Who healthcare marketers can reach

LinkedIn’s first-party data delivers best-in-class targeting and scalable reach into valuable US audiences.

**8.6 million**
HCPs

Reach practitioners by specialty via job title and skills targeting; share research, thought leadership and disease state awareness campaigns.

**12 million**
CXOs

Shift perception among business elite and opinion leaders.

**3.1 million**
Policymakers

Manage corporate reputation by messaging government influencers.

**600,000**
Institutional Investors

Build awareness and improve sentiment among money managers.

**29 million**
Millennials

Reach the most aspirational members of the generation to improve awareness and favorability.

For more LinkedIn healthcare resources, visit [lnkd.in/digipharma](http://lnkd.in/digipharma)

For strategy and consultation, contact Tom Eschbacher: [teschbacher@linkedin.com](mailto:teschbacher@linkedin.com)
How healthcare marketers win

LinkedIn’s unique combination of context, mindset and trust creates an environment primed for message resonance.

**Mindset**

Visiting LinkedIn makes members feel **3x more purposeful and ambitious** than visiting other social platforms.¹

Social media audiences are most likely to visit LinkedIn to **learn, improve their career and manage their life better**.¹

Audiences seeking to learn and look for advice are **1.7x more likely to be receptive to advertising**.²

**Trust**

LinkedIn is the **most trusted social platform**.

54% of consumers say trust is very impactful on their **ad engagement**.³

LinkedIn was the **most trusted platform** for the second year in a row, and took that top spot for nearly every pillar of trust.³

**Brand safety**

Marketers rank LinkedIn as the most brand-safe digital platform.⁴