

Leading-edge organic marketing strategies can help healthcare organizations leverage the latest healthcare trends, increase their search engine traffic, and emerge from the pandemic stronger than ever.



Want to know more about how SEO
and content marketing in healthcare
can help you excel?

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