

A content intelligence  
analysis of the content  
topics making the biggest  
impact on the market



# 2018 Healthcare Content Marketing Report

and current  
opportunities for  
content marketers  
in the healthcare space.



## TABLE OF CONTENTS

About This Report .....	3
Consumer-focused Healthcare Content .....	4
Current Impact Topics .....	5
Potential Impact Topics .....	9
Provider-focused Healthcare Content.....	12
Current Impact Topics .....	13
Potential Impact Topics .....	17
Next Steps.....	20



## ABOUT THIS REPORT

The goal of this report was to identify the top performing topics across the healthcare industry, as well as underutilized topics that present great content opportunities for healthcare brands.

Utilizing its content intelligence platform, Ceralytics analyzed the top performing content of 18 websites in the healthcare industry, including insurance providers, universities, hospitals, and healthcare retail stores. The Ceralytics content intelligence engine then categorized every page of each site by the main topic(s) that each page was about.

Top performing and underutilized topics were determined by their total presence in organic search, inbound links, social shares and other ranking factors.



Consumer-  
focused

This report is broken into two sections. The first section analyzes nine websites that are consumer-focused. These consumer-focused sites accounted for 67.8% of the content analyzed and 97% of the social shares.



Provider-  
focused

The second section of this report analyzes provider-focused websites. Provider-focused websites had a smaller content footprint than consumer-focused websites, and a fraction of the social shares. However, certain pieces of provider-focused content are just as popular, if not more, than many consumer-focused pieces of content.

### By the numbers

Nearly  
16,000  
individual  
topics were  
identified  
across the  
industry.  
Articles  
about these  
topics  
generated  
over  
3.3 million  
social shares.





# Consumer-focused Healthcare Content



## Current Impact Topics

### Topics Covered the Most

Topics that have the most content written about them throughout the industry.

- diabetes
- flu
- health
- benefits
- breast cancer
- family
- holidays
- cancer
- caregivers
- future
- health care
- heart
- kids
- parents
- symptoms
- women
- alzheimer
- American Cancer Society
- anxiety
- better care
- diet
- heart attack
- heart disease
- heart health
- medicare
- medications

### Topics Experienced the Most

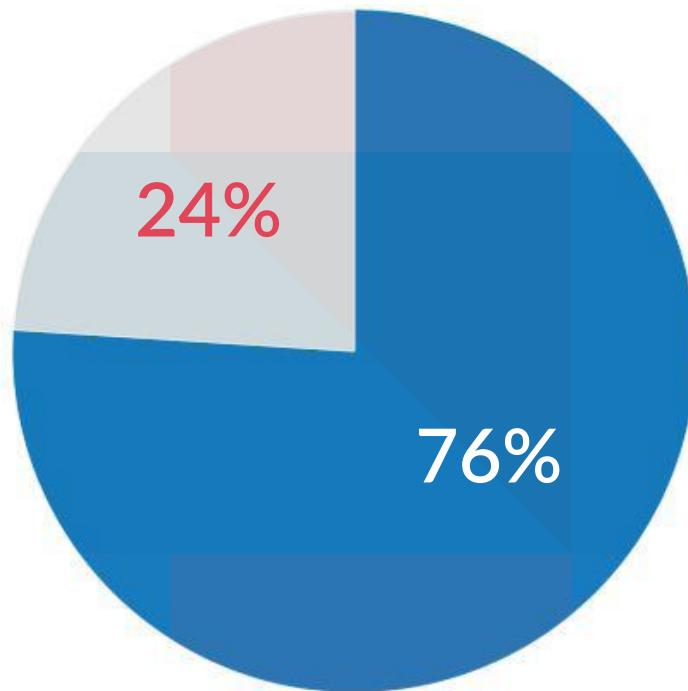
Top performing topics within the industry based on their ability to drive traffic and engagement.

- heart disease
- diet
- tips
- recipe
- pain
- brain
- symptoms
- women
- stress
- stroke
- health
- truth
- heart attack
- blood sugar
- children
- diabetes
- foods
- heart
- weight loss
- adults
- sleep
- smoking
- high blood pressure
- blood pressure
- Americans
- drugs





## Topic Effectiveness\*



The topic effectiveness rate for consumer-focused healthcare content is very high compared to other industries (industry averages usually hover around 50%). This shows that many consumer-focused healthcare organizations understand and spend resources creating the content their audience wants to consume.

\*Calculated by taking the top 200 topics the industry writes about the most and comparing it to the top 200 topics in the industry that get the most engagement.





# Top 5 Current Impact Topics

Topics that are currently driving the most traffic and engagement in the consumer-focused healthcare industry.



## Heart Disease

The most effective topic in the industry is heart disease, which has received over 95k social shares across all content written about it within the industry. Though it is one of the top performing topics in the industry, only 56% of consumer healthcare sites have created highly engaging content about the topic. Other sites either do not cover the topic sufficiently, or do not address the issue directly in their content.



## Diet

The topic of diet, which is the second-most effective topic in the industry, has received over 82k social shares. Like heart disease, diet is only covered by 56% of consumer healthcare sites. Of the articles written about diet, 19.2% of them also directly discuss heart disease. However, only 13.8% of content written about heart disease directly discusses diet.



## Tips

The topic of tips has over 98k social shares, and focuses mostly on weight loss and pain relief. Perhaps surprisingly, one of the top posts shared around tips is [7 Tips for Taking Turmeric \(Infographic\)](#). Another potential surprise top performing post around tips is [Tips to Better Understand Your Aging Parents](#). Both of these examples show how understanding an emerging trend, such as the medicinal qualities of turmeric, or identifying an evergreen topic, such as understanding your aging parents, can be capitalized on by creating great content to meet the intent of the audience.



## Recipes

33% of the sites featured recipes of some kind, which is the fourth most-experienced topic in the industry and accounts for 78.1k social shares. This recipe content is led by the Cleveland Clinic, which averages over 800 social shares for each recipe it publishes. Their most popular recipe? Well...it's not for artery clogging french fries or pizza. It's for [brussel sprouts](#).

But if you really love [french fries](#) and [pizza](#), don't worry, they have those covered as their 4th and 44th most-popular recipes, respectively.



## Pain

The fifth most-experienced topic is pain, with 83.1k social shares. The topic of pain actually has a higher share rate than the other top 4 topics, at over 1,400 shares per post, but content about pain does not perform as well in organic search, hence the lower ranking.

Interestingly, the top post about pain also includes the topic of diet: [7 Steps to Pain Relief With an Anti-Inflammatory Diet](#).

Other posts about pain also go into detail about pain management using everything from aromatherapy to opioids.

Want to see how your organization stacks up?



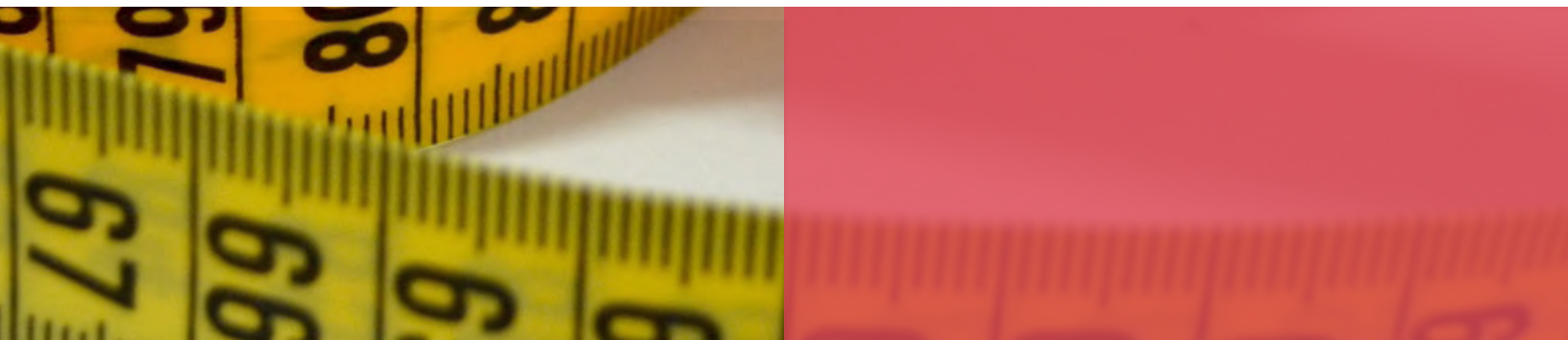




## Potential Impact Topics

Topics currently seeing the most success,  
but are currently underutilized by the industry.

- 
- |                   |                       |                   |
|-------------------|-----------------------|-------------------|
| • quit smoking    | • weight loss         | • pain            |
| • blood sugar     | • chronic pain        | • cold            |
| • stroke          | • heart disease       | • disease control |
| • cancer patients | • sleep               | • signs           |
| • new baby        | • heart attack        | • love            |
| • symptoms        | • high blood pressure | • conversation    |
| • stress          | • ovarian cancer      | • calories        |
| • liver           | • vaccines            |                   |
| • drugs           | • women               |                   |





# Top 5 Potential Impact Topics

Currently underutilized topics in the consumer-focused healthcare industry that present opportunities for healthcare content marketers moving forward.



## Quit smoking

The topic of quit smoking garners nearly 4k shares per post in the industry. This underutilized topic focuses on why people should quit, how people should quit, as well as what happens to people's bodies over time after they quit.

Infographics are the most successful mediums for posts about quitting smoking. Google Trends shows that the term "quit smoking" has a cyclical nature to searches in the United States, with peaks around New Year's Day. It also shows that searches for the topic have slowly been declining over the last five years.



## Blood sugar

The topic of blood sugar gets over 3.3k social shares per post, and consists of content related to recipes, diets, preventing diabetes, and managing diabetes. Google trends shows that searches for blood sugar have steadily increased over the past five years in the United States.



## Stroke

Stroke is an underutilized term with an average of 3.2k social shares per post. The most successful posts are about recognizing a stroke as it's happening. Other posts cover how new technologies can help recapture lost function after a stroke, how stress at work may put people at higher risks for stroke, and poor nutrition that leads to stroke.



### Cancer patients

Cancer patients as a topic has very little content about it in the industry, but [one post](#) by Cleveland Clinic has over 15.6k social shares. What stands out about this post is how straightforward and simple it is. It meets an everyday challenge for cancer patients and doesn't try to be complex and discuss medicines, coping, or anything of that sort. It's an infographic that meets the intent of the reader for a challenge many healthcare providers may take for granted.

Other posts in the industry have a couple hundred shares each and focus on living a longer, fuller life with cancer, and improving the quality of life for cancer patients.



### New baby

The consumer-focused healthcare industry has only a handful of posts about new baby, but those posts average 2.5k shares. This topic is covered extensively in other industries, but has great potential for the consumer-focused healthcare industry.

The consumer-focused healthcare industry has only a handful of posts about new baby, but those posts average 2.5k shares. It has also been a steady trend in the last 5 years with peaks around New Year's Day according to Google Trends.

See what topics you  
are underutilizing.



CONTACT US.



# Provider-focused Healthcare Content





## Current Impact Topics

### Topics Covered the Most

Topics that have the most content written about them throughout the industry.

- health care
- patients
- care
- health
- people
- time
- future
- patient
- social media
- doctors
- life
- cancer
- consumers
- women
- America
- access
- costs
- innovation
- kids
- technology
- physicians
- Affordable Care Act
- lessons
- benefits
- hope

### Topics Experienced the Most

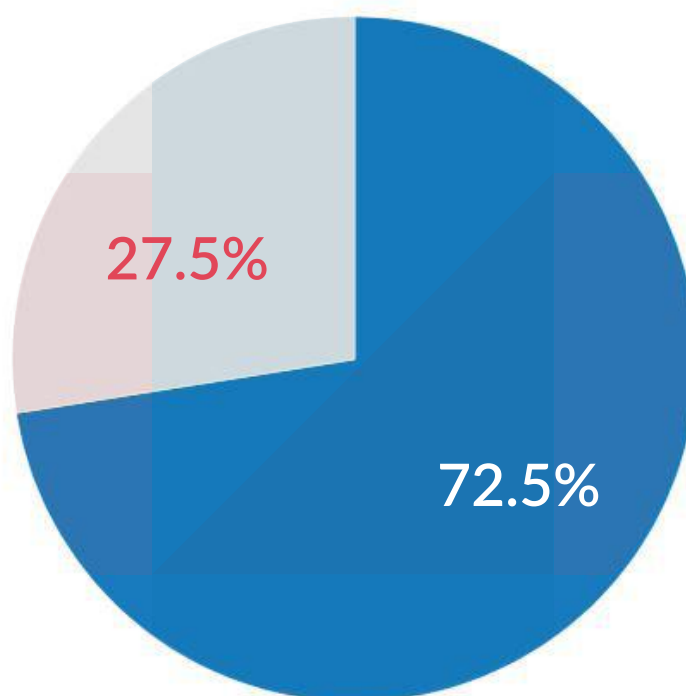
Top performing topics within the industry based on their ability to drive traffic and engagement.

- study
- America
- mental health
- autism
- cancer
- care
- science
- women
- access
- communities
- hospitals
- opioid epidemic
- patients
- modern healthcare
- technology
- researchers
- deaths
- consumers
- treatment
- vaccines
- costs
- diabetes
- kids
- experts
- medical errors





## Topic Effectiveness\*



The topic effectiveness rate for provider-focused healthcare content is very high compared to other industries (industry averages usually hover around 50%). This shows that many provider-focused healthcare organizations understand and spend resources creating the content their audience wants to consume.

\*Calculated by taking the top 200 topics the industry writes about the most and comparing it to the top 200 topics in the industry that get the most engagement.



# Top 5 Current Impact Topics

Topics that are currently driving the most traffic and engagement in the provider-focused healthcare industry.



## Study

The highest performing topic for provider-focused healthcare was study. Articles about newly published or existing studies generated 130 social shares on average in the industry. Many of these were articles and studies done by Johns Hopkins University, including the top performing piece of content for the topic: [Study: 19-year-olds in U.S. as sedentary as 60-year-olds](#). These pieces of content are not the studies themselves, but rather the key findings or interesting takeaways from the studies.



## America

Addressing specific issues that Americans face gains a lot of traction in the industry. Two of the top three articles about America focus on the opioid epidemic: [Aetna's commitment to fighting the opioid epidemic](#) and [America's opioid epidemic and its effect on the nation's commercially-insured population](#). The third most popular post on the topic is [the cost of gun violence in America](#).



## Mental health

Mental health has been a steadily increasing search trend over the past five years according to Google Trends. It has minor peaks in early October, year-over-year as well.

For provider-focused healthcare, mental health covers everything from the stigma of talking about mental health to suicide prevention. The highest performing article on mental health is Aetna's [When suicides outnumber murders, we have a mental health problem](#), which addresses both of these issues. The post has over 3.3k social shares, over 15 times the average number of social shares for other posts about mental health.



## Autism

The topic of autism has a spike in early April for World Autism Awareness Day, according to Google Trends. Within the industry, it is a very popular topic to be consumed, but there is not a lot of content around the topic in the provider-focused healthcare industry.

The most popular post around the topic is [The science is clear: Vaccines are safe, effective, and do not cause autism](#), which has over 2k social shares. The average post about autism in the industry has 401 social shares.



## Cancer

The industry has seen a lot of success with content around new developments in cancer research and studies. The top post about cancer is [New cellular target may put the brakes on cancer's ability to spread](#) with over 1.4k social shares.

“Cancer patients” is an underutilized topic in both the consumer and provider-focused healthcare industries, as you will see in the next section.

Want to see how your organization stacks up?



CONTACT US.



## Potential Impact Topics

Topics currently seeing the most success,  
but are currently underutilized by the industry.

- 
- medical errors
  - autism
  - depression/anxiety
  - addiction
  - cancer patients
  - vaccines
  - communities
  - physical activity
  - age
  - America
  - business
  - better health
  - mental health
  - ovarian cancer
  - hospitals
  - blood pressure
  - president
  - diabetes
  - technology
  - opioid epidemic
  - diet
  - emergency room
  - behavioral health
  - nurses
  - antibiotics



# Top 5 Potential Impact Topics

Currently underutilized topics in the consumer-focused healthcare industry that present opportunities for healthcare content marketers moving forward.



## Medical errors

The most underutilized topic in the industry is medical errors. The topic is only covered on 33% of the sites covered, and only one time per site. But those few mentions generated an average of 687 social shares each. The focus of most of the articles is on how to prevent medical errors, while the top performing piece is a study from Johns Hopkins University that [suggests medical errors are the third leading cause of death in the U.S.](#)



## Autism

While it's also one of the top performing topics in the industry, it is also underutilized. At an average of 401 social shares per post, content about autism is in high demand, especially from healthcare providers. Filling this demand with findings from studies or other research could increase engagement for healthcare brands who focus on content for healthcare providers.



## Depression/anxiety

Content on emerging research about treating depression and anxiety is currently underserved to providers. Top posts about the topic include [Technology opens new doors for depression and anxiety treatment](#) and [Hallucinogenic drug found in 'magic mushrooms' eases depression, anxiety in people with life-threatening cancer](#). On average, each post about the topic drives 378 social shares.



## Addiction

While the opioid epidemic is one of the most impactful topics in the industry, the general topic of addiction is underutilized. Posts on addiction include [supporting others who are recovering from addiction](#), [using virtual reality to fight addiction](#), and [addressing addiction at the holidays](#).

The topic of addiction averages 343 social shares per post.



## Cancer patients

Like the consumer-focused healthcare content, provider-focused healthcare marketing lacks content on cancer patients, despite having very different audiences. The content that addresses these two audiences is very different. Providers are looking for research and information on treatment options for cancer patients, while consumers are looking for content that addresses their everyday challenges as a cancer patient.

The most popular posts for providers are [Liquid biopsy results differed substantially between two providers in study](#) and [Palliative care can improve quality of life, survival rate for cancer patients](#).

See what topics you  
are underutilizing.



CONTACT US.



## NEXT STEPS

This research report is a small sample of the insights you can learn about your industry or niche with content intelligence. If you're looking for how your organization's content stacks up to your competition, and what topics are most valuable to your audience, [Ceralytics](#) can help.

### Content intelligence tools such as Ceralytics tell you:

- How your organization is positioned against your competition.
- Where you have gaps in your content and positioning against your competition.
- Where you have opportunities in your content and positioning.
- What topics engage audiences on each channel.
- What content converts to buying actions.
- What topics matter to your audiences.
- What you should focus on creating next.

Take your content marketing  
from guessing to knowing.

LET'S TALK.