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The Healthcare Industry

The healthcare industry is just like any other in its need to market its products and services. We're unique, however, in our mission that these products and services will help significantly improve patient medical outcomes.

In addition, the companies producing these products, such as drugs and medical tech, and services such as labs, still need to satisfy their bottom line in order to remain in business and continue their patient focus. This need is met by marketing. B2B white papers are one of the best methods to showcase new products and services.

In fact, one statistic has remained steady for the past several years: according to the 2024 survey from the Content Marketing Institute, 6 in 10 B2B marketers plan to continue using white papers as one of their top marketing strategies. The difference now is that many of them, about 65%, are starting to use AI for various writing tasks.

In sum, those of us with B2B white paper writing credentials, a strong medical background, and are willing to embrace AI, are those who will continue making a difference in the healthcare industry's white paper needs.