

HEALTHTECHASIA

Media & Partnership Kit | 2026

October 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

1,042 LinkedIn Page Followers <i>Company page</i>	2,975 Personal Followers <i>Matt Brady's LinkedIn</i>	16,725 Peak Post Reach <i>impressions, best single post</i>	26.8% Peak Daily Engagement <i>1 Nov 2025</i>
59.2% Senior level and above <i>of page audience</i>	16.6% Hospitals & Health Care <i>top industry</i>	19.4% Business Development <i>top job function</i>	7.5% Singapore <i>largest LinkedIn geography</i>
39,225 Website Active Users <i>Google Analytics</i>	72,301 Website Page Views <i>Google Analytics</i>	161 Countries & Regions <i>reached by the website</i>	

LinkedIn benchmark: average B2B engagement rate is 0.5–1.0%. HealthTechAsia's daily engagement rate has run above this benchmark on most days over the past 12 months, peaking at 26.8% — reflecting an aligned audience that engages with the content rather than scrolling past.

LINKEDIN PERFORMANCE (COMPANY PAGE)

All organic. No paid promotion.

Total impressions (Oct 2025 – Oct 2026)	~138,800, all organic
Best single post	16,725 impressions, 2.25% engagement — Cleveland Clinic Abu Dhabi / OWKIN “Aila” clinical AI platform news, 17 Jun 2026
Peak single-day impressions	8,329 (17 Jun 2026)
Best daily engagement rate	26.8% (1 Nov 2025)
High-engagement period	31 Oct – 3 Nov 2025: daily engagement of 15–27%
Dec 2025 content series	~5,800 impressions across 3 consecutive days (24–26 Dec)
Summer 2026 surge	~52,000 impressions between 17 Jun and 31 Jul 2026
Most recent full month (Sep 2026)	~12,400 impressions; peak day 2,972 (9 Sep)
Typical daily engagement	5–12% through May 2026; 1–4% since June as reach widened beyond followers

The pattern is consistent: when content is published, it reaches a targeted, senior, 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 — 31.1% Entry — 20% Director — 11.2% Manager — 7.9% CXO — 5.9% Owner — 5.8% VP — 4% Partner — 1.2%	Hospitals & Health Care — 16.6% Higher Education — 5.2% IT Services & IT Consulting — 4.9% Hospitals — 4.3% Medical Equipment Manufacturing — 4.3% Insurance — 4% Software Development — 4% Business Consulting & Services — 3.6%	Business Development — 19.4% Healthcare Services — 12.1% Sales — 6.4% Operations — 5.5% Information Technology — 3.7% Research — 3.7% Education — 3.6% Engineering — 3.4%

TOP GEOGRAPHIES (LinkedIn followers)

Singapore — 7.5% | Greater Kuala Lumpur — 6.4% | Jakarta — 3.2% | London — 2.8% | Hong Kong — 2.4% | Mumbai — 2.1% | Ho Chi Minh City — 1.9% | Riyadh — 1.6% | Sydney — 1.6%

WEBSITE PERFORMANCE

Active users (since launch)	39,225
Page views (since launch)	72,301
Last 12 months	55,799 page views and 34,844 sessions — about three-quarters of all-time traffic
Reach	161 countries and regions
Traffic growth	Monthly sessions roughly tripled over the past 12 months: 1,512 in Oct 2025 to 4,505 in Sep 2026 (peak: 5,427 in Jul 2026)
Content driving traffic	News and company coverage of healthcare AI across the UAE, China, Saudi Arabia and Southeast Asia, plus executive Q&As and regulatory analysis
Traffic pattern	Direct visits (68%), search (17%) and LinkedIn (6%) are the largest sources; Google organic visitors are 68% engaged
Measurement	Google Analytics

Top content by readership (page views):

- Abu Dhabi signs 22 life sciences agreements — AI across genomics, drug discovery and biobanking
- Ping An Good Doctor — AI healthcare services expansion and nationwide network (H1 2025)
- How AI is transforming image diagnostics and patient outcomes
- Carna Health — chronic disease prevention through data and partnerships
- Ping An Good Doctor — AI-powered digital twin service, Ping An Xin Yi
- BOYDSense — new life for blood glucose monitoring

Top reader geographies (website, active users, Google Analytics, since launch):

5,824 Singapore	5,811 United States	4,711 China	1,892 Malaysia	1,733 India
1,306	1,167	1,081	988	

Vietnam	Saudi Arabia	UAE	UK	
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Top traffic sources:

Direct / unattributed	31,666 sessions — typed URLs, bookmarks, email and messaging apps
Search engines	~8,700 sessions — Google organic 7,740, with 68% of those sessions engaged
LinkedIn	2,611 sessions — direct from content shared on the platform
AI assistants	~1,470 sessions — ChatGPT 1,107, Gemini 171, Perplexity 147, Claude 34, Copilot 9
WeChat (Weixin)	111 sessions — shared within Chinese professional networks
Media monitoring (Meltwater)	55 sessions — content tracked by corporate intelligence teams

Sessions by source, Google Analytics, since site launch. Total: 46,814 sessions.

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, Carma Health, Bupa CareConnect, Vinmec, BOYDSense, and leading health AI initiatives across Saudi Arabia, Vietnam, and Southeast Asia.

MEDIA PARTNERSHIP OPTIONS

We work with companies, institutions and event organisers 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.

1. Editorial partnerships & sponsored content

For companies and institutions that want to be seen by regulators, investors and health system leaders across Asia and the Middle East. Content is written or edited to HealthTechAsia standards, and anything sponsored is clearly labelled.

Executive & founder interviews	In-depth Q&As with C-suite leaders, founders and clinical innovators, published on HealthTechAsia and amplified across our channels.
Company profiles	Narrative features on a company's technology, strategy or market expansion.
Sector analysis & thought leadership	Sponsored articles and opinion pieces that position your expertise on healthcare AI, regulation or market trends.
Partner content	Articles authored or co-developed with your team, edited by us and clearly labelled as partner content.
Amplification	Promotion through the HealthTechAsia LinkedIn page (1,042 followers), Matt Brady's profile (2,975 followers) and the Governance: Rewired newsletter.
Website placement	Banner placement on the HealthTechAsia website and within relevant content.

2. Event media partnerships

- 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 (2,975 followers)
- Event moderator and panel facilitator — Matt Brady has extensive conference experience across Asia and the Middle East

3. 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:

- Organisations operating in digital health, healthtech, health insurance 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.

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 On LinkedIn, our reach is amplified by the people we write about sharing content to their own professional networks, putting coverage directly in front of decision-makers.	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

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