

# Traditional Healthcare PR Lost the Plot on Mental Health. Here's Why

## Media Analysis Summary



Despite the growing media focus on **mental health**, healthcare brands often struggle to effectively communicate with audiences, lacking empathy, relatability, and a stigma-free approach.

The **mass media mental health conversation** has been predominantly shaped by discussions about the impact of **social media**. This places the issue in the forefront of public awareness, with stories emphasizing how these platforms can contribute to anxiety, depression, and social isolation, particularly among younger individuals.

### Topics in the mass media mental health debate by share of voice



32%

Role of tech/social media



25%

Stigma



17%

Workplace mental health



15%

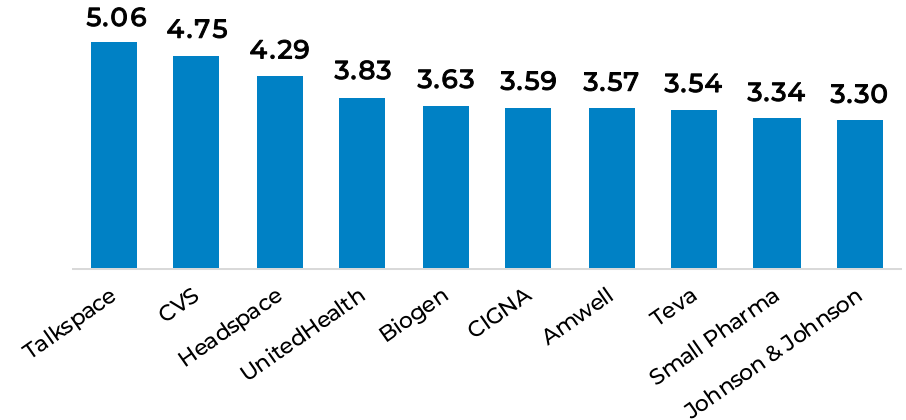
Efficacy of treatments



11%

Access to care

### Organisations in the mental health debate in health media by impact score



In specialised healthcare media, we discovered that **Talkspace** and **Headspace**, online therapy providers, emerged as the dominant organizations, while biotech and pharmaceutical companies have fallen behind in terms of influence.

### 5 takeaways from the mental health debate:

- Health media is dominated by digital solutions
- Pharma and biotech still lag behind
- Mass media focuses on Big Tech's impact
- Management consulting increasingly defines mental health
- Athletes drive most headlines

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