

Disenfranchisement.

Normally reserved for topics around voting, it's taken on new meaning in 2022.

Especially in reference to feelings around the healthcare industry. Why does this matter?

Those who've added it to their vocabulary may avoid care even when it's needed. And *that* is concerning.

Allow me to explain...

Missed Opportunities <H2>

[Healthcare content marketing](#) has performed a disservice over the last two years. This encompasses all online communication from the medical industry to its employees and patients alike.

More focused on "why Covid is scary," my field neglected the real power behind its words.

What mission should it have been furthering?

- Giving them hope
- Decreasing fear and anxiety
- Educating and equipping its readers
- Offering health alternatives

Instead, it expected folks to weather this storm without all the facts.

So my goal today is to set the record straight. I'll accomplish this by pulling from conversations I've had with both industry professionals and patients.

Because 9 months ago, I set out to enrich our world through integrity-fueled content marketing. Healthcare is near and dear to my heart, hence the source of double motivation.

Keep reading as I unpack more.

Perception Changes <H3>

At the end of 2018 I changed my career track from healthcare to digital marketing. Seeking an eventual break, my goal was to meld the two.

And then 'Rona hit our shores.

Realizing only one side of the coin was being championed by my counterparts, I felt the urge to give a voice to the “other.” This ultimately developed into what you’re reading now!

The only hurdle in the way was the fact I’d never launched or ran a business before. But passion decreases discomfort, so off I went.

This journey involved forming a social media group with my wife. We wanted to create, A place where real and transparent communication can lead to solutions, and return "health" to its proper place in healthcare.

More on that next.

Informal Focus Group <H2>

Earlier I neglected to mention there was a coordinated [campaign](#) of overwhelmingly positive coverage on the Coronavirus vaccine.

And how about those healthcare professionals who refused the vaccine mandates? Overwhelmingly negative coverage, or no coverage at all. Both strategies are a problem.

This doesn’t give content marketers a pass, although it does help lift some of the blame off their shoulders. After all, the old saying is “don’t shoot the messenger.”

That is unless you’re the messenger from Persia to King Leonides in the movie [300](#). But I digress.

Our social media group consists of:

- Practicing and retired doctors
- Physician assistants
- Holistic practitioners
- Current and former nurses
- Patients

One consistent phrase I’ve heard time and time again? “I’m disenfranchised with the whole healthcare system!”

There are various factors which played a role in this outcome. But it’s interesting that many reached the same conclusion *despite* their different stories.

How did they get there?

Running Themes <H3>

Some would argue that only those who chose to remain unvaccinated feel this way. But surprisingly many who got the shot later fell into this same category.

Why?

To borrow a football analogy, the goalposts kept getting moved back. First it was a 2 round shot, then a booster, then possibly another future booster.

With so much confusion coming from the White House, who can blame people for using critical thinking and questioning? I sure can't.

There were a couple themes I noticed in hearing people's stories.

Patients:

1. They wanted access to a full list of options for combatting the virus
2. They weren't getting it

Medical staff

1. They wanted to practice medicine according to their moral convictions
2. They weren't allowed to

Despite these facts, I'm encouraged that change can happen. And it starts with reputable marketers joining forces with alternative health.

Let's take a look at what that'd look like.

How Popular Is Healthcare Content Marketing? <H2>

In 2020 there were 72 healthcare companies that qualified for the Fortune 1000. Among those, there's a surprising statistic I came across.

- Almost 21% [didn't have a blog](#) or resource center on their website

And these are supposed to be the industry leaders! But rather than a negative, I view this as a major opportunity for the clients I serve.

Now depending on one's preferred search engine, patients may only be getting a fraction of the picture. It's known that Google and others aren't fans of content the FDA deems "[misinformation](#)."

Is there a solution?

[Healthcare content writing](#) is a scalpel holistic practitioners should be using. Cutting through all the online “noise,” its strategic use helps any private practice get found online. In what ways does it accomplish this feat?

1. Presents value in free medical education
2. Compares alternative health options for a patient
3. Uses SEO (search engine optimization) best practices

Hiring a freelance writer like myself also is a cost-effective way to avoid expensive advertising campaigns. Just saying.

Healthcare Content Marketing and Elijah Wordsmith <H2>

One caveat is that this type of healthcare content marketing doesn't yield instantaneous results. However, with a low up front financial investment and compounding once it's been running for a while, it'll reward you in time.

This concept shouldn't be new to you. After all, as a holistic practitioner you know there aren't always quick fixes to turn a patient's health around.

Rather, small informed habits produce lasting results when stacked on top of one another.

My freelance writing business is backed by over 13 years of industry experience between healthcare and digital marketing. Combining the two allows each original blog or social media post to resonate with your target audience.

Elijah Wordsmith content writing “verbalizes” the more individualized care current and prospective patients receive from your practice.

With access to modern technology and customer service sharpened while working in busy medical offices, I bring a personable approach to growing your online presence.

Bring the human side back by sharing stories online that impacted you or your staff. And enjoy a boost in patient retention and new referrals for a “practice that truly cares.”

Take the first step towards standing out online and [schedule a discovery call](#) today!