

FROM THE EXPERTS: HEALTHCARE IN 2021

1 >>>

AD SPEND OUTLOOK

+18% DIGITAL AD SPENDING

Digital ad spending in the Healthcare industry is expected to increase 18% in 2021, compared to 14% in 2020

\$11 BILLION DIGITAL AD SPENDING

The healthcare industry is projected to spend **\$11.25 billion** in digital ad spending in 2021, compared to \$9.53 billion in 2020.

eMarketer, 2020

5%



Telemedicine services made up about 5% of medical claims in 2020, compared to just 0.16% in 2019.

The Harris Poll, 2021

THE RISE OF TELEMEDICINE

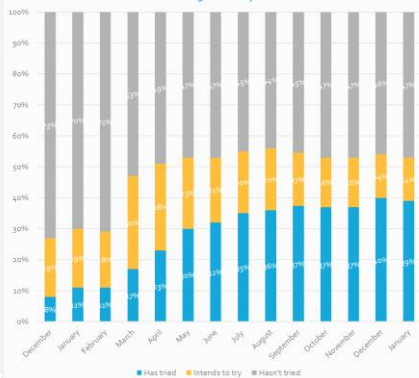
52% of patients have seen improvements as a result of more virtual care and better administrative experiences.

Cedar, 2021

2 >>>

US ADULTS ARE EXPERIMENTING WITH TELEMEDICINE

US Adults' Experience with Telemedicine
Dec 2019- January 2021



42%

The percentage of consumers who would consider switching doctors if they didn't provide good digital experiences.

28%

The percentage of consumers that have switched or stopped going to a healthcare provider because of a poor digital experience.

Cedar, 2021

3 >>>

CHAMPIONS OF DIGITAL MEDIA

With 20+ years of digital media expertise and Centro's owned & operated technology, Basis we are here to help businesses navigate the all-important 2021. Here are just a few of our offerings to get started!

OMNI CHANNEL ACTIVATION

Activate all digital media campaigns across programmatic, site direct, search, and social, all in one place. Access all digital channels and devices to effectively reach your target audience.

ADVANCED TARGETING SOLUTIONS

Establish a data-driven approach to define the right behavioral elements, prospecting, contextual alignment, or retargeting to reduce wasted ad spend.

CAMPAIGN REPORTING & OPTIMIZATION

Review and monitor real-time analytics across all campaigns and choose between bid multipliers, algorithmic optimization or machine learning optimization to generate better outcomes.

SERVICE

Receive the support you deserve with Centro's Raving Fan Service - the industry's best & quickest on-boarding, customer service and highly rated education programs designed to ensure your success.