

LinkedIn

# The Future of Health and Work Report

LinkedIn for Healthcare



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# The New Work-Health Balance

Today's professionals have experienced a major shift in how they think about health and work.

Living and working through the global pandemic helped many realize that long-term health can't be taken for granted, and encouraged them to be more intentional in protecting their wellbeing. Health has become a professional priority that all other career aspirations depend on. This is driving a newly open conversation about health conditions, healthcare support and responsibilities as caregivers amongst professionals from all backgrounds, and it is no wonder that the center of this dialogue is taking place on LinkedIn, the world's largest professional network.

As we continue to aspire to create a transformational experience for every member of the global workforce, we've created this report to help explore the evolving relationship between work and health. We interviewed 1,600 professionals in the United States, including 1,000 of the most active LinkedIn members, to explore how their perspectives on health, care and professional aspirations are changing.

Not so long ago, careers and great personal health sat at different ends of the work-life balance, and prioritizing one meant being prepared to compromise the other. Today, our research shows that workers young and old recognize their future career depends on their current and future health. They cannot succeed by investing in one without investing in the other as well.

Financial pressures mean that more people are expecting to work longer and defer retirement. They're increasingly aware that their ability to do so depends on their health. This feeds into the benefits and packages that employees expect, and their appetite for discussing health openly with peers and colleagues, families and friends. Health conditions, whether physical or mental, are no longer a source of stigma.



# Our research shows how these trends are fundamentally rebalancing the relationship between workers, employers and healthcare brands.

They're leading people to take a far more active and aspirational role in their own health, and creating new opportunities for brands to behave as trusted partners in this journey:



## 1. Health is a professional priority

no longer secondary to conventional career goals, but a necessity in order to succeed and achieve economic opportunity.



## 2. Health is a lifelong investment

professionals are taking a proactive approach to managing their health, embracing preventative care and becoming active participants in their own treatment.



## 3. People are more than patients

becoming active participants in Care Committees that share advice and provide care for others, including doctors and healthcare practitioners.



## 4. Professionals seek trusted partners

to support their health journey and exercise a Triage of Trust to help identify them.

Chapter 1

# Health is a professional priority



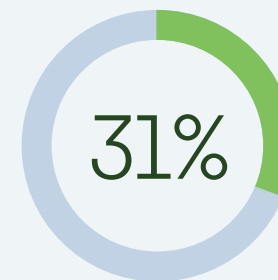
When asked to rank their most important life goals, **65% of today's professionals rank staying healthy and fit in their top three**, more than twice as many choose being successful in their career or becoming wealthy and financially independent.



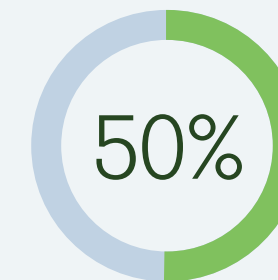
Older LinkedIn members (72% of those over 44) are the most likely to prioritize staying healthy over wealth and financial independence, but they're not alone. A significant majority of Millennial (59%) and Gen Z (56%) members agree. It's a clear signal that today's professionals recognize good health as the essential foundation for anything else they aspire to achieve.

**Career health depends on physical health.**

Health is now seen as an aspirational career goal that sits alongside the desire to continuously learn and keep growing as a person



of professionals strongly agree is important to continuously learn



of professionals strongly agree with keep growing as a person as a priority

This increased importance motivates workers to seek out medical information and news about new treatments on LinkedIn, and start conversations with experts, peers and those with similar health experiences to themselves. They're increasingly aware of the tensions between demanding professional lives and personal health, and feel confident about discussing these tensions publicly.

The pandemic established new space and permission for these conversations to take place.

Health ceased to be a personal, private matter and became the most important subject in professional life, updated on every team video call.

Almost half,

**48%**

of all professionals agree that they have found it easier to talk about health with colleagues as a result of COVID and its impact in sweeping away stigma about health conditions.

This is creating new, professional support networks and increasing confidence that people can manage their health in a way that supports their professional goals.

Millennials and Gen Z are the most likely to agree that COVID has made it easier to talk about health issues, with more than half of LinkedIn members in these groups doing so.



**65%**

Proportion of professionals who rank staying fit and healthy as a top life goal.

**51%**

Proportion of LinkedIn members who value insights about health and medical technology.

**+14%**

Increase in U.S professionals engaging with healthcare content from U.S Health brands on LinkedIn (L6M).

**+143%**

Increase in U.S jobs on LinkedIn that highlight health-related benefits (L6M).

## Expert diagnosis

“

*Since the COVID-19 pandemic, more people are talking openly about their health and wellness, including at work. Not only are these topics less taboo than they used to be, but there's growing acknowledgement of the value of peer support. It's also become increasingly clear that our health — both mental and physical — can influence our performance at work, leading people to seek resources for everything from how to get more sleep to how to cope with stress and anxiety. It's only natural that we're seeing more professionals having these sorts of conversations both in the workplace as well as in online communities.*

**[Beth Kutscher](#)**

Editor at Large, LinkedIn News



## The prescription for healthcare brands



**Talk directly to informed consumers about their health, and drive awareness and consideration of their treatment options.** LinkedIn enables healthcare advertisers to run campaigns promoting prescription and over-the-counter drugs, medical devices and treatments and pharmacy and telehealth services.



**Start conversations and prioritize shareability:** ask questions and use hashtags to engage communities with content.



**Don't be afraid to take a bold stance in standing up for patients and empowering those with health conditions.**





Chapter 2

# People are more than patients



For a growing number of people, choices about health and healthcare are no longer choices they make just for themselves. Neither do they make these choices by themselves.

**A growing proportion of professionals are active caregivers for family or friends, taking on others healthcare expenses, researching treatment options, offering support and sharing advice.**

At the same time as supporting others, they reach out for support for themselves, relying on the shared experience of colleagues and contacts to help them navigate their health journeys.



According to a [recent study from AARP](#), there are roughly

**38M** family caregivers in the United States

**3/5** of whom are also active members of the workforce.

In LinkedIn's research,

**36%** of professionals have taken care of health issues for a loved one in the last year with

**26%** already expecting to do so within the next five years.

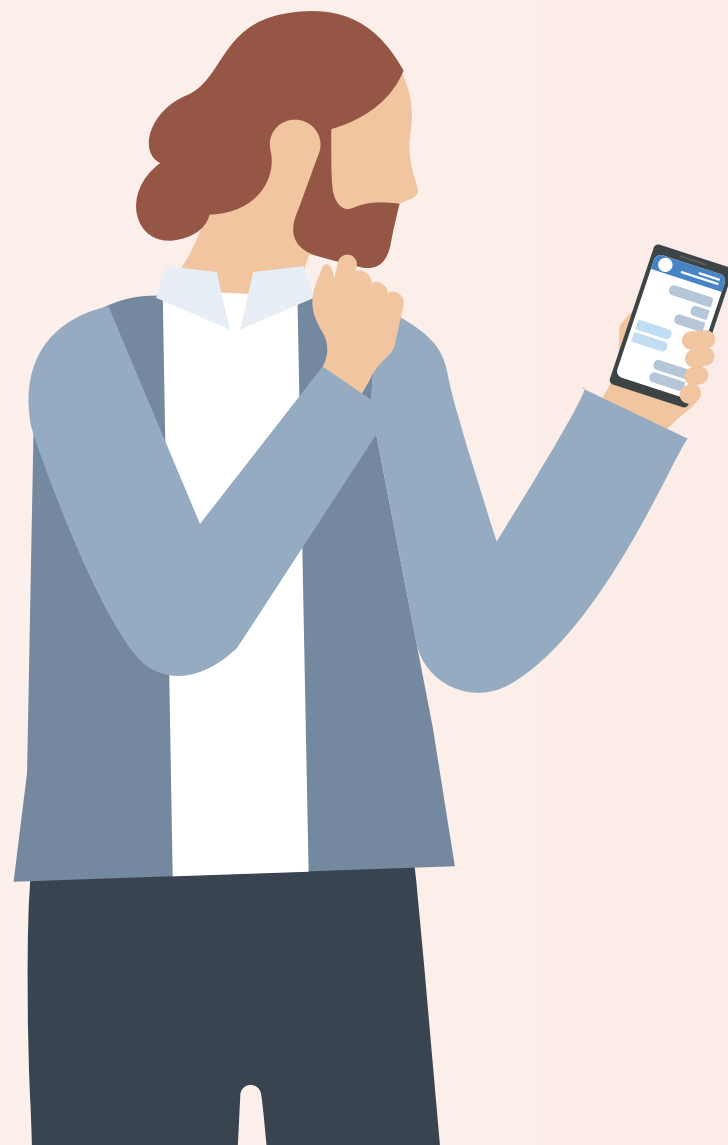
**Far more count such caregivers among their close friends and families.**



The proportion of professionals who identify as caregivers will only continue to grow, as members of the [“sandwich generation”](#) face increasing responsibilities to care for both their own children and their aging parents. These people do not just relate to healthcare brands as patients, but as members of Care Committees that shape choices for a wide range of connections. More than a third of caregiving professionals pay health insurance premiums for their loved ones, more than half buy their over-the-counter drugs and nearly half help with prescription co-pays. They take their Care Committee duties just as seriously as their own health choices, and seek wider advice for both. For 45% that involves turning to an online community for health-related insights and advice.

LinkedIn's research enables us to map out how today's Care Committees operate, seeking wider advice while advising on healthcare choices for themselves and others:

# The Care Committee in action



Those **they influence and care** they provide:



26%

of professionals expect to care for a loved one in the next five years



40%

pay health insurance premiums for loved ones



53%

pay for over-the-counter medication for loved ones



45%

fund prescription co-pays



62%

expect to pay for healthcare services for loved ones in the next year

Where they seek **wisdom and support**:



45%

have an online community they turn to for health-related insights and advice



48%

find it easier to talk to colleagues about health since the pandemic



70%

of LinkedIn members say they trust healthcare experts



56%

of LinkedIn members are receptive to insights about the latest health and medical technology



50%

of LinkedIn members are receptive to financial and legal planning advice for caregivers

# Identifying as Care Committee members

Our research reveals these proportions of LinkedIn members currently serve as adult caregivers.

19%



are looking after people with high blood pressure

18%



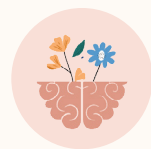
are supporting those with chronic pain

22%



are caring for those with diabetes

18%



are supporting those dealing with depression and anxiety

16%



are caring for people with arthritis.

**Gina Jacobson** • 3rd+  
Survivor | Thriver | Business Driver  
1yr • Edited •

When I was diagnosed with Stage 4 Colon Cancer, I had a sense it would transform my life—even as oncologists warned me I likely didn't have more than a year or two left of it to live.

I never imaged that more than four years later, on World Cancer Day, I'd be posting about a [#workingwithcancer](#) initiative, a program that was inspired by [Publicis Groupe's](#) CEO's journey with cancer. I raised my hand to help because I am convinced the support I received from my company and colleagues helped me to survive against the odds.

**Stephen Ubl**  
President & CEO of PhRMA

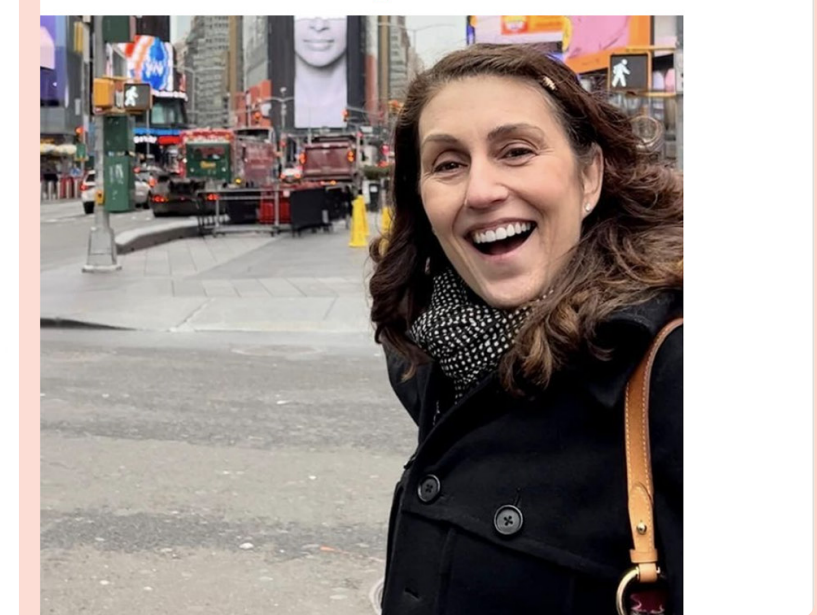
November 30, 2023

November is [#DiabetesAwarenessMonth](#) -- a special time for my family.

My son, Chris, lives with type 1 diabetes. His resilience continues to inspire us every day. As he navigates his disease, I'm extremely grateful for the medical innovation that allows him to take insulin. But I also know that far too many patients still struggle to afford this life-saving treatment.

Insulin is a hormone produced in the pancreas that enables the body to convert sugar into energy. But the nearly 2 million Americans living with type 1 diabetes can't generate enough of it, usually because their own immune system attacks the pancreas. As a result, sugar accumulates dangerously in the bloodstream.

...oved up for me in ways that varied based on how well they knew me  
...at they were positioned to offer:  
...wing I wanted to work through treatment, my manager worked with me  
...my role's focus; she also arranged for two colleagues to coordinate  
...ts, to be sure I had things I would need  
...appetite was a concern; so, one close work friend invited me to lunch  
...very day; while another checked in later in the day and brought me  
...es when I couldn't tolerate anything else  
...eagues set up a MealTrain for us; one co-worker drove monthly from  
...o Chicago with a homemade meal; several others made the family  
...we most missed; and plenty sent Grubhub gift cards that saved us on  
...ly had appetite for something specific  
...ompany hasn't pledged yet, championing this initiative internally has  
...ential to change, maybe even save, someone's life. Please think about  
...ents in your own life and take action to erase the stigma and insecurity  
...st for those of us who are [#workingwithcancer](#).



## Expert diagnosis

“

*Integrating caregiving with professional contributions goes far beyond logistical complexities – it involves juggling personal demands coupled with the emotional heft of feeling like you are compromising the needs of your loved one and your team at work.*

*Many of the logistical needs of caregiving intersect with a traditional workday, requiring an employee’s energy, focus and/or hours. The resulting stigma that exists across caregivers is significant – fear about exposing how much you need to do as a caregiver that may take away from your productivity is a common experience – and when caregivers as a result don’t talk about the demands of caregiving at work, they carry guilt and shame alone.*

*There is real value of a social platform like LinkedIn helping to normalize the caregiving experience, validating the challenges these employees are facing, the emotions they may be experiencing, and helping to provide information and ideas about how to integrate caregiving with work.”*

**Gina Jacobson**

Program Director, Working with Cancer, Publicis Groupe



## The prescription for healthcare brands



**Target inclusively, beyond patients themselves:** aim to engage the full Care Committee, including the broad network of individuals that healthcare consumers turn to for advice.



**Adapt your messaging to appeal to caretakers and caregivers,** recognizing the pressures of juggling their different roles and specifically highlighting challenges around disease states they might be caring for.



Chapter 3

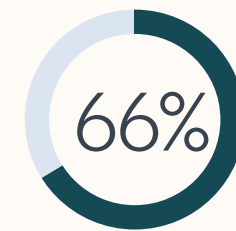
# Professionals are proactive in managing their **health**



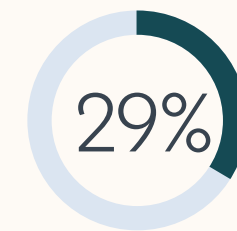
Healthcare is no longer a distress purchase that people make when they are forced to. **It's an active investment that professionals see as crucial for a long and fulfilling life and career** – a smart move that they're proud of making, and which sits naturally alongside other growth goals such as staying fit, embracing new activities and learning new skills.



Just as with financial planning, informed professionals are aware that investing early in their health gives greater control, improves results and prevents unnecessary costs. That's why:



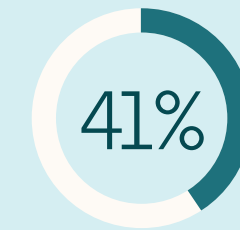
66% of professionals make time for proactive healthcare screenings, such as annual physicals, bloodwork, colonoscopy, and mammograms and



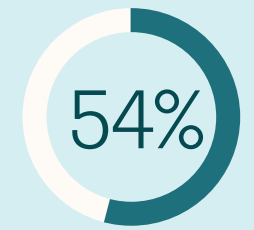
29% say they would delay seeking treatment due to financial or emotional reasons.



Among LinkedIn members,



41% have taken a diagnostics test in the last year and



54% have taken a health screening or a physical exam.

**25%**

of LinkedIn members are investing into healthcare savings accounts, setting money aside to give them more choices over their health in the future.

Millennial and Gen Z LinkedIn members are the most likely to invest in preventative health, elective treatments and health insurance premiums.

At the same time as investing in their future health, professionals are taking a more active role in their own treatment.

They aim to act as partners to their physicians, monitoring their health regularly with fitness devices, and informing themselves about their treatment options.

More than half,

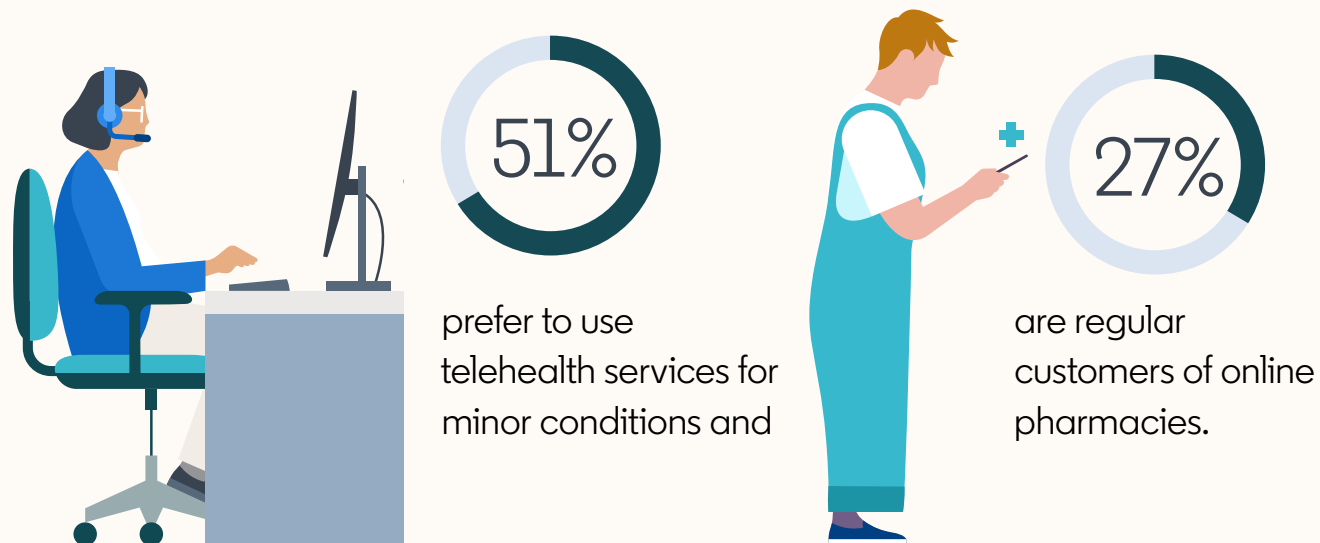
**59%** 

of LinkedIn members have purchased a fitness device in the last year, and

**38%**

are considering paying for elective procedures in the next year.

They have an appetite for new ways of accessing healthcare services that give them the advice they need, when they need it, and can be easily accommodated within busy professional lives:



**67%**

Proportion of professionals who exercise every week

**71%**

Proportion of professionals who don't consider delaying treatment for financial or emotional reasons

**54%**

Proportion of LinkedIn members who have had a health screening or physical test in the last year

**58%**

Proportion of LinkedIn members who are in the market for fitness devices



## Expert diagnosis

“

*Companies need to be proactive in the way they support the health and wellbeing of their workers. When it comes to mental health, simply providing access to therapy is no longer enough; in order to move towards a preventative approach, businesses should be looking at mental health coaches, meditation tools, peer-support groups, and other similar services as additional interventions to offer their employees so they can strengthen their mental muscles and develop effective coping strategies before needs become acute. Investing in preventive mental health measures isn't just an act of goodwill—it's a strategic decision that can yield substantial benefits for both employees and the organization.”*

**Dr. Jenna Glover**

Chief Clinical Officer at Headspace



## The prescription for healthcare brands



**Deliver your brand messaging not only to those who are in need of healthcare services now, but also those who may be in the market for healthcare services in the future.** Build relationships early among proactive professionals who recognize that they are future customers of healthcare brands, despite being in good health today.



**Incorporate measures of long-term impact into your tracking,** for example through Nielsen brand tracking surveys, to reflect the importance of building awareness, familiarity and trust among future healthcare consumers.



Chapter 4

# Professionals seek trusted partners



The elevation of health and healthcare choices in the lives of professionals has driven a growing demand for trusted partners that can participate in their health journeys with them.

The elevation of health and healthcare choices in the lives of professionals has driven a growing demand for trusted partners that can participate in their health journeys with them. Rather than deferring to governments, employers or celebrities, a new generation is determined to form their own judgments about whom to trust on health.

To do so, they deploy a **Triage of Trust** assessing potential healthcare advisors and partners on the basis of their credibility, their authenticity, their values and their consistency.

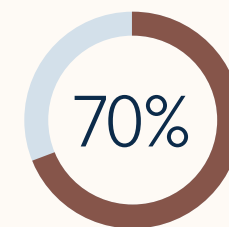


For healthcare brands this makes establishing trust an imperative. It also creates many more touchpoints and opportunities through which they can establish that trust.

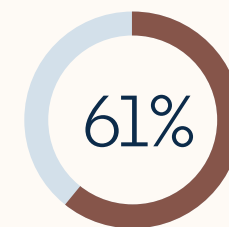
## The Triage of Trust for healthcare brands

### 1 Assessing health partners on **credibility**

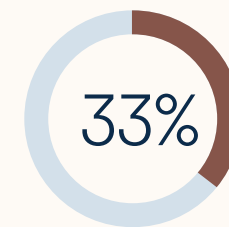
Professionals seek out healthcare expertise with a human face, attaching credibility to advice and ideas from physicians, healthcare providers, research leads and other healthcare experts. When it comes to health, people trust people – especially people whose expertise and experience they recognize:



of LinkedIn members say that they trust experts when it comes to healthcare

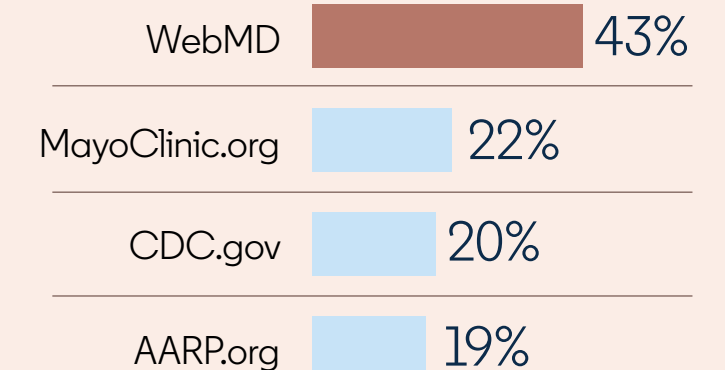


of LinkedIn members say they trust the content that companies post on the platform



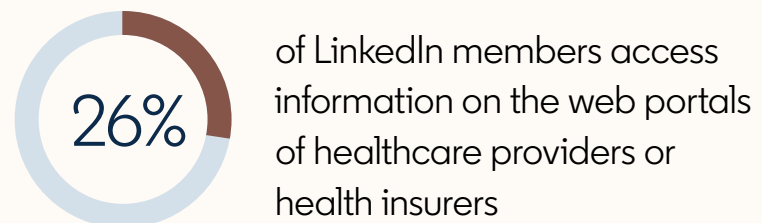
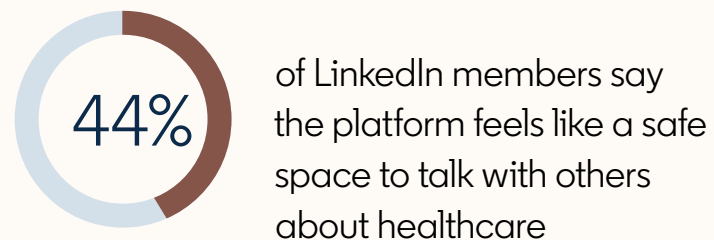
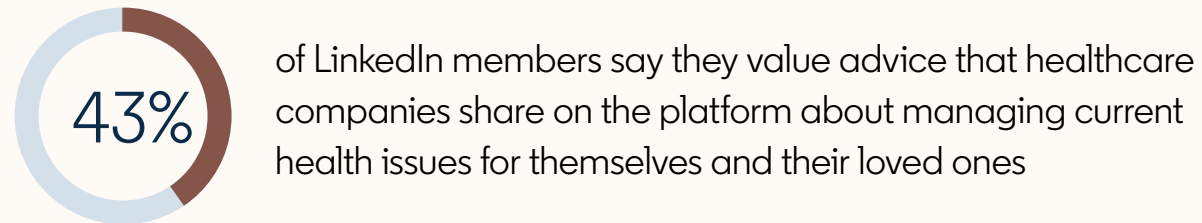
higher than the trust users have in other social platforms

LinkedIn members browse a wide breadth of health related sites, including



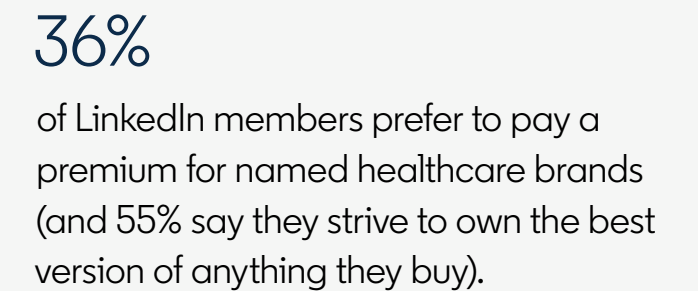
## 2 Assessing health partners on **values and authenticity**

Freely sharing helpful advice sends a strong signal of the values that a healthcare brand has:

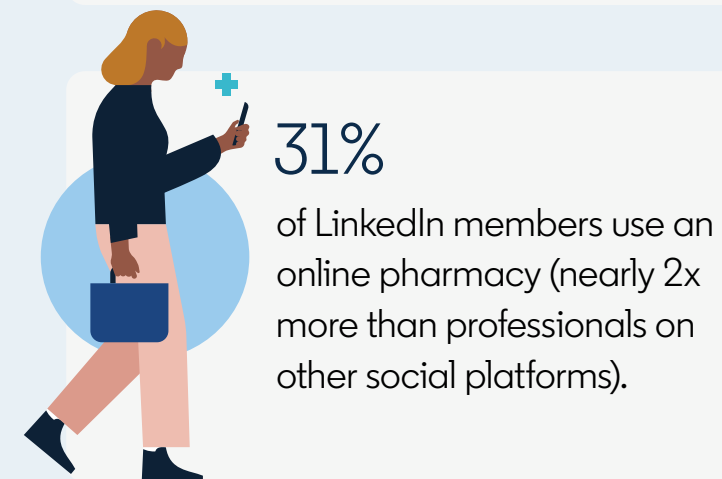


## 3 Assessing health partners on **consistency over time**

Healthcare brands build trust by the way they show up consistently over time, making them welcome participants on professional social platforms like LinkedIn:



LinkedIn visitors under 55 are more likely than users of other social platforms to welcome ads for health insurance, healthcare savings accounts and prescription drugs.



**Millennial and Gen Z LinkedIn members** are the most likely to watch pharma ads, ask healthcare providers about products they've seen online, and pay premium for name brand medicine.



# Building healthcare brands on expertise, values and consistency

The global biopharma business [GSK](#) has built its reputation for innovation on LinkedIn through human stories featuring researchers, physicians and campaigners raising awareness of rare conditions. It combined this stance with strong brand cues such as its signature orange color and message of “getting ahead of disease together.”

In its first year, the campaign increased aided awareness by 8 percentage points with a 22 percentage-point rise in brand favorability.

LinkedIn Marketing Solutions

## GSK boosts its brand vitals and innovation credentials on LinkedIn

For a global biopharma business, staying ahead of disease requires a reputation for innovation. It's this that engages the ecosystem of scientists, investors, academics and partner biotech firms that come together to develop breakthrough treatments. A multi-year course of marketing on LinkedIn has supported GSK's campaign to target this informed audience at scale, and build a reputation for innovation to match its track record. In the first year of the campaign, sharing video stories and features grew awareness by 8 percentage points, perceptions of GSK's innovation credentials by 17 points and brand favorability by 22 points.

**ABOUT GSK**  
GSK is a global biopharma company operating in more than 75 countries with 37 manufacturing sites, 70,000 employees, and a purpose to unite science, technology and talent to get ahead of disease together. In 2023, it invested £6.2 billion in innovation through R&D and delivered 2.3 billion packs of medicines and vaccine doses.

With a mission to simplify access to high-quality, affordable health care, [Alma](#) focused on empathetic messaging in its full-funnel campaigns targeting mental health care providers.

As a result, this strategy helped achieve an impressive 6:1 ROI.



Case Study

## How Alma achieved a 6:1 ROI on LinkedIn

### Alma

Alma aims to simplify access to high-quality, affordable mental health care at a time when four in ten American adults report dealing with anxiety or depression. Working hand in hand with mental health professionals, they break down barriers and create opportunities for providers and patients alike.

But Alma is not alone in this hyper-competitive mental health space. To stand out, they needed an edge—something to break through the noise. How could Alma reach mental health care professionals in a genuine, meaningful way?

Alma took a full-funnel approach on LinkedIn, from high-level brand awareness all the way down to conversation ads aimed at specific mental health care professionals. Along the way, they made a point to never lose their warm, human approach to everyone across the funnel.

That made all the difference

# Building emotional connections in under eight seconds

[MilliporeSigma](#), an innovative life sciences and technology brand, partnered with Merck to launch a light-hearted campaign on LinkedIn, titled “Science is Everywhere”.

After pivoting from more traditional product-focused content to an emphasis on relatability and authenticity, the team saw a 55% increase in engagement.



Case Study

## Milliporesigma's Single Campaign Targets Multiple Audiences and Increases Engagement by 55%

### MilliporeSigma

(The Life Science business of Merck KGaA, Darmstadt, Germany)

MilliporeSigma is a leader in science and technology and an innovator in life sciences. Founded in 1668, it continues to reinvent itself and explore new frontiers.

But with such broad reach, distilling campaigns from different business arms into holistic, unified messaging was a major challenge. How could MilliporeSigma engage vastly different people with different jobs using the same messaging?

Aiming to create a common theme that would resonate with key audiences across the industry, they decided to launch a LinkedIn campaign with the theme, "Science is Everywhere." This lighthearted campaign transcended fields and disciplines—spreading the message that working in any area of science impacts lives for the better.

That made all the difference

## Expert diagnosis

“

*Eliminating the stigma around health is becoming a natural extension of LinkedIn's mission creating opportunity for every member of the global workforce. Our research shows that 66% of LinkedIn members make time for proactive healthcare screenings and 71% don't delay treatment for financial or emotional reasons. We also see that professionals are prioritizing their health more than ever, and they're having more authentic health-related conversations on LinkedIn. With these insights, healthcare brands can feel confident that LinkedIn is an extremely effective platform for sharing best-in-class healthcare products and services, across both consumer and professional audiences. “*

**Bridget Coogan**  
Healthcare Sales Director,  
LinkedIn Marketing Solutions



## The prescription for healthcare brands



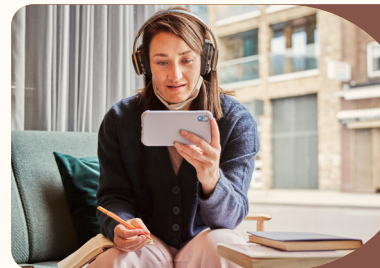
**Adopt always-on campaign strategies, building credibility and trust over time.**



**Foreground expert employees and partners such as research leads, physicians and healthcare campaigners.**



**Consider purpose-driven, human-first messaging, communicating values at the same time as information,** and aiming to build awareness through strong brand cues.



**Take a creative approach to establishing understanding and empathy,** tapping into aspirations around the power of health and the ability of people to make a difference for themselves and others.



**Integrate LinkedIn into the customer and patient experience through educational content,** open discussions with doctors and healthcare practitioners, and links to the innovative telehealth services that 49% of LinkedIn members prefer.

# Conclusion



# Building brands for the entire health journey

A new attitude to work and health on the part of professionals creates a new opportunity for healthcare brands.

An increasingly informed and proactive audience that is motivated to invest in the long-term health of themselves and their loved ones. These people recognize the value of good health and are seeking to start conversations with their networks around the best treatment options and proactive measures they can take. They aren't just open to messages about the treatments they need today. Rather, they're ready to form judgments about the brands they will entrust their health to for years into the future. It's a journey that starts when they first enter the workforce and which they hope will continue long after they leave it.

Trust earned by brands today will keep them with future healthcare consumers every step of the way.

If you're a professional, there's never been a better time for exploring ways of taking control of your health, starting conversations with peers, informing yourself about options, and seeking out healthcare brands and practitioners that

are ready to work with you as partners. If you're a healthcare marketer, there's never been more value in being one of those partners. Responding with agility to the conversations that professionals start, and demonstrating the credibility, consistency and authenticity they seek, is a great place to begin. Giving people the opportunity to manage their health is the foundation for every other type of opportunity they can access. That's the vision of work and health taking shape on LinkedIn.

To discover more about the new work-health balance and the opportunity for healthcare brands on LinkedIn, follow [#HealthcareonLinkedIn](#) and visit

[business.linkedin.com/marketing-solutions/healthcare](https://business.linkedin.com/marketing-solutions/healthcare)





# Methodology and credits

Custom research, commissioned by LinkedIn. Data collected May – August 2024

## 20 minute online survey

administered by **Interpret**, a global consumer insights agency

## 1,615 US internet users

(1094 users active in last 30-90 days, 521 non-LinkedIn users)

Respondents by competitor platforms/  
active in the last 90 days:

1392   
Facebook users

1009   
Instagram users

769   
X users

612   
Reddit users

760   
TikTok users

706   
Pinterest users

1422   
YouTube users

Respondents by health status:

481  
Healthy

644  
chronic conditions

168  
disability

466  
consumers  
with mental/  
behavioral issues

855  
at-risk conditions

Respondents by caregiver status:

166  
non-caregivers

449  
caregivers

Respondents by employment status:

1016  
employed

599  
un-employed  
(students/  
retirees)

