HEALTHCARE

Healthcare advertising made easy n precision and results.

Reach patients with data-driven, effective, and measurable healthcare advertising solutions.

EFFECTIVE
EFFICIENT
00:50

THE POWER OF DATA

Leverage our unparalleled research and insights.

We have access to first-party viewership insights from 30+ million households, plus HIPAA-compliant third-party data from over 70 data partners. That means we can target geographically right down to the zip code or household—even by device. With more than 1,000 addressable segments, we can target precise households based on patient behaviors and attributes, not just demographics, with tailored ads for more efficient media buys.

experian.
neustar
comscore

WEBINAR

Navigate Growth and Patient Acquisition

With increasing competition and rising digital transformation, businesses must adapt to a changing media landscape. In this exclusive webinar, Spectrum Reach's Jeanette Geer, and James Pennington and Gina Kurtz of Rubicon Dental Associates, discuss how innovative advertising strategies can help medical practices and healthcare companies navigate growth and improve patient or client acquisition.

Watch the webinar →

Be seen where patients are watching.

Your patients are consuming their favorite content on all screens. With Spectrum Reach, you can connect with anyone, anywhere, across any screen. We have dedicated local advertising experts who know healthcare inside and out, and a full spectrum of solutions for TV, streaming TV, online video, display, and search.

66%

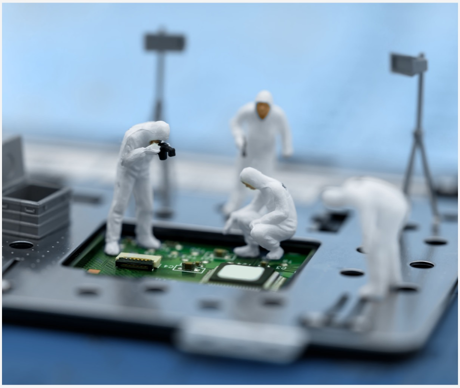
66% of healthcare patients watched cable networks/stations in the past week.[1]

10.4 Hours

Healthcare patients spend 10.4 hours on the Internet each week.[1]

88%

88% of healthcare patients have streamed video in the past 30 days.[1]



BRAND SAFETY

Trust our commitment to transparency and privacy.

We've been TAG Platinum members since 2021, and were the first publisher to obtain TAG's seal for transparency. We are also TAG-certified for Brand Safety, and certified against fraud and malware—which means we are committed to making sure your ads are seen by real people on the highest quality placements, and giving you full visibility into where your ads are placed and seen.

Learn more about brand safety. →

CONNECT WITH US

Ready to find and reach more patients?

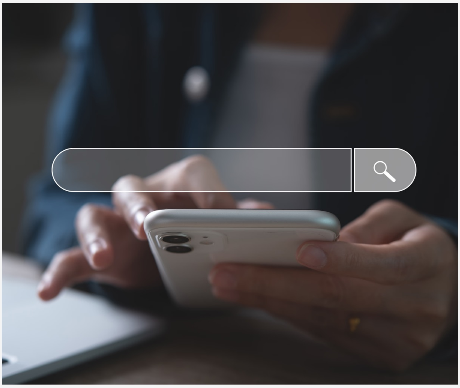
Get Started

CREATIVE

Get attention with creative that works.

Partner with our award-winning creative services agency, **Kernel**, or design your own commercial through our **Waymark AI platform**. However you get started, our tips will help you consistently reach the right audiences with the right message.

See the five tips →



WEB SEARCH

Patients are searching for healthcare. Help them find you.

Search is essential to every healthcare media plan. Over one billion Google searches per day are healthcare-related, and 71% of healthcare consumers run a search online before making an appointment with a physician.[2]

Spectrum Reach understands search and can help your practice appear in related web searches—where prospective customers will see it.

SPECTRUM NEWS

Get the most responses to your healthcare message.

A recent study shows that local news is among the most trusted sources when it comes to health information.[3] Spectrum News is a trusted, unbiased, 24/7 channel delivering community-focused stories to audiences across the country.

Investing in Spectrum News delivers more consumers to healthcare provider websites. Healthcare advertisers who leveraged the power of Spectrum News saw a 38% higher customer website response than those who did not.[4]

YOUR EVENING
ON SPECTRUM NEWS 1

Learn more about advertising on Spectrum News →

RESPONSE RATES

Ensure a healthy flow of traffic to your healthcare website.

Learn how Spectrum Reach boosts response rates for healthcare providers, by placing your ads alongside the right content at the right time. Maximize the potential of your ad creative to target your best patients.

Get the infographic →

MARKETING RESOURCES

Get healthcare-specific marketing advice from the experts.

We've compiled **all articles on healthcare marketing** for you—or directly via the links below.

- **Discover how we pair our proprietary audience data with third-party research and insights to target the right patients for your practice**.
- **Get advice on overcoming viewership fragmentation to reach the right patients.**
- **Navigate the fragmented media landscape and reach the right patients in a brand-safe way.**
- **Spectrum Reach joins SHSMD Podcast to discuss data optimization for your marketing strategy.**
- **Watch how our proprietary audience data and third-party research boost your targeting to new levels.**
- **Learn to use privacy-safe data to optimize healthcare marketing.**

CONNECT WITH US

Ready to find and reach more patients?

With Spectrum Reach, advertise your practice alongside the best content on every screen—and reach more patients with greater precision than ever.

Get Started

Sources:

(1) Nielsen Scarborough USA+ 2024 Release 1 (Jan23-Apr24) Base: Adults 18+/Target: Any Medical visit/procedure in the past 3 years
(2) “42 Statistics Healthcare Marketers Need to Know in 2024,” Invoca Blog, February 6, 2024. https://www.invoca.com/blog/healthcare-marketing-statistics.

(3) "Countering Health Misinformation, By the Numbers," KFF, December 12, 2023. https://www.kff.org/from-drew-altman/countering-health-misinformation-by-the-numbers

(4) Innovid Atrribution data for Spectrum Reach advertisers participating in multiscreen website attribution. Select clients matched with Reach and Frequency data from Audience Track. Q4 2024

Spectrum REACH®

☎ 1-844-To-Reach

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CHARTER BRANDS

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CONNECT WITH US

Spectrum Reach Terms | Your Privacy Rights | California Consumer Privacy Rights | Do Not Sell or Share My Personal Information/Opt-Out of Targeted Advertising | California Consumer Limit the Use of My Sensitive Personal Information

If you are a customer with a disability, please **contact us** if you need assistance.

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