

Preview

IndSight Dataverse

Hospital 2025

Winning The Hospital Social
Media Battlefield:
Data, Trust, and the New Patient Reality

Sumber **Social Media & Consumer Behavior Report**
Periode Jan - Dec 2025 · NoLimit Indonesia / IndSight ·
Hospital Industry Indonesia

indsight
Product of NoLimit



 [indsight.id](https://www.indsight.id)

 dataverse.indsight.id

 [@indsight.id](https://www.instagram.com/indsight.id)

What's Trending on Social Media?

The digital space serves as a place for the public to evaluate, respond to, and reshape perceptions of hospitals in real-time.



Total conversations about hospitals in
Indonesia throughout 2025

4.913.568

**Sentiment: 19% Positive • 55% Neutral • 26%
Negative**

**What issues and patterns shaped this
sentiment throughout 2025?**

3 Shifts Changing How Patients Choose

Hospital competition is now determined by three major shifts throughout H1 -> H2 2025.

Patient Experience as a Trust Factor

18% → 31%

▲ Jumped from 4th to 1st rank

Usage of Digital Touchpoints

51% → 64%

▲ Digital journeys increasingly dominate patient decisions

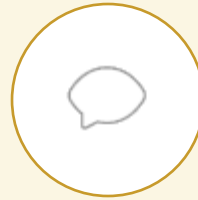
Three Types of Public in the Hospital Ecosystem

These are not separate groups of people, but rather three behavioral modes that can be experienced by the same person.



38% Information Seekers

Looking for information on doctors, services, costs, and procedures before making a choice



34% Recommendation Sharers

Sharing experiences and recommending the quality of hospital services



28% Health Observers

Following education, health issues, and developments in hospital services

Preview: factors shaping responses and driving behaviors for each type are available in the full report.

Millennials & Gen X Dominate, but Their Needs Differ

Millennials (41%) dominate conversations as family health decision-makers.

Generasi	Share	Main Needs	Hospital Selections Factor
Milenial	41%	MCU, Child Healthcare, Maternity	Specialist Doctors, BPJS/Insurance
Gen X		 Find Out in the Report!	
Gen Z & Baby Boomers			

Preview: complete segmentation of Gen Z, Gen X, and Baby Boomers, including information platforms & trust factors, is available in the full report.

Building an Issue & Crisis Management Blueprint

Millennials (41%) dominate conversations as family health decision-makers.

Level	Condition	Status	Action
1 – Early Signal	5-14 mentions/6 hours or +50-99% volume	Monitoring	Monitor sources, topics, sentiment
2 – Alert	15-29 mentions/6 hours or +>100% volume	Alert	Validate issue & prepare holding statement
3 – Escalation	 Find Out in the Report!		
4 – Crisis			

Then, How Do Hospitals Build Trust?



UNLOCK THE FULL INSIGHT

<https://dataverse.ind insight.id>

Data Shows :

Medical Competence is the Minimum Standard of Trust Built from Patient Experience, Digital Presence, and Fast Response to Issues.

In the full report, you will find:

- ✓ Public conversation & sentiment map throughout 2025
- ✓ Segmentation of generations, occupations, and patient regions
- ✓ Content, campaign, and hospital brand advocacy analysis
- ✓ Early issue detection system & complete crisis escalation per level
- ✓ Playbook of 8 strategies & Growth and Protection execution roadmap