

The Visibility Gap in Healthcare Marketing Analytics — and How to Fix It

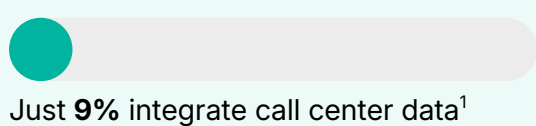
Freshpaint surveyed **200 healthcare marketing leaders** and found a common challenge: measuring the path from clicks and conversions to patient appointments.



Read on to see where visibility breaks down and how leading organizations are solving it.

Visibility Gaps Lead to Misattribution

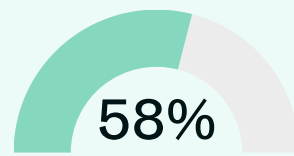
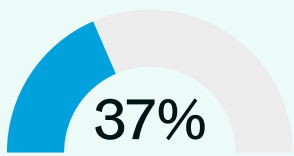
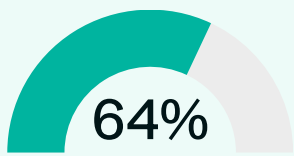
Key conversion moments, especially offline, are often invisible.



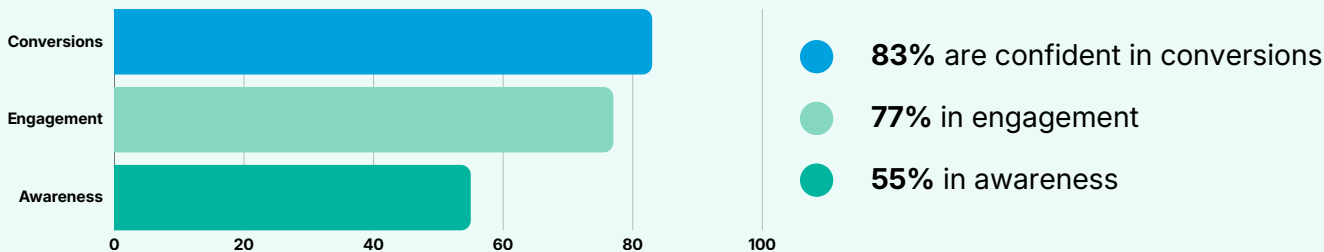
The majority of performance happens outside measurable systems.



The impact of channels on demand creation is only partially captured.

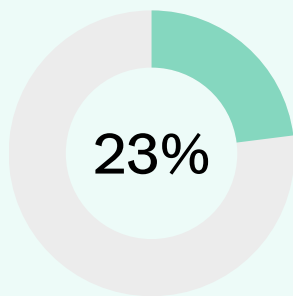
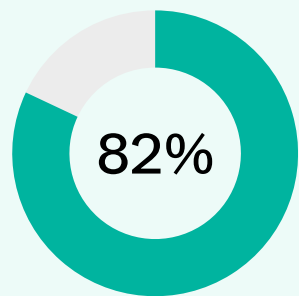


The moments that create downstream demand are often hardest to measure.

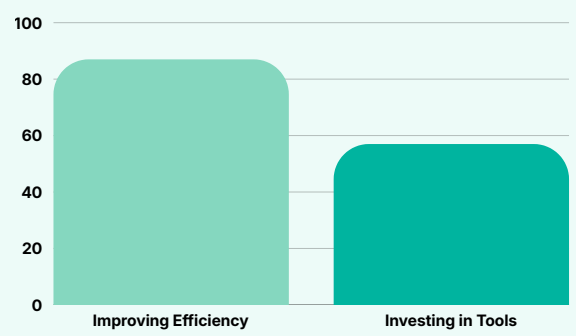


The Visibility Gap is an Infrastructure Problem

Data restrictions create visibility gaps between marketing activity and patient acquisition, but the right infrastructure can bridge them.



Teams are adapting, but hitting a ceiling.



87% prioritize improving efficiency of existing spend

57% are investing in analytics tools

But when teams can measure the full acquisition journey, budgets shift toward demand-generating channels, not just demand-capturing ones.

Search investment decreases by **15-25%**

Awareness investment increases by **30-50%**

Close the Visibility Gap with Connected Measurement

Leading teams are moving beyond last-click attribution by connecting marketing, CRM, EHR and call center data. **Freshpaint** enables healthcare organizations to build a privacy-safe measurement foundation that connects marketing activity to patient outcomes across the full acquisition journey.

The result is better visibility, smarter decisions, and more defensible ROI.

Ready to close the visibility gap in your acquisition funnel?



Explore our full industry trends report

Data source: 200 U.S. healthcare marketing leaders surveyed for Freshpaint's 2026 State of Healthcare Marketing report.

¹ <https://www.invoca.com/blog/healthcare-marketing-statistics>