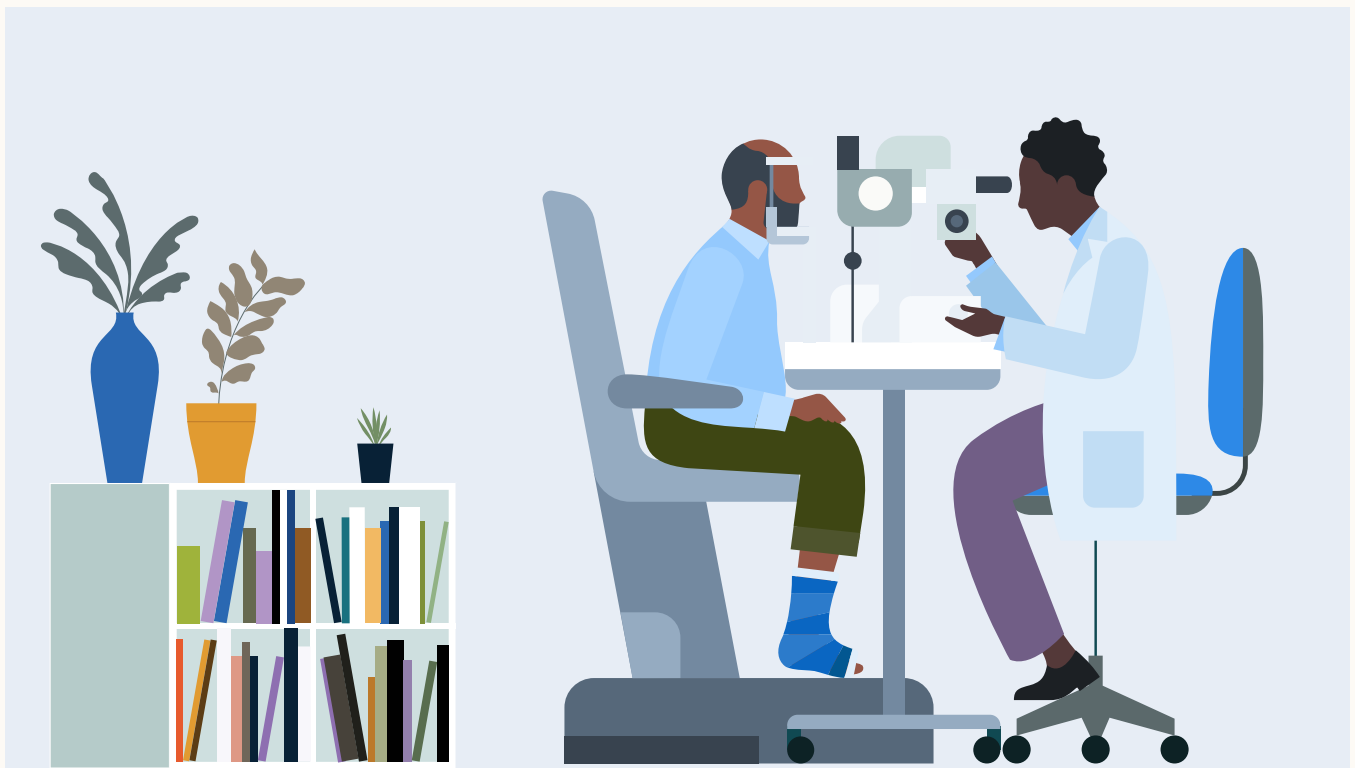




LinkedIn

Examples of

Trending and Best-in-Class Healthcare Campaigns and Content



Healthcare brands are earning customer trust and loyalty by utilizing effective brand messaging and leveraging a strong creative focus to become thought leaders on LinkedIn.

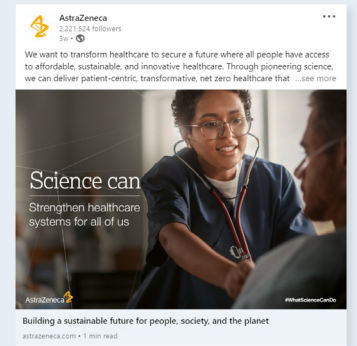
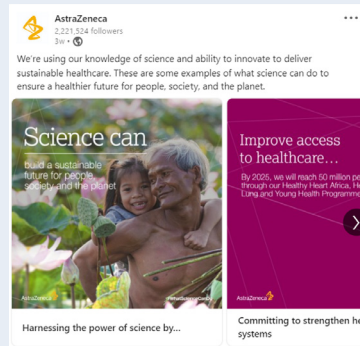
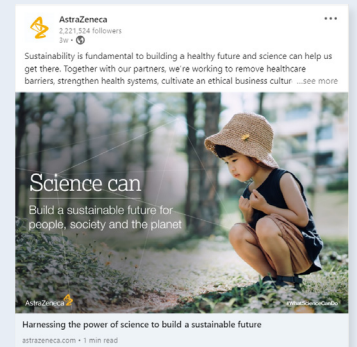
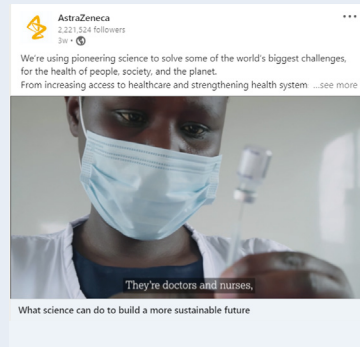
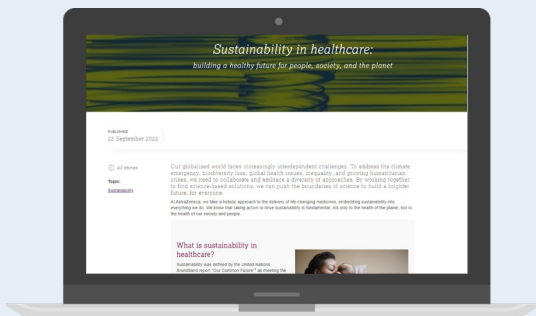
We've compiled examples of creative campaigns and trending content to showcase what success looks like on our platform when it comes to promoting key initiatives.



1 AstraZeneca Best-in-class

AstraZeneca focused on the ways science can help deliver more sustainable healthcare.

With “**Science Can**” AstraZeneca amplifies topical global conversations at a macro level, while continuing to build brand trust through the lens of science

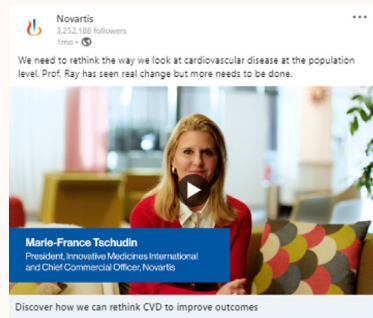
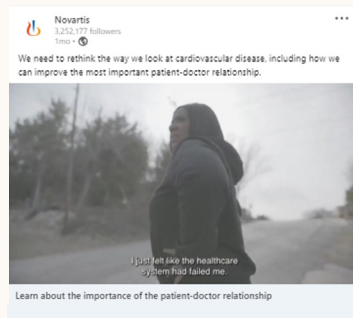
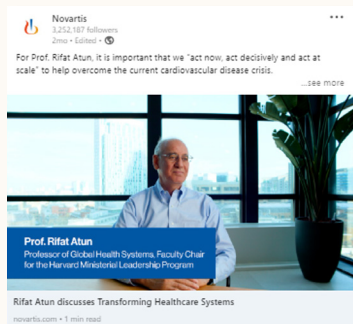


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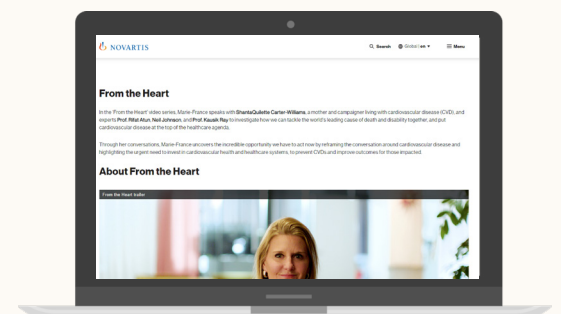
2 Novartis Best-in-class

Novartis’ “**From the Heart**” campaign raised awareness of the impact of cardiovascular diseases by showcasing personal stories.

“**From the Heart**” re-thinks the patient relationship to be less clinical and more connected.



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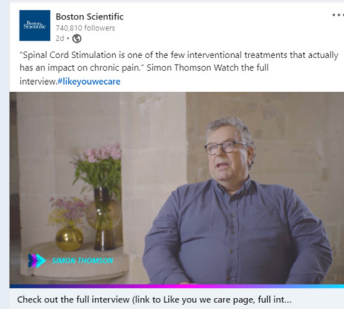
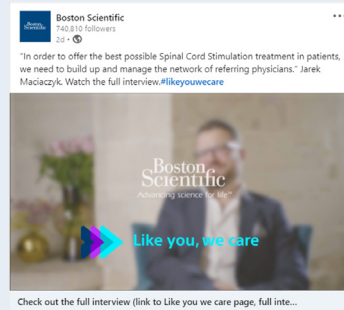
3

Boston Scientific



Best-in-class

Boston Scientific's "Like You, We Care" testimonials focused on healthcare professionals discussing the impact & potential of procedures like spinal cord stimulation & deep brain stimulation.



[Click here](#) to see the post

Key takeaways

1

Brand positioning and awareness continue to grow in importance for healthcare advertisers by making up an increased share of spend allocation QoQ. Utilize effective brand messaging to connect with LinkedIn members and build consumer trust.

2

Brands are leveraging LinkedIn to promote key initiatives through creative campaigns. Leverage a strong creative focus to become a thought leader on LinkedIn.



Contact your
LinkedIn Sales Rep
to learn more.

Get started today:

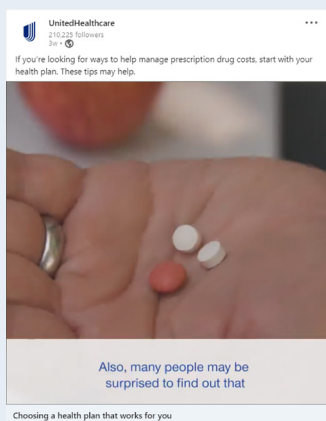
[Click here](#)



1 Healthcare Providers Trending

B2C Open Enrollment Education

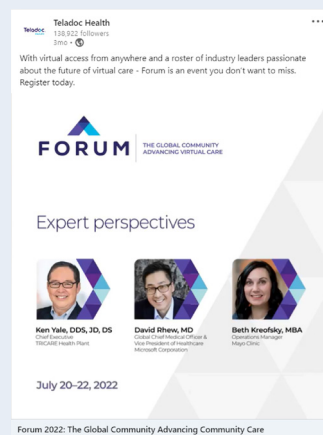
Ahead of Open Enrollment, **UnitedHealthcare** helps educate consumers on the ways their health plan choices can impact prescription drug costs.



[Click here](#) to see the post

Event Promotion

Teladoc Health utilizes a quick 5 second micro-video to stand out in the feed and drive registrations for their Forum industry event.

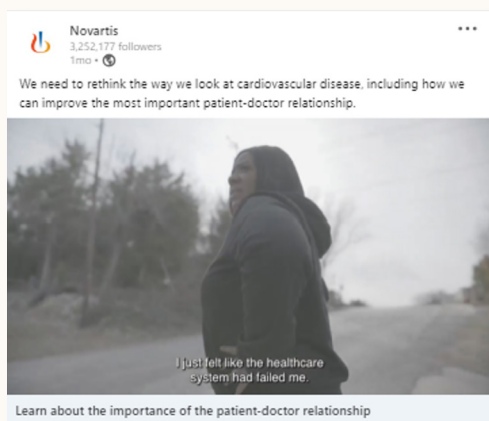


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2 Pharma Trending

Disease State Awareness

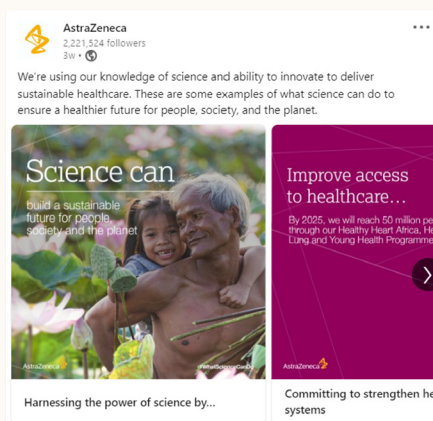
Novartis created a series of short videos for their “From the Heart” series advocating for an improved focus on cardiovascular health. The videos linked back to [their microsite](#) to learn more.



[Click here](#) to see the post

Sustainability

AstraZeneca released a series of posts with the theme “Science Can” to promote their efforts to deliver sustainable healthcare.

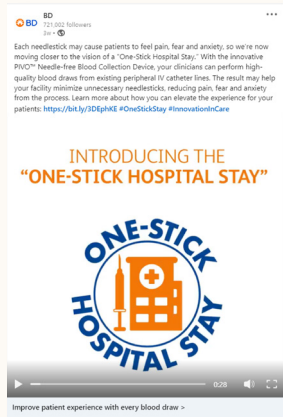


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3 Health Tech Trending

Product Focus

BD zeroed in on the end-benefit with a 30 second video introducing their PIVO needle-free blood collection device to potential customers.



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Health Observances

Bayer celebrates World Heart Day with an eye-catching post that drives emotional connection.



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4 Health Insurance Trending

B2B Brand Awareness

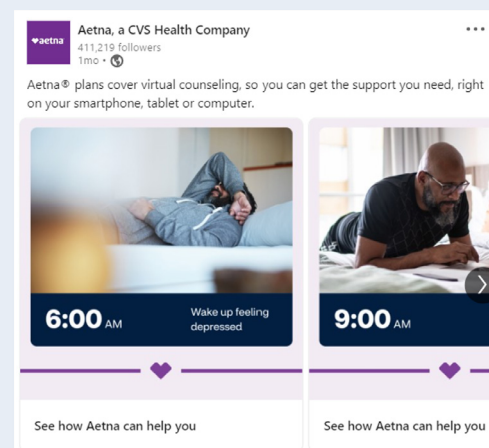
Cigna created a variety of assets, including this 10 second video, to stay top of mind and reinforce their messaging that great health plans are investments in company growth



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B2C Differentiation

Aetna differentiates their offering with engaging carousel ads that show a “day in the life” of someone with access to virtual care.

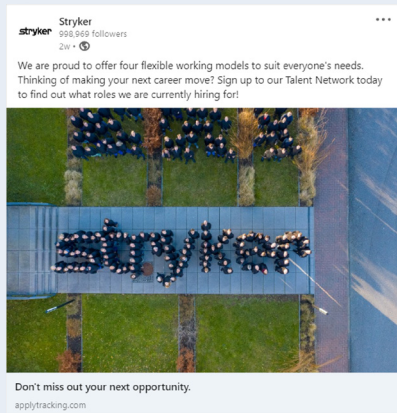


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5 Health Talent Branding Trending

EVP – Flexible Work

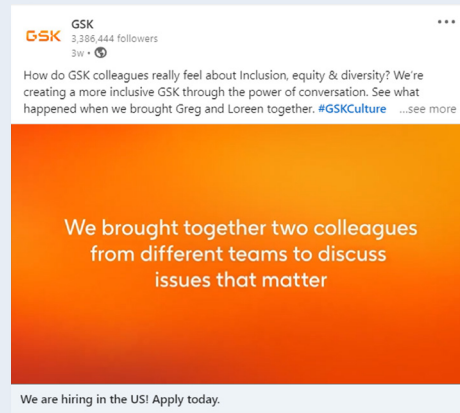
Stryker utilizes stand-out imagery to promote their flexible work model to potential candidates.



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Commitment to DEI

GSK showcase their commitment to DE&I by creating a video of two real employees' connection through the power of conversation



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