

How to Ensure a Healthy Flow of Traffic To Your Healthcare Website

Spectrum
REACH®



If healthcare is your specialty, you need to know:



Website response rates are higher on all dayparts outside of prime time

with "early fringe" from 3:00 p.m. – 7:00 p.m. being

2.2x HIGHER

SPORTS PROGRAMMING
delivers highest results

for this
healthcare
system

348% HIGHER
than average!



Healthcare is among our
TOP FIVE INDUSTRIES
for response rates.

GET CREATIVE!

Maximize the potential of your creative by:



Aligning first-party
data with third-party
audience profiles



Revealing your true
consumers



Creating new ads
with those attributes

