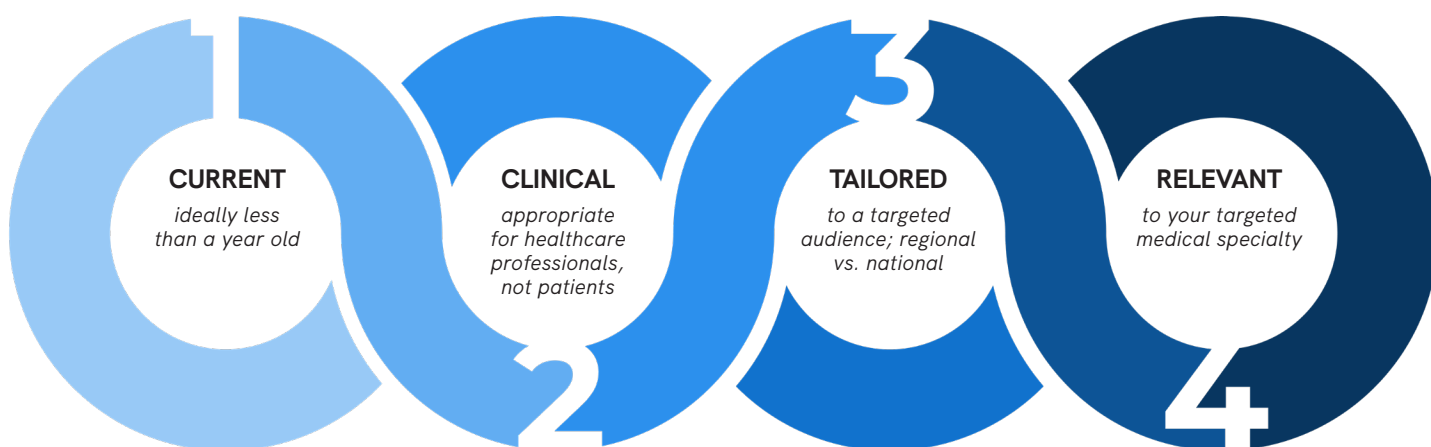


Developing content for physicians can be an arduous task, but it doesn't need to be. Doximity's team of medical writers are available, at no additional cost, to help transform existing content into a compelling and engaging piece for physicians. We also asked our medical writers for their top insights for selecting the right piece of content to serve as your starting point.

Cut Through The Clutter

For the best opportunity at high engagement, keep your content:



KEY TOPICS

There are specific topics that perform better than others with physicians. Below are the topics that are currently generating the most interest on our platform.

Announcements

- Webinars
- Conventions
- Department opening (Announcing New Level IV NICU)
- Knowledge opinion leader (KOL) recruitment (World-renowned neurosurgeon joins us as the new Chief)

Research

- Recently published / Peer-reviewed journal
- Institution as the primary contributor, or plays a key role in a multi-institutional study
- Relevant and novel

Clinical Trials

- Call for patient recruitment
- Announcement of grant recipients for novel research (i.e., NIH-funded)
- Early trial results

Innovation

- Adoption of new technology or therapy (2019: DaVinci / Lutathera)
- Exceeding milestones (high surgical volume or outstanding outcomes)

Interactive

- Embedded webinar videos
- Embedded procedural videos
- Patient case study with video

Content Sources

Having potential topics at hand is useful and can help get the wheels turning, but what if you don't know where to look? Below are suggestions on where you can find information that can be developed into high-performing physician-facing pieces.

- Press releases
- Published clinical studies
- Procedural videos
- Patient Stories that can be converted into physician case studies
- Patient story videos that can be embedded within clinical content
- Physician/KOL Q&A
- Physician/KOL written content

INTERVIEWING PHYSICIANS

Should you decide to interview clinicians to create content for Doximity's medical writer team to work with, here are a few questions to help spark conversation:

Thank you for assisting us in creating content to publish on Doximity. Please send us the answers to these questions and the Doximity team will create an article from there.

1. Please provide 2-3 quotes about what makes the program that we are highlighting unique.
2. Provide 2-3 sentences about the program - think elevator pitch.
3. What are the latest advances in your field that you have adopted at your hospital that have impacted the way you approach patient care?
4. Many clinicians have a few patients whose stories have shaped the way they practice medicine. Is there a specific patient whose story stays with you?
5. What new innovation/procedure/research are you most excited about in your field in the past 5 years?
6. What would you want referring providers to know about what your department offers patients?

Visit us: hospitalsolutions.doximity.com

Contact us: hospitals@doximity.com