

CallRail

2025 healthcare marketing outlook: AI, automation, and agility



As we step into 2025, healthcare marketers are in an enviable position – the tools you need to help diminish staffing issues and elevate patient experience are at your doorstep. AI has proven it can help lighten workloads for staff spread too thin, create marketing flows that capture even more potential patients, and identify areas where your practice might innovate or elevate your service offerings.

But even the most sophisticated AI tools need to be used as part of a savvy strategy to perform the best. We reached out to healthcare marketers to learn what challenges they anticipate this year and how they plan to use technology to overcome them.



Here are the five things they shared that will help you market more effectively in 2025.

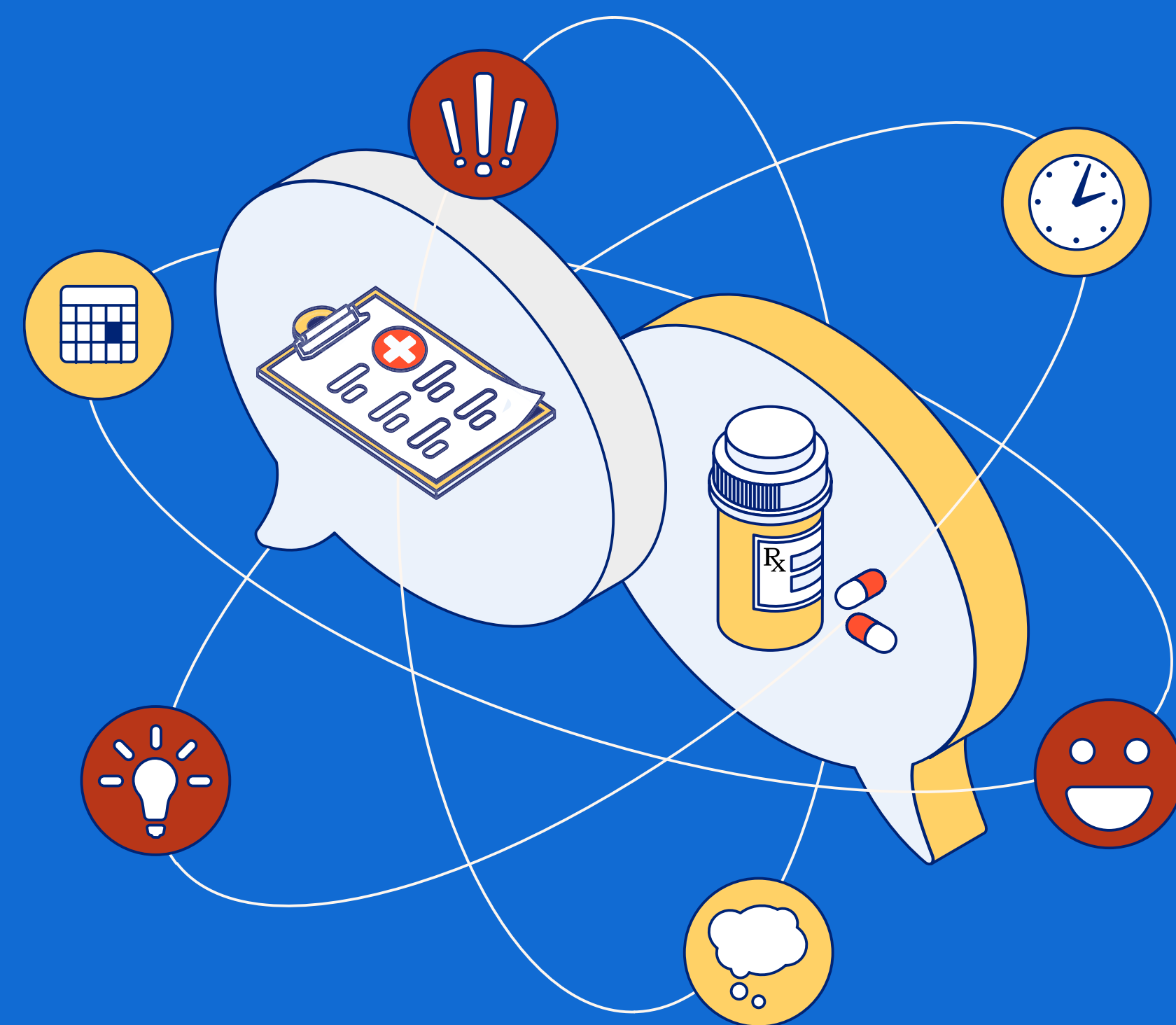




#1: Marketing budgets are increasing – attribution data helps drive smarter investments

As marketing becomes a larger priority in the healthcare industry, many practices are planning to increase their budgets in 2025. More than half of our healthcare customers we reached out to report plans to expand their marketing investments, while the rest intend to maintain their current spending levels. Practices investing more in 2025 will also reap more rewards, according to a [2024 study by Tebra](#), which indicates that independent practices that spent more on marketing experienced significant growth year over year compared to those that didn't prioritize their marketing budget.

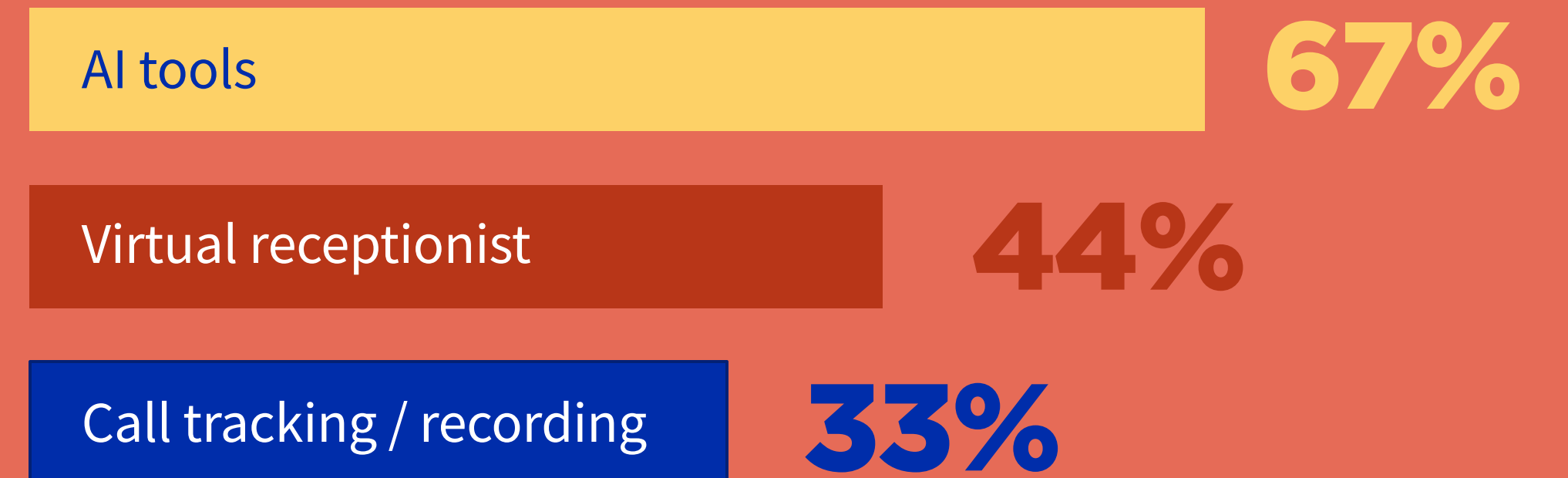
Customers shared that their increased marketing budgets would focus on investing in new AI-powered tools, with nearly 67% reporting they would adopt AI tools, and 45% would increase the use of virtual receptionists or call-answering tools in the coming year. This shift is especially significant given that our [recent analysis of call data](#) across a variety of industries shows healthcare providers have the highest missed call rate of any industry. By investing in virtual answering services, smaller practices especially could see a measurable improvement in efficiency and patient satisfaction.



While larger budgets will open doors for new tools and strategies, they also bring new challenges. Effectively leveraging AI and other technologies requires data-driven insights into how they work and what your expected outcomes will be. One of the most impactful ways to use AI is gathering and analyzing attribution data. With increased insights into the patient journey, healthcare marketers can make smarter decisions about where to invest their increased budgets, ensuring their marketing dollars deliver measurable ROI.



Top tools our providers plan to adopt in 2025



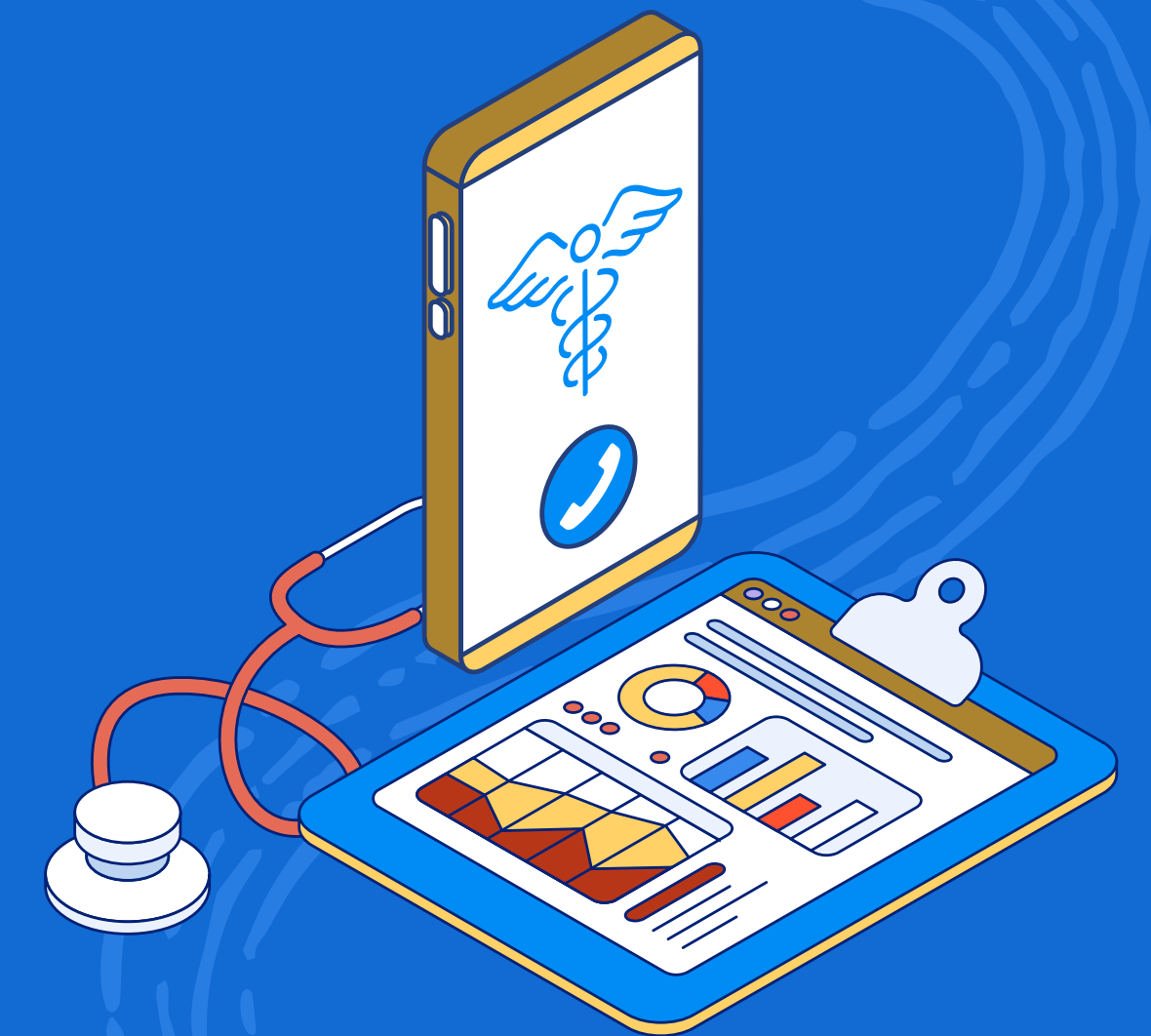
Tools like Call Tracking provide succinct data and analysis that can be easily digested to determine which channels are driving calls so you know where your marketing is working.



#2: Data accuracy and compliance challenges remain, but the right tools make compliance easier

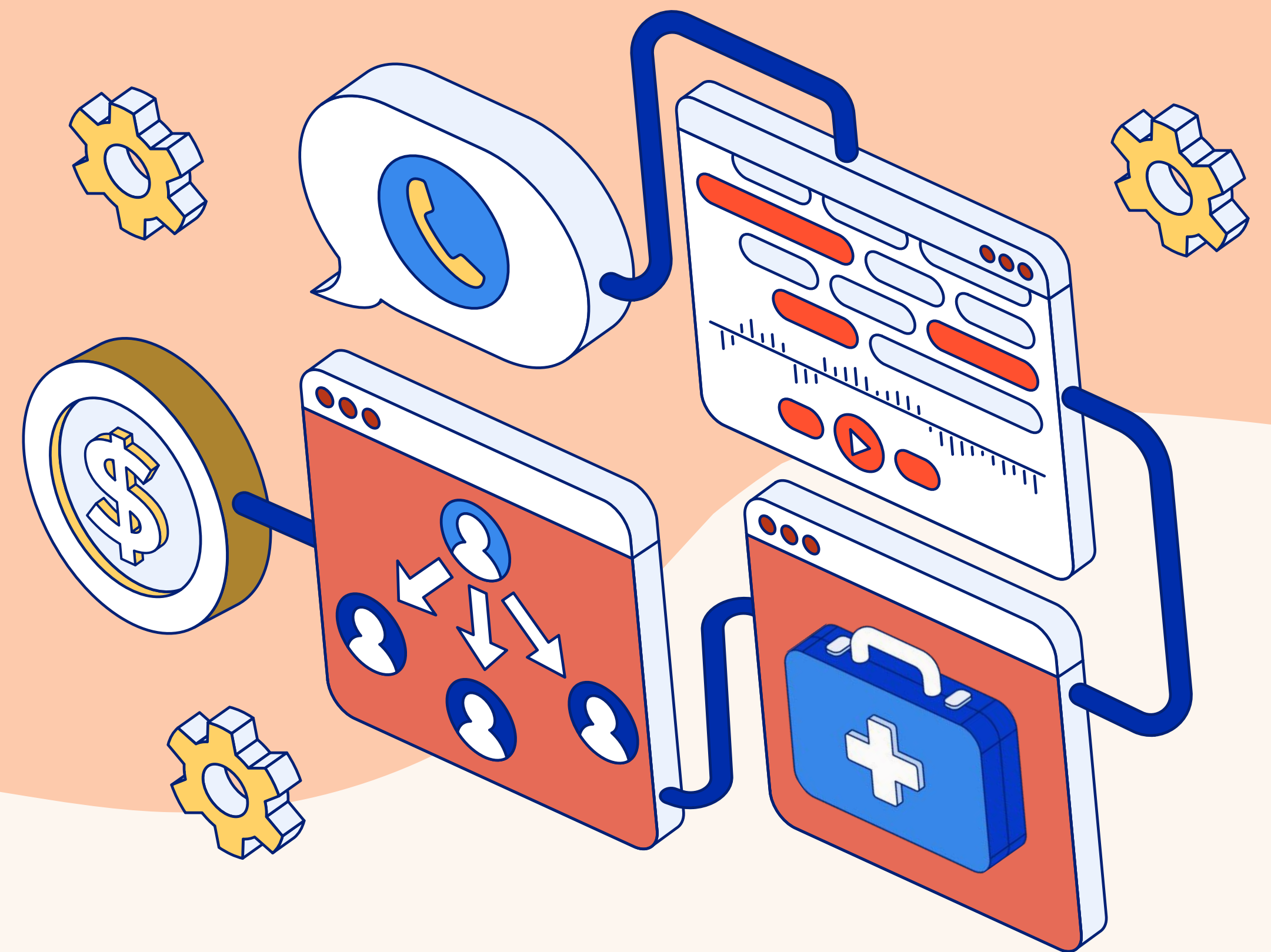
Managing and cataloging customer data is essential for any business with a large number of incoming calls. In the healthcare industry, HIPAA adds more complexity, and maintaining HIPAA compliance while using that data successfully is a top challenge for our customers. Soliciting patient reviews and keeping CRM data up-to-date were also listed among our customers' top three challenges when it comes to online marketing strategy.

Biggest challenges practices face when it comes to online marketing strategy



Fortunately, a [2024 update](#) from the Department of Health and Human Services clarified the role of call tracking in healthcare practices. The updated guidance provided a safe harbor for those practices that work with technology vendors willing to sign a business associate agreement (BAA), which ensures third-party technology providers take necessary steps to support a practice's HIPAA compliance.

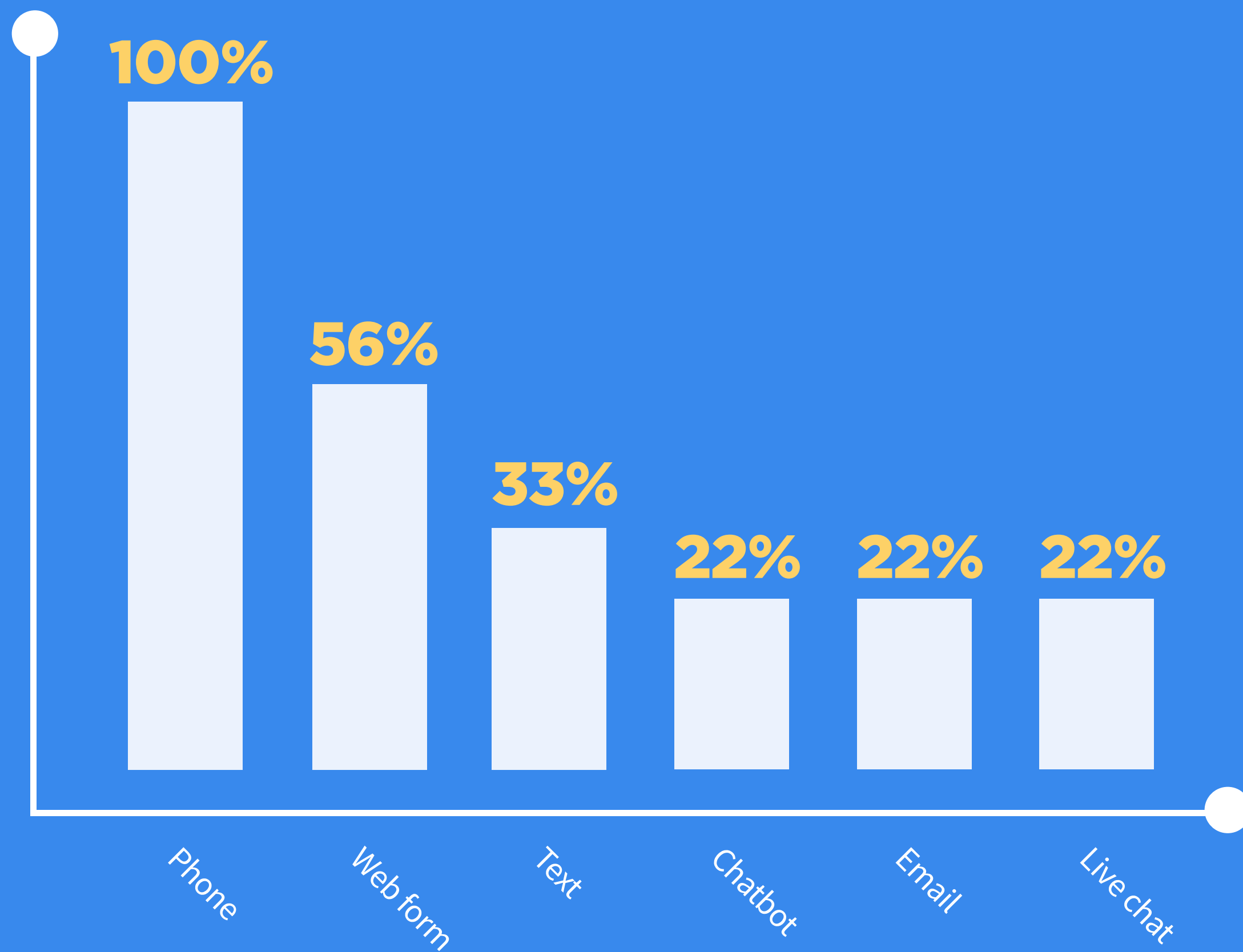
CallRail has long supported its healthcare customers and has a robust suite of privacy-focused features that give healthcare marketers greater peace of mind. With a willingness to sign a [BAA for every healthcare partner](#), timed security features designed to prevent human error, and auto redaction from the first phone call or form fill, CallRail focuses on the security features needed to successfully mine patient data for the most useful marketing insights while still ensuring patient privacy.





#3: People first—the human touch continues to dominate healthcare interactions

How new patients reach out for the first time

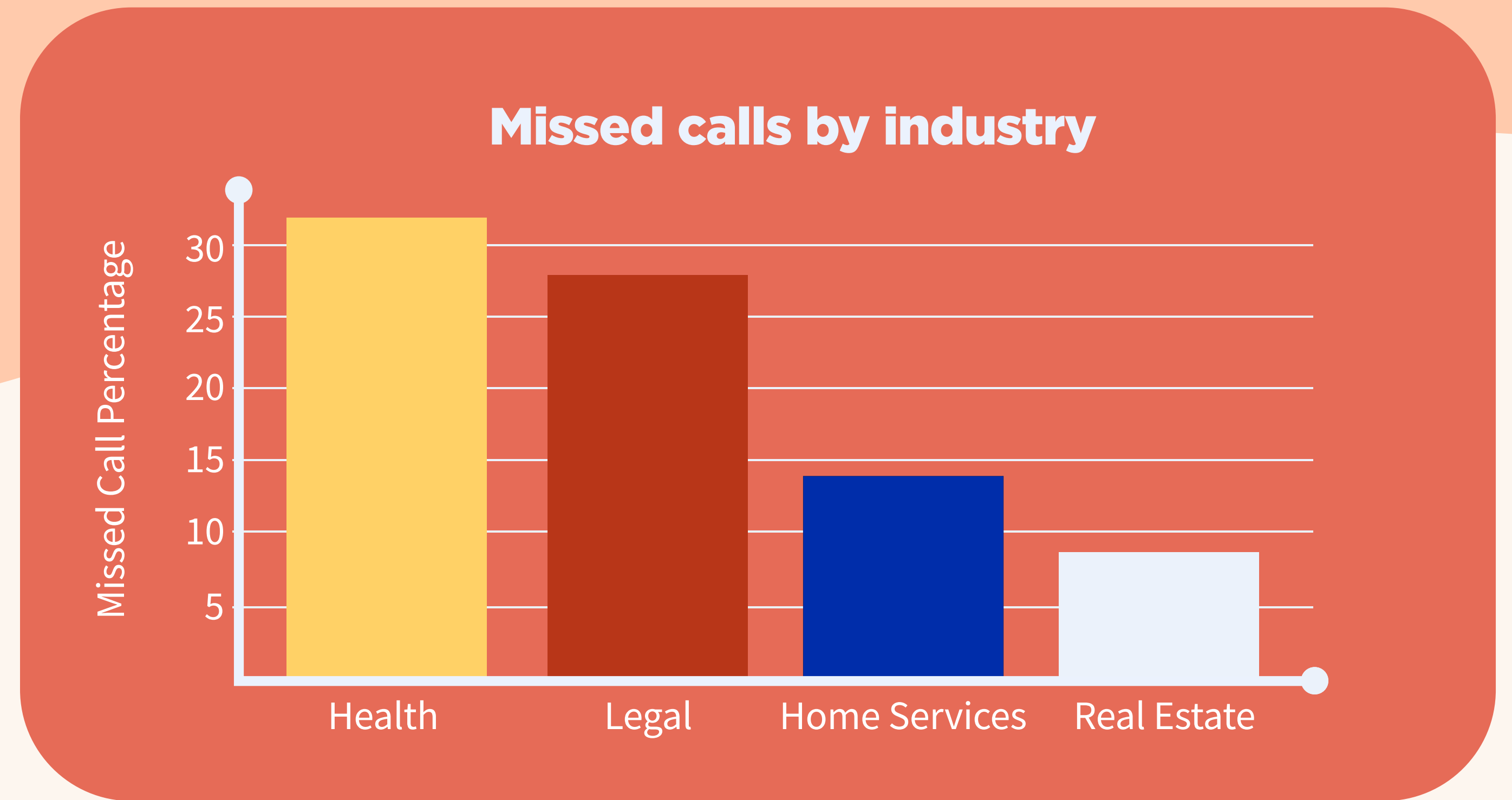


Everything may seem to happen online in 2025 – but healthcare is one huge exception. According to our customers, new patients overwhelmingly prefer to pick up the phone and call as their first contact with a new provider. As an industry that helps with incredibly personal issues, patients want to experience the human touch from their first interaction, making your team’s response critical to converting prospects into patients.

This reliance on the phone makes your team’s phone etiquette and answering protocols even more critical. Healthcare leads all industries in missed call rates, with 32% of calls going unanswered. Given the important role of human interaction in driving conversions, how practices handle missed calls can be the deciding factor between gaining a new patient or losing them to the competition.

Short of 24-hour manned phone lines, what can healthcare practices do? One solution is to use **automated responses**, which can reconnect your practice with a missed call within minutes using a simple text message to let a prospect know that someone will be in touch soon. By reestablishing contact immediately, the patient knows they are valued and will have an interaction soon.

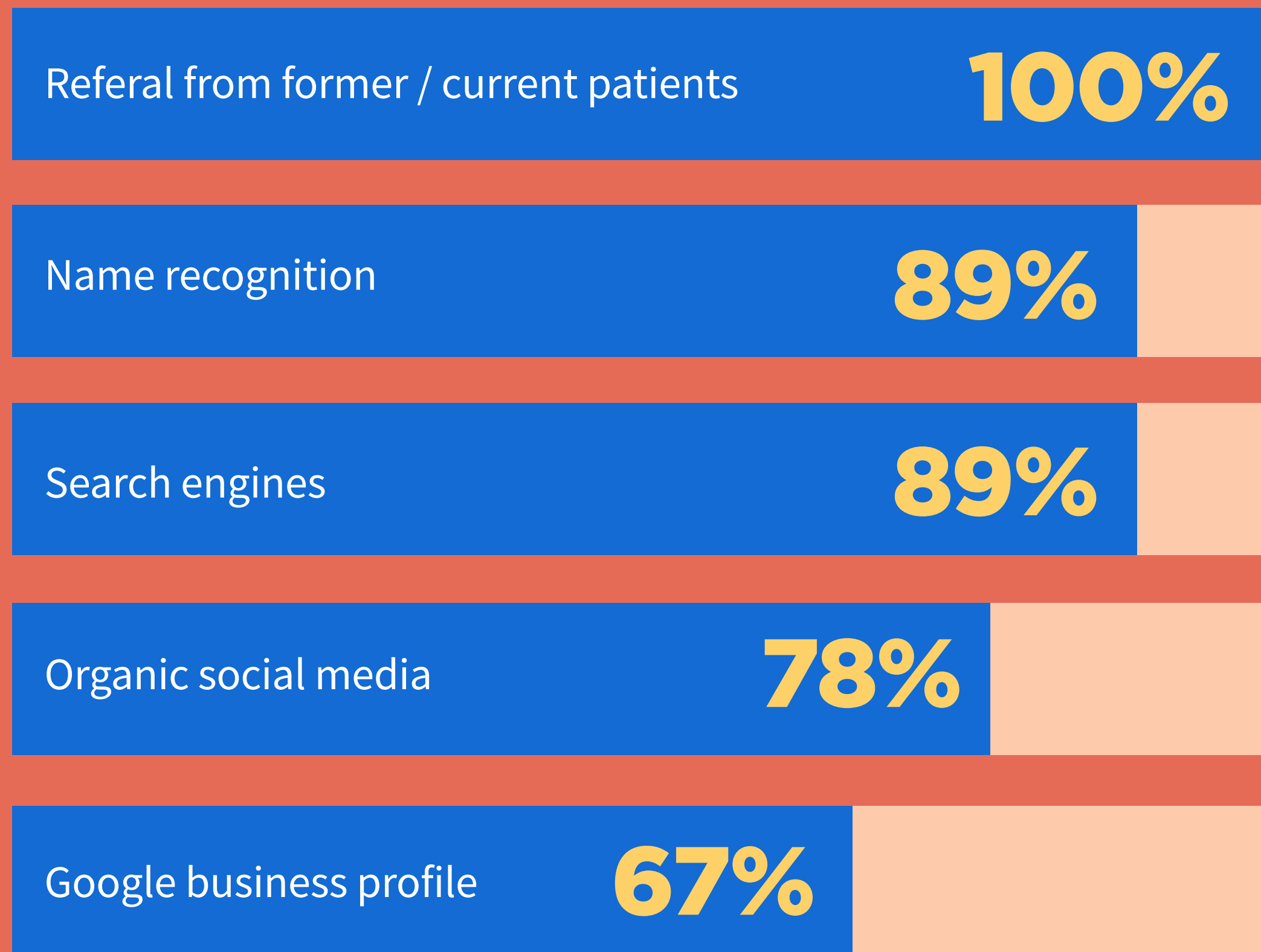
CallRail's advanced call flows can also help. Using your preferences, calls can be routed to available team members to avoid missed calls altogether. Add our voicemail-to-email feature, and your follow-up plan is mapped and ready for you to reach out.



A reputation for prioritizing patient engagement is one of the most effective tools for attracting new patients, according to our customers. Although tools like Google My Business are incredibly valuable, our customers tell us that personal referrals are still one of the most powerful ways to gain new patients. All of our respondents attested that a referral from a former or current patient was one of the most common ways they found new patients.

But less personal connections were also very popular. Name recognition and search engines were tied for the second most common tactic, with organic social media coming in third. Even with these more impersonal methods, the provider's reputation is essential. As prospective patients interact with either your frontline phone staff or the patient who referred them, how your team engages with patients is on trial.

Top channels prospective patients usually find healthcare practices



Patient experience begins with the first interaction a prospective patient has with your practice, and [CallRail's Premium Conversation Intelligence](#) can help curate a more caring and impactful experience with each call. Using AI-powered call summaries and sentiments, our customers analyze phone interactions to pinpoint patient experience wins and identify opportunities for growth, all without the laborious process of reading transcripts or waiting for an unhappy patient to complain.



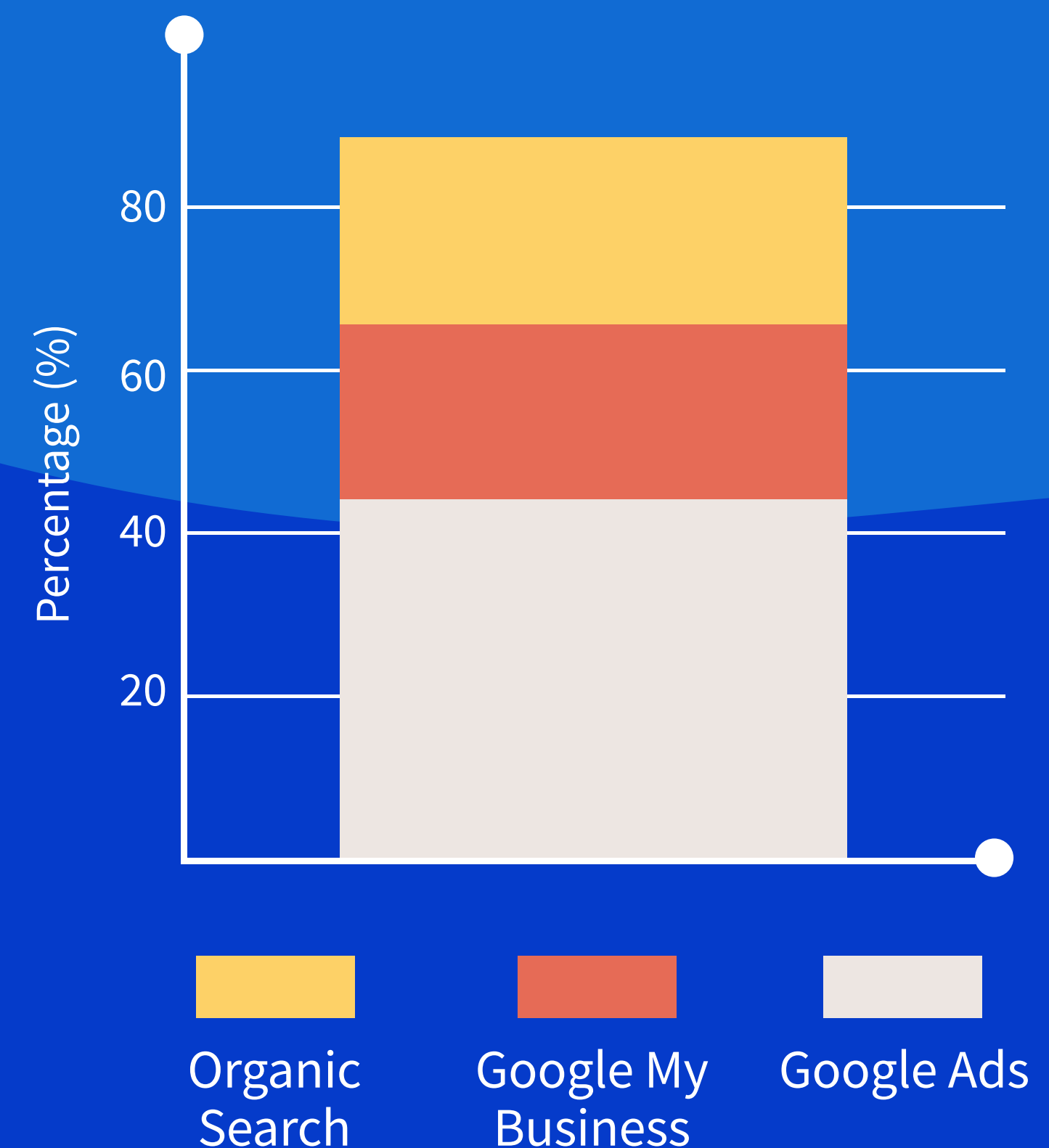
#4: Digital channels are the pillars of lead generations

Short of a glowing review by another patient, most practices have to rely on digital channels to drive patient acquisition. Our 2024 call data showed that Google Ads was the most significant driver of qualified leads for the healthcare industry, with Google My Business and organic search making up the other top three most influential channels.



Based on recent customer feedback, email marketing is also a powerful tool. 100% of our customers say that it is an effective method of patient acquisition. Most healthcare practices we reached out to also use other online marketing tactics, including local service ads and paid search.

Top 3 sources driving qualified leads



With tools like Call Tracking, you can instantly see where your patients are coming from and how they found you. With this data in hand, you can make wiser investments with your marketing dollars and increase your ROI.



Marketing channels healthcare practices currently use





#5: Lean into AI and automation

With so many tech tools, it can be tough to quantify which ones are the most valuable for a healthcare provider. For most marketers, AI tools and virtual services offer the promise of solving problems on multiple fronts. Outside the benefits of knowing which marketing channels are the most useful, AI tools can help minimize workloads on already overstressed staff.

Since slow response times are one of the main challenges for healthcare providers, utilizing AI to understand patient interactions and create instant action plans can save time and effort for staff and elevate the patient experience. While there's a small chance that this could happen without automation, it would require significantly more effort and resources.





Tools and strategies for tackling 2025's challenges

Healthcare marketers will face unique challenges in 2025, from improving patient engagement to navigating data privacy regulations. By leveraging the right tools and strategies, practices can address these hurdles and create more effective marketing campaigns. Here are some practical approaches to help healthcare marketers succeed.



Use Call Tracking to identify the most effective channels for lead generation, helping you eliminate wasteful spending and reduce patient acquisition costs. Replace guesswork with clear insights to focus on strategies that drive results.



Streamline follow-up efforts with Convert Assist, generating action plans, next steps, and coaching that can speed response times and convert more patients.



Leverage AI-powered Conversation Intelligence to create instant snapshots of what your calls look like. Keyword reports, call summaries, and call sentiments help you tailor your approach to each patient, creating an experience that can't be mass-produced in a very personal industry.



Simplify workflows and reduce tech stack complexity by integrating AI solutions, alleviating the burden on overstretched staff and enhancing overall efficiency.

Healthcare marketers who adopt these tools and strategies can unlock new efficiencies and focus on what matters most: engaging with patients. AI in particular, especially in an industry suffering from chronic labor shortages, has become essential for saving time and enhancing decision-making.

Chart a path to smarter healthcare marketing in 2025

Healthcare marketing in 2025 demands speed, efficiency, and measurable results. Faster patient response times and more personalized interactions are no longer optional – they are essential for staying competitive. By embracing AI-powered tools and actionable insights, healthcare marketers can enhance their efforts, reduce wasted time, and achieve better outcomes with fewer resources.

Take the first step toward smarter, more effective healthcare marketing.

Try CallRail for free