

Outsourcing [has been widely embraced by the healthcare industry since 2009](#), thanks to the convenience and efficiency it brings to healthcare professionals. The concept has also allowed them to further understand the needs of the people in order to identify and deliver the best health care approaches and treatments for them.

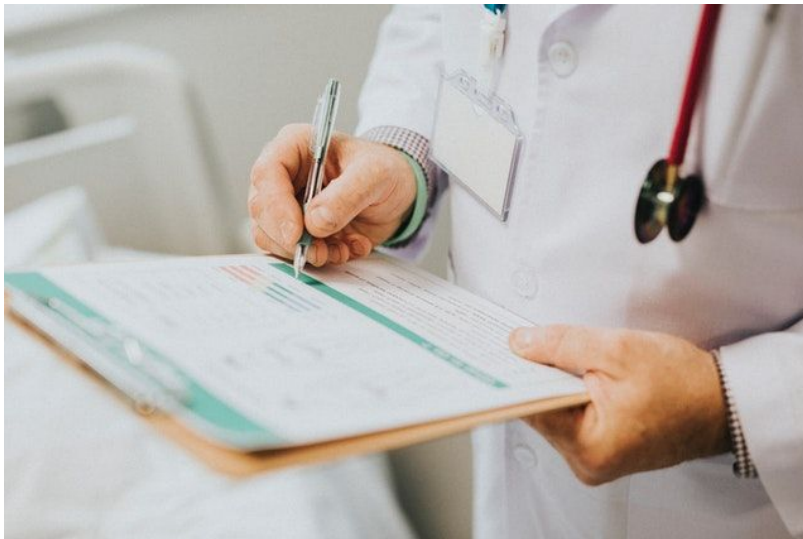
So if you're wondering the same question, *should you outsource your healthcare marketing efforts, the answer is yes.*

In fact, according to Jonathan Clarke, Assistant Professor of Health Policy and Administration at Penn State University, around [90% of hospitals in the US are outsourcing some of their services](#), both medical and non-medical ones.

As to why it's worth outsourcing your marketing efforts, here are 5 reasons why:

1. Dedicate more time to giving quality healthcare services

Digital marketing and healthcare are two industries that require plenty of time, research, and effort. So it's best to leave the marketing to the experts and to focus on what you do best - providing expert healthcare services to patients in need.



Plus, you won't need to juggle your time just to accommodate both. No need to fit in those marketing duties in your tight schedule when you have someone who could do it for you.

2. Get the assurance that the experts are handling your marketing

If you're just starting to venture into marketing, you're prone to trying the wide variety of marketing options. *Which means more mistakes and more marketing spend.*

While all these don't sound bad, you could do more. If you want to achieve more of your marketing goals, you need to do with more than one marketing channel. And that could be made possible when you outsource your marketing.

Because if you venture into as many marketing channels as you want by yourself, you'll end up comprising an important matter in your business - either your other marketing strategies or the quality of your service.

5. Save time and money

The ultimate reason why the healthcare industry has embraced the outsourcing concept: the **cost-benefit ratio**.

You venture into an investment because you believe that the return would double. It's like a patient deciding to go to a doctor for treatment because they believe it's an investment for a healthier future.

Outsourcing your marketing does just that. When you think about it,

- **There's no additional investment on your part when onboarding new marketing staff to your team.**

The outsourced company handles its own office, equipment, and software costs, plus the benefits, insurances, taxes, and the salary of their employees.

- **You don't need to shell out more resources and budget on training new staff.**

Your outsourced marketing staff are already well-versed with health care marketing and continues to widen their knowledge, thanks to the ever-evolving trend of digital marketing. You're getting your marketing done effortlessly.

- **You're getting your marketing done effortlessly.**

You're reaching out and educating more people about you, the more people visit your hospital/facility, and you earn more and save lives. Without too much effort on your part!

Want to deliver the best healthcare service to as many people as possible? Outsourcing your marketing!

More healthcare professionals are [considering outsourcing most of their tasks and services, including marketing](#). So don't fall behind the trend. Get onboard the chance to reach out to more

people in need of your medical services. Outsource your marketing now and give your undivided attention to being the best healthcare provider!