

Meta Information

Focus Keyword(s): GPO, IDN, Hospital Purchasing, Healthcare Supply, Medical Distribution, Digital Content

Secondary Keywords (WordPress Tags): Integrated Delivery Networks, Group Purchasing Networks, Healthcare Digital Marketing Content

Meta Title: Digital Content Marketing in Healthcare Supply and Medical Distribution

Meta Description: Arm yourself with the right digital marketing content and become the hero when educating Healthcare Supply and Medical Distribution professionals.

Image Suggestion: <https://www.istockphoto.com/photo/hospital-management-listening-to-doctor-gm872643060-243738832>

Digital Content Marketing for Healthcare Supply and Medical Distribution Conversations - A Founding Story

Digital content marketing in the healthcare industry is your extended sales arm. All of the healthcare brands you know and love should be flipped into your digital content conversations.

Today there is \$300 billion spent on health systems purchasing and \$25 billion spent on medical distribution. By using [a publisher and an agency](#) all-in-one, you get the best of both worlds when sourcing your healthcare digital marketing content.

As yourself these questions:

- How do I know what the industry wants?
- What is content today?
- How is content delivered today?
- What content do I need to use to be the best?

The History of Healthcare Supply and Medical Distribution – Why We Do What We Do

In 1900, hospitals operated independently and bought their own supplies. As technology began to emerge around 1945-1950, the [hospitals needed more supplies](#) and began to buy in bulk to receive a better price from the distributor.

This created what we know now as Group Purchasing Organizations (GPOs) and Integrated Delivery Networks (IDNs). The historical transformation birthed [bulk hospital distribution](#) in the healthcare world.

With over 35 years combined in Healthcare Supply and Medical Distribution marketing, [Share Moving Media](#) is the blissful union of a publisher and an ad agency. We noticed a need in the healthcare

industry. Distribution sales reps and supply chain leaders need to be equipped with modern-day content in a digital world.

That's what we do! We provide you with conversational content and link you straight to the major manufacturer.

Industry Challenges - Why Our Clients Choose Us

In the world of social media, video conferencing, meetings, emails, and soccer practice, your buyer is incredibly distracted. Let's face it; these days, your audience is conditioned to ignore you.

You CAN get their attention!

The world isn't traveling as much these days, and ride days are almost non-existent right now. Remaining relevant virtually is more important than ever.

How do you [educate the traditional healthcare professional](#) on changes in the digital world?

We equip you with the tools to share relevant, up-to-date digital content.

Digital Healthcare Brand Communications – What We Love to Do

[How do you start the conversation](#) with the buyer when it comes to leading-edge content related to purchasing, compliance, group contracting, distribution, supplies, and sales?

Here are some strong content branding options explaining what we love to do:

1. Create Up-To-Date Content

Offer brand awareness to your healthcare contractors, including digital strategies, marketing research, [social media solutions](#), and B2B/B2C sales trends.

2. Dive into the Conversation

Find [content linked directly to your manufacturers](#). Educate yourself with content that includes topics like best in class practices, error reduction ideas, safety precautions, print vs. digital, content campaigns vs. ad campaigns, etc.

3. Arm Yourself with Information

There is a ton of information out there. But, is it relevant?

If you are selling the brand new Ford Bronco, do you want to spin your wheels rambling to 100,000 16-year-olds? Or, do you want to walk into the offices of five buyers 35+ with the income stream to buy your product?

Seek out the content that focuses solely on your demographic.

4. Educate Yourself on New Media Delivery

Businesses around the globe use [digital marketing to increase awareness](#) and strengthen brand awareness through many different mediums. Some of these media trends are very new to the healthcare industry, and it's your job to open their minds to these exciting new options.

Here are a few new media ideas for content delivery:

- Ebooks
- Blogs
- Video Blogs
- Webinars
- Podcasts

When it comes to communicating in healthcare, staying educated, and visible is a key component to success. Drawing your customer in through a series of content will successfully place you right in front of the healthcare conversations.

The Conversation – How Are We Different?

Manufacturers are brands such as Johnson & Johnson, Cardinal Health, Welch Allen, Owens and Minor, Medline, and Becton Dickinson, just to name a few. Conversations with your buyers should include information from the latest digital trends within your healthcare niche.

Some of the largest global brands use SEO strategies that most would call “outside-of-the-box.”

For example, Ellen DeGeneres took a widely unpopular stance in her conversations to create her brand. By listening to the public and telling their stories, she pulled at your heartstrings and took it straight to social media.

Another good example worth learning from is Porsche. The brand released its 2020 campaign with “The Heist” during the Super Bowl and debuted it in its entirety on [The Porsche YouTube Channel](#).

Both brands used provocative and modern-day content in their digital marketing strategies. We provide you with that type of unique content.

Marketing Excellence in Healthcare – Share Moving Media

There are two different audiences in the healthcare digital content world - The Distribution Sales Rep and Supply Chain Leader.

[Share Moving Media](#) provides “Insight, Understanding and Community” for all of your digital healthcare content.

We arm you with content so that you can start the conversation with your manufacturers about substantially moving their market share.

We link to the focus distributor and manufacturer sites giving you access to highly qualified content. Let's grab their attention with provocative, educational, reliable, and trusted industry solutions.

By strategically sourcing the right content, you are the hero in every conversation!

We can help you to become the trusted hero in your healthcare space while generating more market share for your client! Visit www.sharemovingmedia.com today!