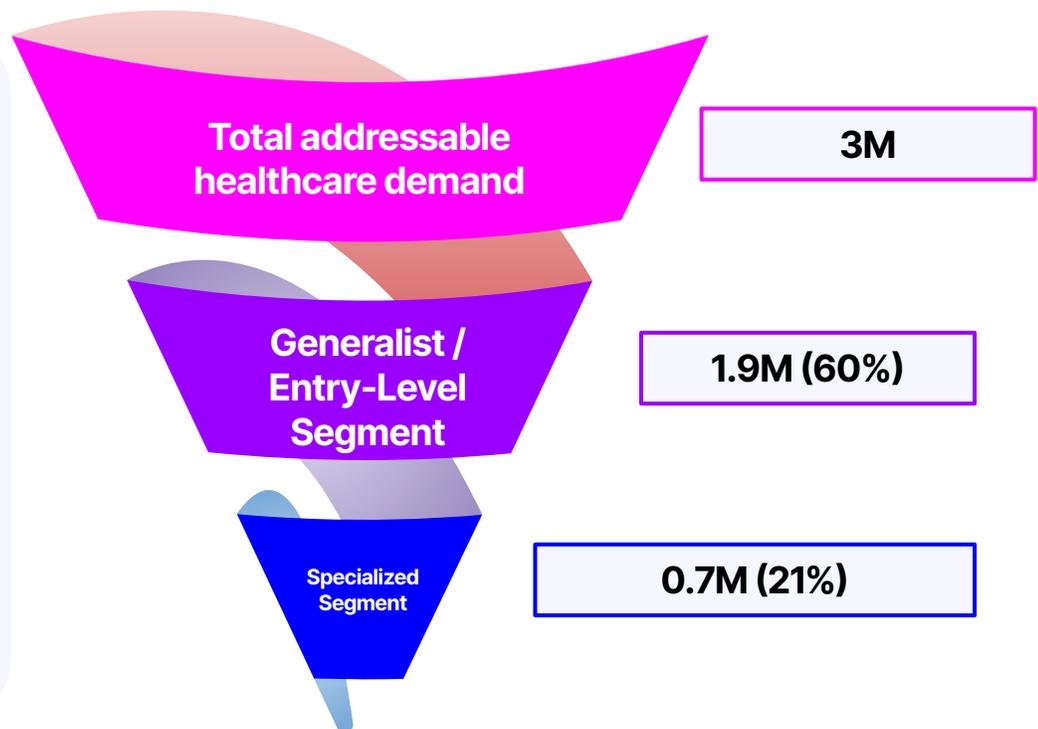


# **Enabling Sales Teams with Insight-Driven Storytelling**

## Healthcare demand signals span entry-level to specialized roles, intensifying competition

Demand signals across healthcare span both broad entry-level pathways and highly specialized roles. This distribution reflects a market where organizations must engage across multiple segments simultaneously to maintain coverage today while preparing for future specialization needs.



## Healthcare market activity is accelerating, increasing competitive pressure

Year-over-year growth indicates accelerating demand and increased competition as more organizations invest to capture attention across healthcare segments.

### HEALTHCARE MARKET MOMENTUM SIGNALS:

# 93%

Increase in Demand Volume



*Are you positioned to capture accelerating demand?*

# 21%

Increase in engagement



*Are priority segments engaging with your offering?*

# 75%

Increase in competitive offerings



*How are you differentiating in an increasingly crowded market?*

# 2x

Increase in intensity



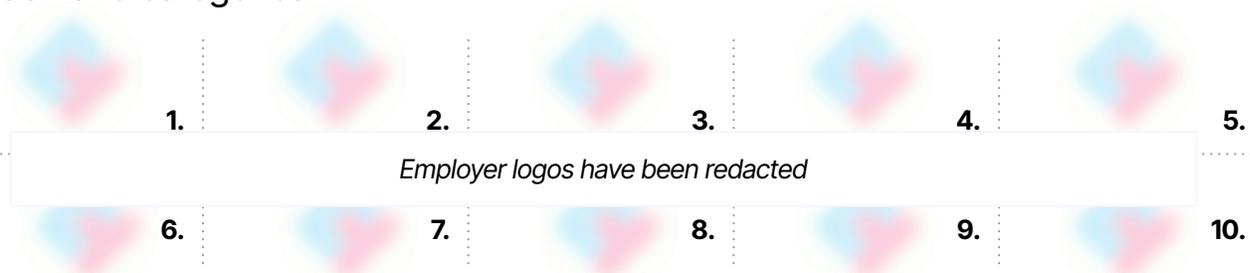
*Are investments driving efficiency, or just volume?*

# Demand is intensifying around specialized healthcare functions

Job Title	Active Opportunities	Demand
Physical Therapist	2.8K	4.0K
Medical Assistant	1.2K	51.9K
Registered Nurse	1.2K	1.1K
Dental Hygienist	1.2K	1.5K
Occupational Therapist	1.0K	1.6K
Behavior Technician	0.9K	21.8K
Licensed Practical Nurse	0.6K	0.1K
Caregiver	0.6K	3.5K
Speech Language Pathologist	0.5K	0.9K
Medical Scribe	0.5K	21.9K
Physical Therapist Assistant	0.5K	2.0K
Certified Nursing Assistant	0.5K	1.3K
Dental Assistant	0.4K	2.1K
Direct Support Professional	0.4K	2.0K
Registered Dental Hygienist	0.4K	0.4K

Across the most in-demand healthcare roles, demand is concentrated across a narrow set of specialized functions. The top 15 roles generated over **12K active opportunities and 110K demand actions**, indicating clear signals for where focus and differentiation matter most.

Demand leaders span large health systems, specialty providers, and pharmaceutical organizations, illustrating how scaled operators are capturing attention in high-demand categories.



**#3**  
Industry demand position

Healthcare ranked as the **#3** industry by demand in 2025 with sustained growth across **engagement, conversion, and visibility metrics**. The category is rapidly closing the gap with leading sectors, signaling increasing competitive pressure and the need for differentiated positioning

## Demonstrated impact across healthcare organizations

Prior healthcare engagements illustrating how insight-driven GTM strategy drove growth, improved efficiency, and strengthened competitive positioning across complex environments.

### Efficiency & Scale

- Supported healthcare organizations in expanding reach while reducing operational overhead
- Demonstrated how targeted engagement strategies improved efficiency without increasing volume

### Demand & Pipeline Influence

- Enabled healthcare teams to convert early-stage engagement into measurable downstream demand
- Provided leadership with visibility into how engagement translated into sustained pipeline impact

### Representation & Market Coverage

- Partnered with healthcare organizations to expand reach across priority segments and geographies
- Enabled teams to benchmark representation and engagement performance against industry peers.

Strategic levers used to improve demand quality and GTM efficiency:

**Brand presence & demand quality:** Architect approaches that increased high-intent engagement and improved downstream conversion by aligning brand presence with target segments.

**3.5x**

increase in inbound demand among accounts with elevated brand presence

**Execution Efficiency:** Design scalable execution frameworks that enabled teams to move from strategy to action faster, without increasing operational complexity.

**10%**

of high-intent engagements progressed to measurable business outcomes

**Insight-Led Prioritization:** Translate complex data into clear priorities for where to invest time, messaging, and resources to maximize impact.

**3x**

improvement in competitive performance rankings within one year