



CASE STUDY

RETURN ON INVESTMENT DEEP DIVE

BACKGROUND

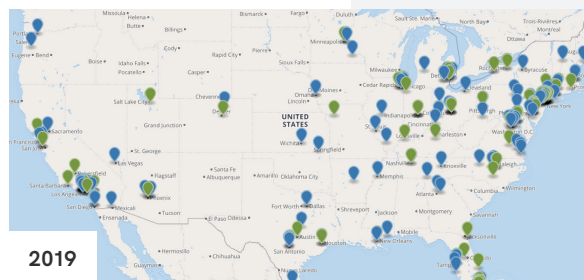
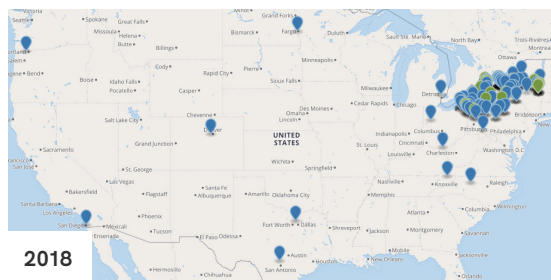
A comprehensive cancer research and treatment center relies heavily on referrals — a challenging feat in the competitive New York market landscape. Furthermore, it can prove difficult to identify key targets from within the system.

The medical center partnered with Doximity to utilize our Referral Model to target and engage the best physicians for referral campaigns. We combine our targeting capabilities and our 56M+ colleague connections to identify the ideal prospects for enhancing referral patterns for highly ranked medical centers.

THE PARTNERSHIP

Doximity and the medical center took a step back to assess their targeting strategy, as physicians are often more likely to refer from a broader geography for a specialty hospital. With the help of Doximity's Client Success Team, the medical center expanded their targeting to a national level, compared to their other campaigns, which focused on a more localized audience. Continue to develop into strong referral pathways for the hospital.

CHANGES IN TARGETING



- Connected
- Invited

NOTABLE RESULTS:

14:1

ROI

36

Replies

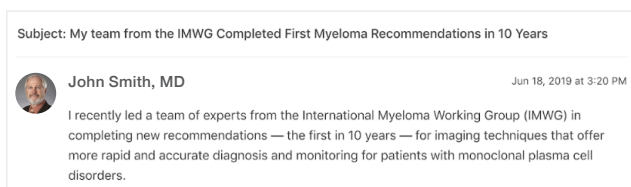
63

New Referring Providers

85

Net New Patients

The medical center selected physicians who are prominent in their respective fields of research to lead this effort, reaching out to a new national audience. The messages sent were carefully crafted to focus on new treatments and clinical innovations, using personalized subject lines to stand out in a physician's inbox. This method opened up conversations between physicians that had not been previously acquainted.



In total, this shift in targeting strategy led to a 58% open rate. The messages sent by physicians fostered new relationships outside of the system, and new referrals, with a return on investment of 14:1.

As a hospital that specializes in oncology, targeting to a broader geography brought in valuable referrals from across the country. As a result, new relationships were made between physicians, and new patients were referred to the medical center to receive the care that they needed.

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.

ACTUAL REPLIES FROM PHYSICIANS

// Thank you for the message. Let's figure out some venue to meet up. I have family in Buffalo and travel there often. Best regards.

GASTROENTEROLOGIST
ROCHESTER, NY

// Congratulations, Mary. I will forward to our faculty who do cystectomies to register for your event. See you in Chicago.

SURGICAL ONCOLOGIST
INDIANAPOLIS, IN

// Congratulations! You and your team do an outstanding job. Our practice will always continue to utilize your services for patients.

GASTROENTEROLOGIST
WILLIAMSVILLE, NY