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Promoting  
Preventive  
Care, Strategic  
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and More



## Promoting Preventive Care, Strategic Repetition, and More



Healthgrades

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Published Mar 26, 2025

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*Wondering how to keep a pulse on an industry that's constantly changing?*

*Every month, we'll share the latest in health systems marketing while digging into the most effective patient acquisition and engagement strategies. A human-centered approach can help you stay relevant and foster stronger doctor-patient connections.*

*Read on to see what's vital today.*

## Year-Round Wellness Starts Now: How Hospitals Can Promote Preventive Care

Preventive care isn't just a box to check once a year—it's a habit worth building. 🔧

Whether it's a routine wellness exam, cancer screening, or a heart health check-in, health systems have a major opportunity to help patients take action before issues arise. With digital tools, timely campaigns built around [health observances](#), and thoughtful education, that support can be more seamless—and more engaging—than ever.

But here's the challenge: Preventive care rates are still lagging 📉, especially among younger adults. To bridge that gap, health systems must meet patients where they are—online, on their phones, and ready for a little guidance.

[Discover simple ways to keep preventive care front and center](#)—all year long.

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## Connecting the Dots for Consumers: Why Healthcare Marketing Needs Repetition, Not Just Reach

In a world full of scrolls, swipes, and short attention spans, a single message rarely sticks. That's why repetition—not just reach—is the key to meaningful engagement across healthcare marketing. 🔄

Today's healthcare consumers are piecing together information from all angles—search, social, and health platforms—and making decisions over time, not in a single moment. Repetition helps connect those dots, building familiarity, trust, and confidence to take the next step in their care journey.

But don't mistake it for redundancy. When done right—with predictive data, trusted channels, and evolving messages—strategic repetition can be the difference between passive exposure and real action.

[Learn how repeated messaging can inspire confidence and spark next steps.](#) ⚡

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## Healthgrades' Becky Allen on Recent Expansion and Future Innovations in Healthcare Solutions

Health systems today are juggling a lot. 🧑‍🎨 Between staffing shortages and rising patient expectations, there's constant pressure to do more with less.

That’s why Healthgrades is bringing new tools to the table—to help health systems meet today’s challenges head-on.

In a recent conversation, Healthgrades’ Becky Allen shared how our latest solutions are streamlining operations, improving access, and connecting with high-value patients more effectively—from first search to follow-up care.

[Explore how Healthgrades’ expanded solution suite is helping health systems work smarter.](#)

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