

Some of the key players operating in the target market are EverydayHealth, Healthline, WebMD, Mayo Clinic, Drugs.com, Babylon Health, and Citius Tech.

Healthcare social media marketing consists and promotion of information regarding population health, participation in community discussions, and networking. Hence, increasing the importance of social media has propelled the target market growth. In addition, awareness among individuals has increased regarding healthcare. Nowadays, numerous websites have made it easy for patients to self-diagnose their problems. This has enhanced the target market growth as well. However, the patient's health information can be easily sought by hackers. This is the problem of data security is expected to hamper the target market growth over the forecast period. Nevertheless, video marketing in the healthcare sector is projected to create lucrative growth opportunities for the target market. Patients are able to provide information about complex diseases and health issues in a simple and easy way through a visual format.

In terms of type, the target market is categorized as offline and online. Among these categories, online is the dominating one due to the rise in the penetration rate of usage of the internet. Also, increasing awareness regarding the data available on the internet associated with health are the factors that have boosted the online category of type segment.

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In terms of application, the target market is categorized as ambulatory surgical centers, hospitals, and others. Among these, the hospital category is the dominating one due to the presence of a large patient pool. Most of the hospitals involve direct-to-patient digital marketing nowadays.

In terms of regions, the target market is segmented as North America, Europe, Asia Pacific, Latin America, and Middle East & Africa. North America is expected to dominate the target market over the forecast period. Huge investments are made by governments in health care infrastructure in the region. In addition, the rise in the adoption of direct-to-patient digital marketing by major health care businesses in the U.S. has boosted the target market in the region.

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This report segments the Direct-To-Patient Digital Marketing market as follows:

Global Direct-To-Patient Digital Marketing Market: By Type Segmentation Analysis

Offline

Online

Global Direct-To-Patient Digital Marketing Market: By Application Segmentation Analysis

AmbulatorySurgicalCentres

Hospitals

Others

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