

HEALTHTECHASIA

Media & Partnership Kit | 2026

April 2026

Precision reach to the people who make digital health decisions across Asia and the Middle East.

HealthTechAsia is a specialist B2B intelligence and commentary platform covering digital health, healthtech, and health AI policy across Asia-Pacific and the Middle East. Our audience is not broad — it is deliberate: senior professionals, founders, clinicians, regulators, and investors who are actively shaping the sector.

AUDIENCE AT A GLANCE

586 LinkedIn Page Followers <i>Company page</i>	2,637 Personal Network <i>Matt Brady</i>	2,911 Peak Post Reach <i>impressions, single day</i>	26.7% Top Post Engagement <i>Nov 2025</i>
63% Senior / Director / CXO <i>of page audience</i>	21% Healthcare & Insurance <i>top two industries</i>	19% Business Development <i>top job function</i>	11% Saudi Arabia <i>largest geography</i>

LinkedIn benchmark: average B2B engagement rate is 0.5–1.0%. HealthTechAsia's top posts consistently exceed 10–25%, reflecting a tightly aligned audience that actively engages with the content — not passive scrollers.

LINKEDIN PERFORMANCE (COMPANY PAGE)

All organic. No paid promotion.

Metric	Detail
Peak single-day impressions	2,911 (25 Sep 2025)
Best engagement rate (single post)	26.7% (1 Nov 2025)
Sustained high-engagement period	Oct–Nov 2025: multiple posts at 15–25%
Dec 2025 content series	~5,800 impressions across 3 consecutive days
Feb–Mar 2026 (most recent)	Consistent 800–1,100+ impressions per active post
Typical post engagement	5–15% on active posts

The pattern is consistent: when content is published, it reaches a small, high-quality, highly engaged audience. Featured companies and interviewees amplify posts through their own networks, creating targeted distribution within the sector.

AUDIENCE PROFILE (LINKEDIN PAGE FOLLOWERS)

SENIORITY	TOP INDUSTRIES	TOP JOB FUNCTIONS
Senior — 34% Director — 13% Manager — 9% CXO — 6% VP — 4% Owner — 7%	Hospitals & Health Care — 14% Insurance — 7% Higher Education — 5% IT Services & Consulting — 5% Medical Equipment Manufacturing — 5% Biotechnology Research — 3%	Business Development — 19% Healthcare Services — 10% Operations — 7% Sales — 7% Research — 4%

TOP GEOGRAPHIES (LinkedIn followers)
Saudi Arabia (Makkah & Riyadh) — 11% Singapore — 4% London, UK — 4% Hong Kong — 3% Kuala Lumpur — 3% Ho Chi Minh City — 2%

WEBSITE PERFORMANCE

Metric	Detail
Traffic growth	Consistent monthly growth Jul–Nov 2025; stable through early 2026
Content driving traffic	Company profiles, executive Q&As, regulatory analysis
Traffic pattern	Amplified by featured organisations sharing to their own professional networks
Measurement	Verified via Google Analytics

Top content by readership (all-time):

- Ping An Good Doctor — AI healthcare services expansion
- Carna Health — chronic disease prevention through data and partnerships
- BGI Genomics West Asia — exclusive Q&A with General Manager
- Saudi Arabia’s health data regulations — privacy, segregation, and breach notification
- Pride Health — digital care for Southeast Asia’s marginalised communities
- Bupa CareConnect — exclusive Q&A with CEO Mohamed El Missaoui

Top reader geographies (website, verified via Google Analytics, Jan 2024–Apr 2026):

2,001 China	1,629 United States	1,078 Malaysia	980 Saudi Arabia	893 India	837 Singapore
635 UAE	477 UK	408 Vietnam	382 Hong Kong		

China traffic is driven primarily by WeChat (Weixin) referrals following coverage of Chinese digital health companies — a genuine in-market professional audience.

Top traffic sources:

Source	Detail
Search engines	2,929 referrals — organic discoverability across key markets
LinkedIn	765 referrals — direct from content shared on the platform
ChatGPT & Gemini	406 combined — content surfaced by AI tools in response to health queries
WeChat (Weixin)	176 referrals — shared within Chinese professional networks
Media monitoring (Meltwater)	38 referrals — content tracked by corporate intelligence teams

Figures based on verified traffic, Jan 2024 – Apr 2026.

WHAT WE COVER

Policy & Regulation	Company Profiles & Q&As	Market Intelligence
AI governance, digital health regulation, market access, health data frameworks across ASEAN and the Middle East	Exclusive interviews with founders, C-suite executives, and clinical innovators in healthtech and digital health	Technology adoption, health system transformation, and emerging market developments in Asia and MENA

Past interviewees and featured organisations include: Ping An Good Doctor, Ant Group, Carna Health, Bupa CareConnect, Vinmec, BOYDSense, and leading health AI initiatives across Saudi Arabia, Vietnam, and Southeast Asia.

MEDIA PARTNERSHIP OPTIONS

We work with event organisers, companies, and institutions that want to reach a concentrated, senior healthtech audience. All partnerships are discussed individually — we do not publish rate cards, because the most valuable arrangements are tailored.

Pre-event and post-event coverage:

- Pre-event editorial coverage, company profiles, and speaker Q&As
- Post-event reporting and executive interviews
- LinkedIn amplification to our page followers and Matt Brady's personal network (2,637 connections)
- Sponsored content and thought leadership pieces (clearly labelled)
- Banner placement on the HealthTechAsia website and in relevant content
- Event moderator and panel facilitator — Matt Brady has extensive conference experience across Asia and the Middle East

On-the-ground content services:

For event organisers seeking a more active editorial partnership, we can provide:

- Editor of event magazine or show daily — editorial planning, content curation, and production in collaboration with your team
- Video interviews on-site — filmed executive and speaker interviews published to HealthTechAsia and available for the event's own use
- Live social clipping — video clips of panel highlights and key quotes captured in real time and published directly to LinkedIn during the event, extending reach beyond the room

What we look for in partners:

- Events and organisations operating in digital health, healthtech, or health AI across Asia-Pacific or the Middle East
- Partners willing to engage editorially — not just transactionally
- Opportunities to generate content that serves our audience, not just promotional copy

POLICY & GOVERNANCE PARTNERSHIP OPTIONS

For organisations navigating the healthcare AI regulatory environment in Asia and the Middle East, HealthTechAsia offers structured advisory services grounded in independent research and regional policy expertise.

Service	Description
Regulatory Impact Assessment (RIA)	Structured analysis of how existing and emerging regulations affect deployment models, partnership structures, and operational design.
Policy & Regulatory Landscape Analysis	Targeted briefs outlining applicable laws, approval pathways, and policy directions across priority markets.
AI Governance & Risk Advisory	Structured guidance on key risk areas including data residency, model assurance, algorithmic bias, and system-level accountability.
Strategic Communication	Development of policy-facing briefs and evidence-based articles to support engagement with regulators and alignment with national health priorities.

WHY HEALTHTECHASIA

Niche, not broad We are one of very few English-language platforms focused specifically on digital health across Asia and the Middle East. Our readers are not general consumers — they are the people your event or product is designed for.	Credibility-first editorial Three years of independent coverage have built a reputation for editorial integrity. We are not a press release aggregator. That reputation is why senior professionals engage.
Relational distribution Our reach is driven by the people we write about sharing content to their own professional networks. Coverage lands directly in the feeds of decision-makers — not through algorithmic guesswork.	Background and access Founded by Matt Brady, former strategic communications advisor with 15+ years across Asia and the Middle East, including senior roles at APCO and Informa. Access, context, and connections in the markets that matter.

Get in touch

Matt Brady, Founder

team@healthtechasia.co

www.healthtechasia.co

linkedin.com/company/healthtechasia