

## Fig. 10: The Future of the Industry

**86%** The healthcare industry will need to change its business model to remain viable in the future

**85%** Digital media has forever changed the way the healthcare industry needs to communicate and engage with its constituents

**84%** The healthcare industry will need to quickly become more nimble to remain competitive in the current business landscape

**83%** Much like trends in the utilization of CROs, healthcare companies will continue to look for ways to optimize resources and profitability

**70%** Healthcare companies are looking for greater consultation and collaboration across the marketing service spectrum from agencies

**69%** Any healthcare company that continues to leverage operational guidelines from ten years ago will likely not exist five years from now

**67%** Healthcare companies will play a pivotal role in the engagement of the millions of newly insured patients under the Affordable Care Act

**64%** The healthcare industry needs to do a better job in leveraging "Big Data" to support its business strategy

**61%** Healthcare manufacturers could be doing more to put patients first

**59%** Internal procurement departments will play a more significant role in the evaluation of marketing services in the future

**54%** I expect my company to consolidate its marketing services (Advertising, Public Relations, Media, etc.) under fewer agencies in the future

**53%** Healthcare companies are consolidating marketing services to ensure expedited access to expertise

**53%** I am satisfied with the varied marketing services agencies I work with

**48%** The era of Big Pharma is over