

What Journalists Really Want from Health IT Storytelling

Insights from a survey of 15 health IT journalists conducted by FINN Partners in March-April 2025.

What Journalists Told Us

- **Top concern of public misunderstanding?** AI replacing human healthcare providers
- **Biggest news topic:** Advancements in AI
- **Media trends:** Coverage is growing due to rapid development and adoption of digital health technologies

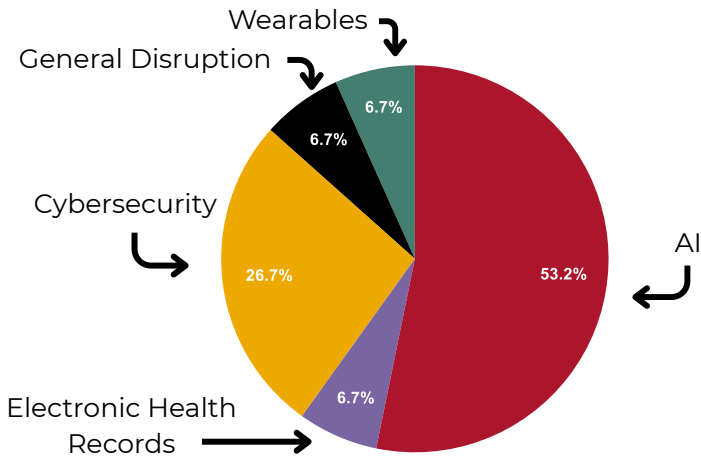
What Gets Their Attention

- Breakthrough technologies with the potential to transform healthcare delivery
- Insights from healthcare professionals and patient experiences
- Regulatory changes and policy developments affecting digital health

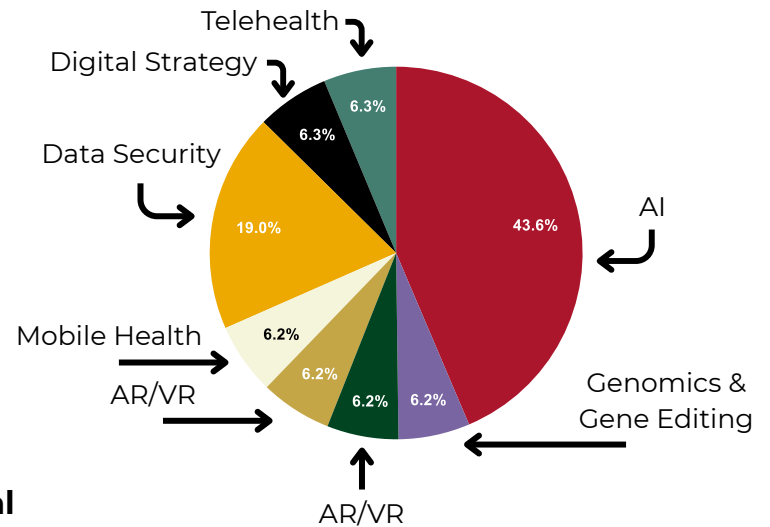
Making **Earned Media** more important than ever!

How to Get Journalists' Attention for Your Health IT Storytelling

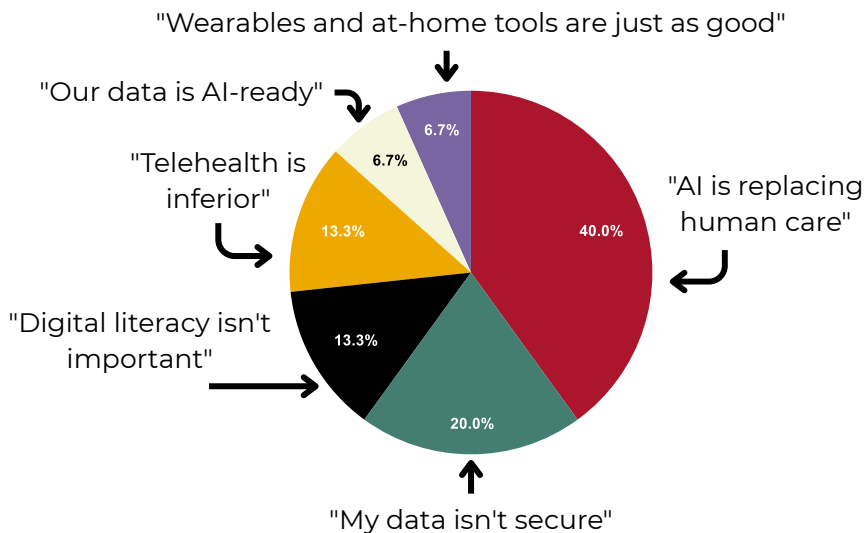
What are the biggest news topics in health IT & digital health?



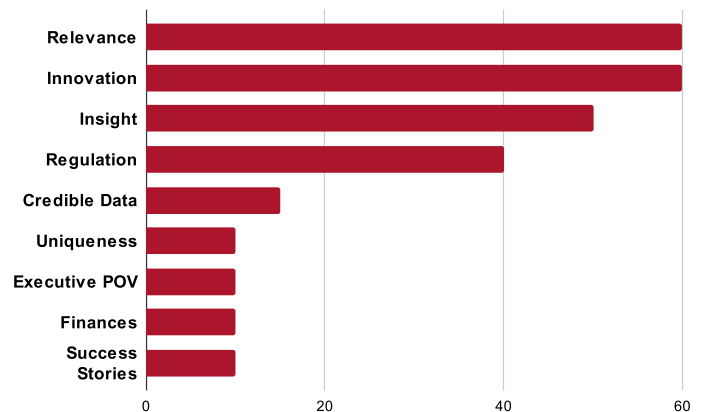
What news topic in health IT & digital health do you see becoming more prevalent?



What are the biggest public misunderstandings about health IT & digital health?



What determines the stories you cover about health IT & digital health?



How to Work with Journalists

1 Think about the overall story

2 Be ready to provide details

3 Validate what you say

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