



CASE STUDY

FINE-TUNING YOUR CONTENT CALENDAR

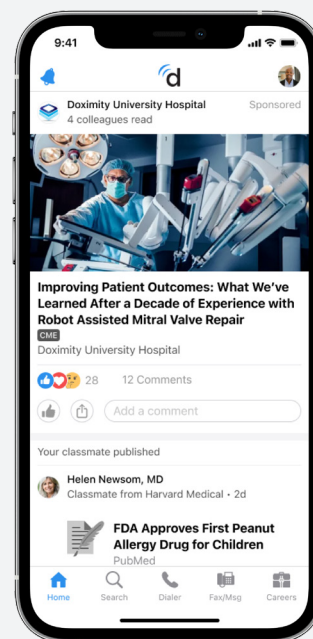
BACKGROUND

An academic medical center in a competitive midwest market began working with Doximity in 2017 to improve their brand reputation among a physician audience. In the first year of the partnership, the hospital focused on using their DocNews® inventory during the winter months preceding survey season. After this first year of dipping their toes in the water, they worked with Doximity to fine-tune their approach to reach the highest value doctors at a consistent cadence.

THE STRATEGY

While it is important to have your voice heard during the winter months, it's also the time of year with the highest volume of news on Doximity's newsfeed. Sometimes your voice can get lost in the noise. To combat this, the hospital began deploying DocNews® stories at a quarterly cadence, which helped them stay top-of-mind with physicians year-round while also getting the spotlight on the newsfeed during quieter months.

The hospital also used the "off-season" to their advantage in terms of content. While they continued to utilize articles from their website and press mentions of their high profile physicians as DocNews® during busier months, they began to incorporate virtual CME during other times of the year. They noticed that it did exceptionally well to boost their overall brand.



OUTCOMES

45% Impression Rate
vs. Avg. Benchmark of 24-28%

37% View Rate
vs. Avg. Benchmark of 23-33%

ONE STEP FURTHER

This past year, amidst the outbreak of COVID-19, the newsfeed became even more inundated with content, and the hospital went the extra mile to ensure success. They are now deploying DocNews® every 1-2 months. To do so, they work with their Doximity Client Success Manager to help source content a few months in advance, allowing time to bring in their Doximity Medical Writer if necessary. From here, the content deploys on the newsfeed for a 28-day cycle, during which time the team can move on to source the next month's content. This has yielded excellent results, including an **impression rate of 45%** and an **view rate of 37%**. In such a competitive urban market, the hospital learned that timing and consistency are vital to staying top-of-mind.

Quarter 1			Quarter 2			Quarter 3			Quarter 4		
Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020
1 Wave Deployed	3 Waves Deployed	5 Waves Deployed	5 Waves Deployed	1 Wave Deployed	2 Waves Deployed	5 Waves Deployed	1 Wave Deployed	5 Waves Deployed	2 Waves Deployed	N/A	1 Wave Deployed

ABOUT US

Doximity is the largest secure medical network with over 1.8 million verified members, enabling collaboration across specialties and every major medical center. Our members can search and find any clinician, stay up-to-date with the newsfeed of medicine, exchange HIPAA-secure messages, and engage in telehealth visits with patients. Doximity partners with over 200 organizations, including all of the top 20 U.S. News & World Report Best Hospitals, to foster marketing opportunities within the medical community.