

Seize the Shift:

5 Realities
Healthcare
Marketers
Can't Ignore

By:

Alex Beer (Omnicom Experiential Group) | **Roshen Mathew** (SSCG Media Group) |
Gozie Nwabuebo (GMR Marketing)



The Future of Healthcare Marketing is Experiential

The healthcare marketing landscape is shifting faster than ever—and the change is irreversible. Between tightening regulations, the decline of traditional DTC tactics, and a fractured media environment, brands can no longer rely on yesterday's playbook. What's needed now is a bold reimagining of how we engage. Healthcare brands must now create meaningful, human-centered connections that move beyond awareness—to build trust, inspire action, and drive lasting impact. In this piece, experts from across the Omnicom network unpack five urgent realities—and why experience is quickly becoming healthcare's most powerful tool for connection, credibility, and long-term success.



01

The Seismic Shift Is Here: Why the DTC Playbook Is Fading—Fast

Healthcare marketing is undergoing one of its most significant transformations in decades. Regulatory pressure is intensifying—driven by U.S. legislation on price transparency, tax deductibility of advertising, and new U.S. Department of Health and Human Services (HHS) guidance under review. Globally, particularly in the EU, DTC advertising isn't even an option, requiring brands to rethink how they reach patients and HCPs altogether. Add to this a politically charged environment and growing public scrutiny of healthcare spending, and it's clear the traditional marketing playbook is under siege.

Meanwhile, audiences are harder to reach and less responsive to traditional media. Linear TV no longer delivers the ROI it once did, and attention spans are scattered across countless digital platforms.

At Omnicom Health, we believe this is the moment to rethink—not retreat. The playbook is changing. Brands must quickly ask: If not traditional channels, then where—and how—will we connect next? Increasingly, the answer is clear: **lean into experience that connects, not just communicates.**

Key Takeaway:

The question isn't *if* DTC will change, it's *how fast*. Now is the moment to reallocate spend toward more flexible, future-proof engagement strategies.

02

Experience Isn't Just a Creative Tactic—It's a Business Imperative

In a world where healthcare audiences demand relevance and credibility, brands must move beyond information delivery to create **emotional, immersive experiences** that inform, inspire, and connect

- **Human-centered over clinical**
- **Interactive over instructional**
- **Credible over conventional**

Whether it's a large-scale brand moment at CES or a hyper-local community activation, the best experiences create belief—not just awareness.

Ask Yourself: *What kind of experience are we offering? And will it stick?*

03

Rethink Reach: Go Beyond the Congress Floor

It's time to move beyond conventional HCP touchpoints. The most successful healthcare brands are creating **digital-first engagement hubs**, collaborating with patient advocates, and launching immersive activations that meet people in clinical spaces, communities, and cultural moments.

How to Lead:

- Build platforms that empower, not just promote.
- Activate where cultural relevance and health intersect.
- Design experiences that offer both education and emotional impact.



04

Experience Drives Results— Here's the Proof

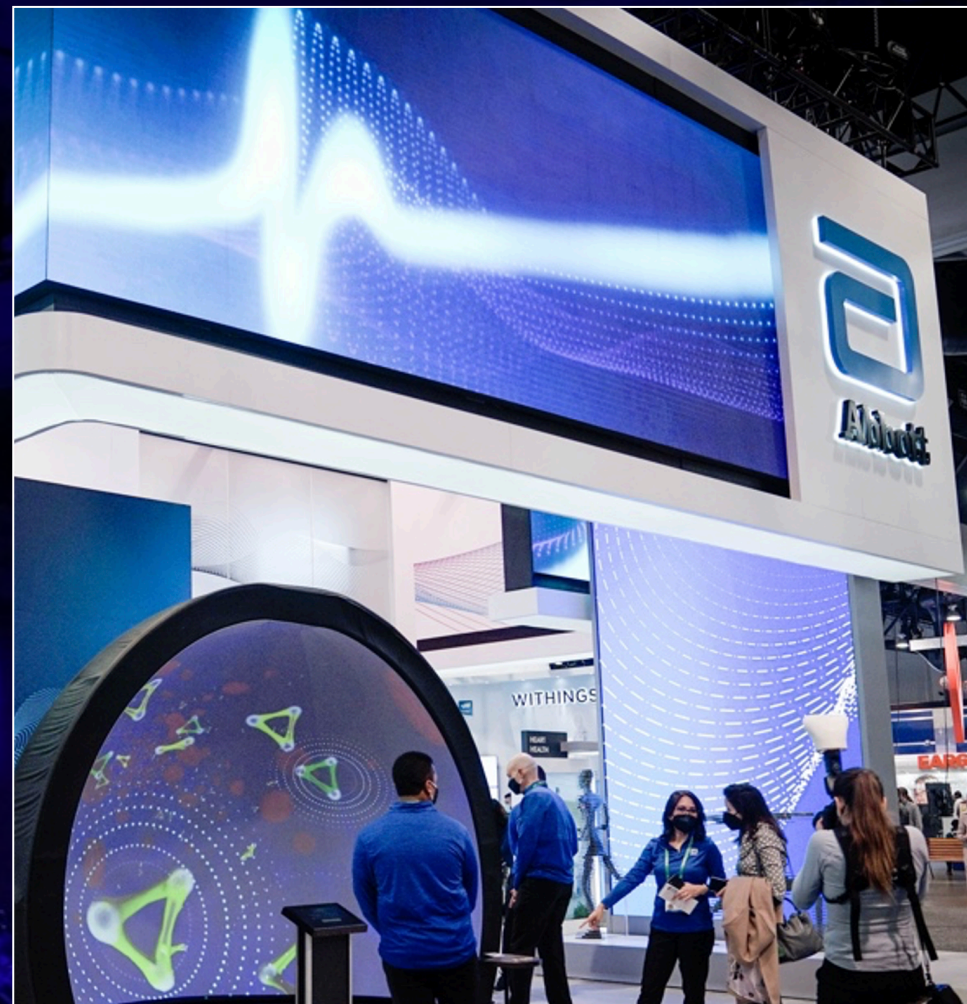
At Omnicom Health, we see firsthand how the right experiential strategies can transform healthcare marketing outcomes. **Across Omnicom, we've helped brands deliver breakthrough experiences:**

Abbott

Challenge: How does a healthcare company stand out on a global technology stage?

Approach: Abbott redefined what a healthcare brand can do at CES through its “Human-Powered Health” activation. The experience featured a powerful keynote, immersive exhibit design, digital storytelling, and earned media integration—all designed to demonstrate Abbott's role at the intersection of tech and health.

Results: 15.2B Earned Impressions | Top 10 CES Booth | Cultural Relevance at Scale



Humana

Challenge: How can a health insurer advocate for senior wellness in a culturally engaging way?

Approach: Humana created a joyful, inclusive health event centered on pickleball at the National Mall in Washington, DC. The experience included over 800 games across a 45,000 sq ft footprint, reinforcing the brand's mission to promote senior wellness and community engagement.

Results: 1,200+ Participants | 800+ Games |
Community Advocacy in Action



Stryker

Challenge: How do you build clinical confidence in advanced robotic surgery technology?

Approach: Stryker hosted a large-scale immersive experience where over 2,000 surgeons engaged directly with its robotic surgery platform. With average dwell times exceeding 90 minutes, the experience allowed HCPs to see, touch, and believe in the technology's value firsthand.

Results: 2,000+ Surgeons Engaged | 90+ Min Dwell Time |
Building Clinical Credibility



The Impact:

Together, these examples reflect a broader shift: healthcare marketers are finding new ways to reach, educate, and inspire through experience. In a post-DTC environment, the brands that lead with experience don't just connect—they build lasting relationships and lay the foundation for what's next.

05

Partner for the Future, Not the Past

Success today requires strategy, creativity, data, and flawless execution—working in sync. Omnicom's global network of healthcare and experiential experts is uniquely positioned to help brands navigate this evolving landscape. By combining deep healthcare fluency with world-class experiential innovation, we help brands not only stay relevant and compliant but also create experiences that drive lasting emotional impact.



Ready to Lead What's Next?

The future of healthcare marketing isn't waiting—and the brands that act now will define what comes next. As the marketing landscape continues to evolve, Omnicom's global network of healthcare and experiential experts stands ready to help you navigate this shift. Together, we can build experiences that not only reach your audience, but move them to action and loyalty.

For more information, reach out directly to our teams below and let's explore how experiential strategies can help shape your brand's future. Contact us to start building experiences that make a lasting impact.

Contact:

Alex Beer

Chief Growth Officer
Omnicom Experiential Group

abeer@omceg.com

Roshen Mathew

Chief AI & Innovation Officer
SSCG Media Group

roshen.mathew@sscgmedia.com

Gozie Nwabuebo

SVP Growth Transformation
GMR Marketing

gozie.nwabuebo@gmrmarketing.com

