



CASE STUDY

RETURN ON INVESTMENT DEEP DIVE

BACKGROUND

A top ranked orthopedic hospital located in the Mid-Atlantic is always looking for new and innovative ways to generate new patient referrals. Given its location in a competitive urban market, the hospital looked to Doximity partner on a creative, strategic approach. The hospital partnered with Doximity to utilize our proprietary patient acquisition targeting, the Referral Model. This combines our targeting capabilities and our 56M+ colleague connections to identify the ideal prospects for enhancing referral patterns for health systems.

THE PARTNERSHIP

The hospital worked alongside its Chief of Pediatric Orthopedic Surgery to promote key programs with Colleague Connect®, Doximity's physician to physician messaging solution. Newly hired physicians were also included in the campaign to make introductions to the neighboring medical community and begin growing their referral network.

Alongside with the Doximity Client Success team, the hospital crafted personalized emails with each featured physician, highlighting recent publications, current clinical research, upcoming symposiums, or other items of interest to referring physicians. The team was very deliberate around the geographies they chose to target, mostly focusing on the Mid-Atlantic region, although they did reach out to physicians as far away as California and Nevada. The hospital utilized Doximity's robust targeting platform and data sets to generate target lists by reviewing hospital affiliation, subspecialties, board-certifications, and more.

NOTABLE RESULTS:

9:1

ROI

36

Replies

63

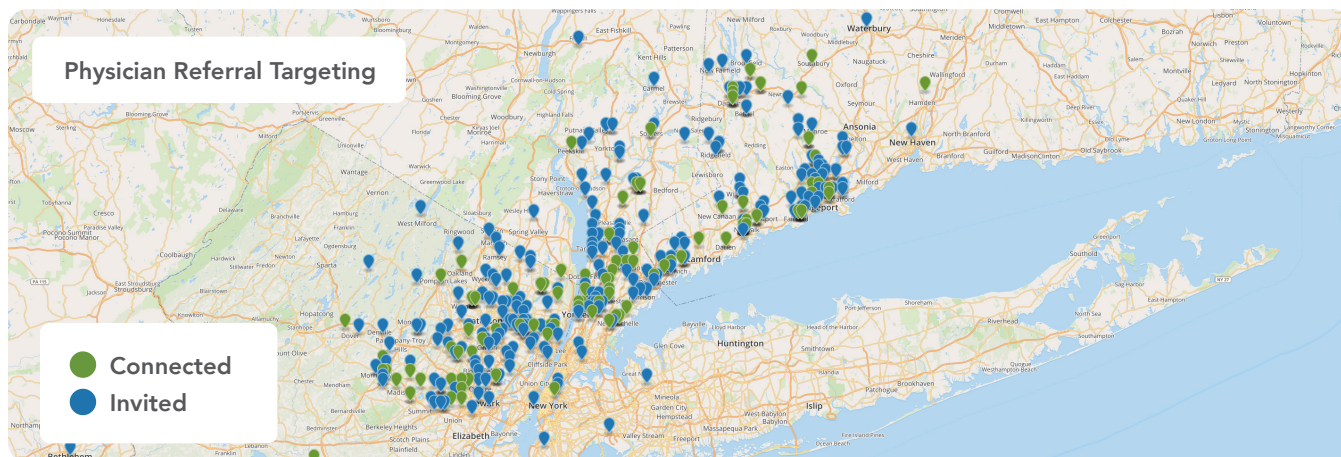
New Referring Providers

85

Net New Patients

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.



The hospital experienced excellent value from the program, including 36 physician replies to their Colleague Connect outreach. As a highly strategic group who is very thoughtful in message creation, they were able to turn these Colleague Connect® interactions into valuable referrals, with a 9:1 return-on-investment.

For a hospital that specializes in orthopedic surgery, each patient referral is particularly valuable. The newly fostered physician relationships and growing Doximity network built through this campaign will continue to develop into strong referral pathways for the hospital.

ACTUAL REPLIES FROM PHYSICIANS

// Thank you very much for reaching out - I definitely have patients that could benefit from your skills and expertise. I will definitely keep your contact information in mind.

INTERNIST
RIDGEFIELD, CT

// Thank you for reaching out, as I am compiling a list of specialists to refer to. I will happily refer to you, and look forward to working with you in the near future.

INTERNIST
NEW YORK, NY

// Thank you for letting me know about your practice. You have quite the impressive resume! Do you see patients for knee issues only or do you treat other joints?

PRIMARY CARE PRACTITIONER
NEW YORK, NY