

CASE STUDY

BACKGROUND

Physicians play a powerful role in hospital reputation, demonstrated by their referral patterns and the recommendations they provide their patients.

How does a hospital break through all the noise and clutter to reach a busy physician audience and make a positive impact? Mount Sinai Health System, like many other award-winning institutions, experienced this challenge and began partnering with Doximity to improve their brand awareness with physicians.

Doximity, the professional medical network for physicians, gives hospitals a place to share their proudest moments to further enhance their reputation. A verified platform with a rich dataset means institutions have access to a highly engaged group ready to have meaningful interactions. Through opportunities like DocNews® and Colleague Connect®, hospitals strategically target exactly the physicians they are trying to reach, leveraging moments when physicians are particularly open to learning, and targeted messaging is especially appropriate and effective.

DOXIMITY & MOUNT SINAI

Elevating brand awareness with physicians is top-of-mind for nearly every health system, but moving the needle can be expensive and very challenging to navigate. Seeking an innovative, digital solution, Mount Sinai began working with Doximity to publish key brand stories and to enlist their physicians as brand ambassadors in the Colleague Connect® program, authoring physician to physician emails highlighting the most impressive work happening at Mount Sinai. Over the course of two years, Mount Sinai Health System partnered with the Doximity Client Success team to launch Colleague Connect® campaigns for sixteen of their physicians in Mount Sinai's most notable service lines, sharing their leading clinical work, the development of new programs and introducing key leadership. Because many members of the Doximity Client Success team are former hospital marketers themselves, Mount Sinai tapped into their expertise to make sure their campaigns ran as seamlessly as possible. Mount Sinai also published complementary

NOTABLE RESULTS:

63%

Average Open Rate

67%

Average Connection Rate

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.

DocNews® quarterly, aiming to gain significant reach and network growth for use in downstream Colleague Connect® campaigns.

RESULTS

At Doximity, it's clear that physicians value receiving relevant, engaging content on a banner-free digital platform they are already utilizing regularly in their practice. With average email open rates of 51% and average connection rates (when a physician accepts an invitation to connect) of 21%, physicians are receiving the right information at the right time. For hospitals like Mount Sinai, this means results.

"As physicians, we're always listening...to our patients, to our care team and to a breadth of information directed our way. We can begin to tune out marketing messages. We developed Colleague Connect® because receiving a personal note from another physician will immediately carry more weight in influencing hospital perception and impacting referral patterns." said Pete Alperin, MD and GM of Connectivity Solutions at Doximity.

Connect® messages. Originally, Mount Sinai had exceeded national averages with a 53% open rate and 36% connection rate, leading even their skeptical physicians to become the program's advocates. They were able to continue to grow those rates even higher through additional targeting and a content journey.

KEYS TO SUCCESS

1. Take a risk: When you operate in such a competitive space, finding a partner to innovate with is crucial. The same old approach is just not going to move the needle. Take a risk and try something new, it can set you apart from the pack!

2. Make a checklist: The Mount Sinai team schedules meetings with key physician leaders annually and brings a checklist of how to optimize a Doximity profile. An optimized profile is one that reaches a broad audience and leads to high connection rates with physician peers. Armed with this information and how this approach will impact their business goals, the team has experienced tremendous success and physician buy-in.

// Through further targeting and a content journey, Mount Sinai was able to increase their open rates and connection rates even further to 63 and 67% respectively.

JOHN DAVEY - EXECUTIVE DIRECTOR, DIGITAL MARKETING MOUNT SINAI HEALTH SYSTEM

Mount Sinai monitors a number of different sources to measure success in improving brand awareness: national and regional awards, consumer preference surveys, and fundraising achievements. The Doximity relationship has consistently improved Mount Sinai's performance in each area, causing them to amplify their Doximity partnership even further.

In addition, Mount Sinai and the Doximity Client Success team closely monitor engagement metrics: connection rates, open rates, and any responses to Colleague

3. Find a cheerleader: Some physicians immediately understood the value of Mount Sinai's partnership with Doximity and some took longer to come around. One of the biggest critics became a cheerleader after seeing positive results: receiving responses, making connections and high open rates. Utilize your physician supporters!