



# CASE STUDY

## BRAND AWARENESS

### GOALS

- Discover high-value physicians most receptive to the system's brand
- Create a loyal physician following
- Elevate brand awareness with physicians across 16 key service lines

The Doximity team worked with a top academic medical center in the Northeast to implement a combination of DocNews® and Colleague Connect® to increase awareness with physicians across their top 16 service lines. Using the Ally model, the academic medical center chose to focus nationally on targeted, board-certified physicians in each specialty. Content was chosen by the hospital partners to align with key service line goals and was a collaborative process with the Doximity editorial team.

They were able to segment the audience granularity by identifying the physicians who interacted with their content on the Newsfeed. Using a content journey allowed them to take a list of physicians who viewed their DocNews® piece and retarget them with a Colleague Connect® message, surpassing Doximity benchmarks and resulting in higher engagement.

While the focus of the program was brand awareness, the health system's reputation was enhanced as well. Their reputation scores improved in all 16 service lines of the USNWR Best Hospitals Survey.

## 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.

## NOTABLE RESULTS:

3200

Messages Sent

70%

Open Rate

38%

Physician Engagement

844

Colleague Connections

35

Network Growth by 19  
Featured Physicians

**DocNews®:** Native content, highly targeted to an engaged audience.

**Colleague Connect®:** Doximity's direct, physician to physician messaging platform that allows partners to pinpoint their ideal audience.

**Ally Model:** Constructed by Doximity data scientists using 25 unique data points to determine which of the targeted physicians are most likely to engage with content and be an ally.