Preview

IndSight Dataverse

Hospital

2025

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

Source ***Report on Collaboration Between NoLimit and Perhumasri***
Period Jan - Dec 2025 · NoLimit Indonesia / IndSight · Indonesia Hospital Industry

perhumasri

indsight
Product of nolimit



FOREWORD

Greetings to Indonesia's hospital community,

We give thanks to Allah, God Almighty, for His abundant grace, which has made it possible for ***IndSight Dataverse Hospital 2025 Winning The Hospital Social Media Battlefield Data, Trust, and the New Patient Reality*** to reach you.

This report is the result of a fruitful collaboration between the **Indonesian Hospital Public Relations Association (PERHUMASRI)** and **NoLimit**, a communications analytics provider. We prepared these insights for hospital owners and directors, public relations managers, marketing managers, and everyone who recognizes the importance of data and insight in making decisions about hospital services.

Drawing on nearly five million social media conversations from 2025, we have summarized findings and insights into the behavior of healthcare consumers and hospital patients, along with what those findings mean and practical steps you can take. You can use these insights to shape your business strategy for 2027 and beyond, strengthen your institution's public relations, trust, and reputation, or develop marketing programs grounded in patients' expectations and experiences.

We hope these findings will be more than just reading material. We hope they will contribute meaningfully to improving hospital services and provide a strong foundation for sound decisions as Indonesia's hospitals transform their care.
Happy reading. We hope you find it useful!

Warm regards,
Anjari Umarjianto
Founder and Chairperson of PERHUMASRI



Anjari Umarjianto

Founder and Chairperson
of PERHUMASRI

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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?

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Patient Preference Shift

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

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Audience Insight

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.

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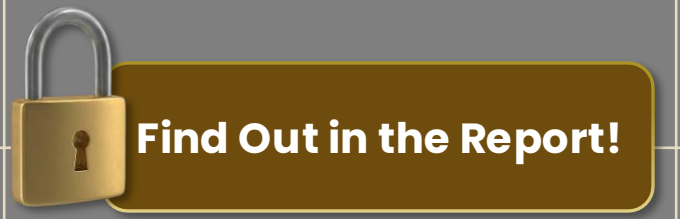
Audience Insights

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			
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.

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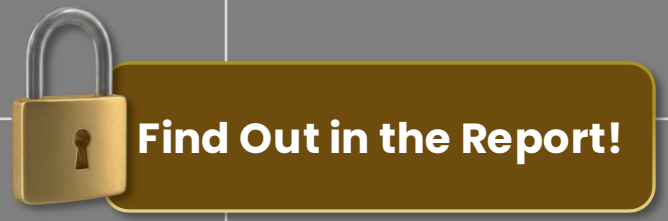
Building an Issue & Crisis Management Blueprint

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			
4 – Crisis			



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UNLOCK THE FULL INSIGHT

https://dataverse.indsight.id

Then, How Do Hospitals Build Trust?

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**

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