



CASE STUDY

INCREASING REFERRALS IN MULTIPLE MARKETS

BACKGROUND

One of the largest providers of general hospital healthcare services in the US needed a marketing partner to help cultivate relationships with physicians and identify referral sources. The biggest challenge? This health system spans over 95 individual hospitals in multiple states, each with its own audiences and types of geographies. They decided to partner with Doximity to utilize the 56M colleague connections available on the platform, and our advanced targeting capabilities, to narrow down their search for ideal prospects for their cardiology programs.

THE PARTNERSHIP

Although the locations and audience were different, the end goal of identifying new relationships and potential referrers was the same. Both hospitals in Arizona and Alabama began the partnership with DocNews® messages on the Doximity newsfeed, targeting cardiologists and primary care physicians in surrounding metropolitan areas and states. From there, the marketing team narrowed down the audience list to the most engaged physicians. They were then retargeted with a second round of DocNews®, which used short, eye-catching videos made by Doximity and the health system's marketing teams. Later into the partnership, the hospitals in Arizona and Alabama worked with a few of their high-profile physicians, who acted as liaisons between marketing and external physicians. These Featured Physicians messaged potential referrers using Colleague Connect® to let their audiences know about new hires in the cardiology programs and specialty procedures such as laser

NOTABLE RESULTS:

10:1

Return on Investment

79

Net New Patients

62%

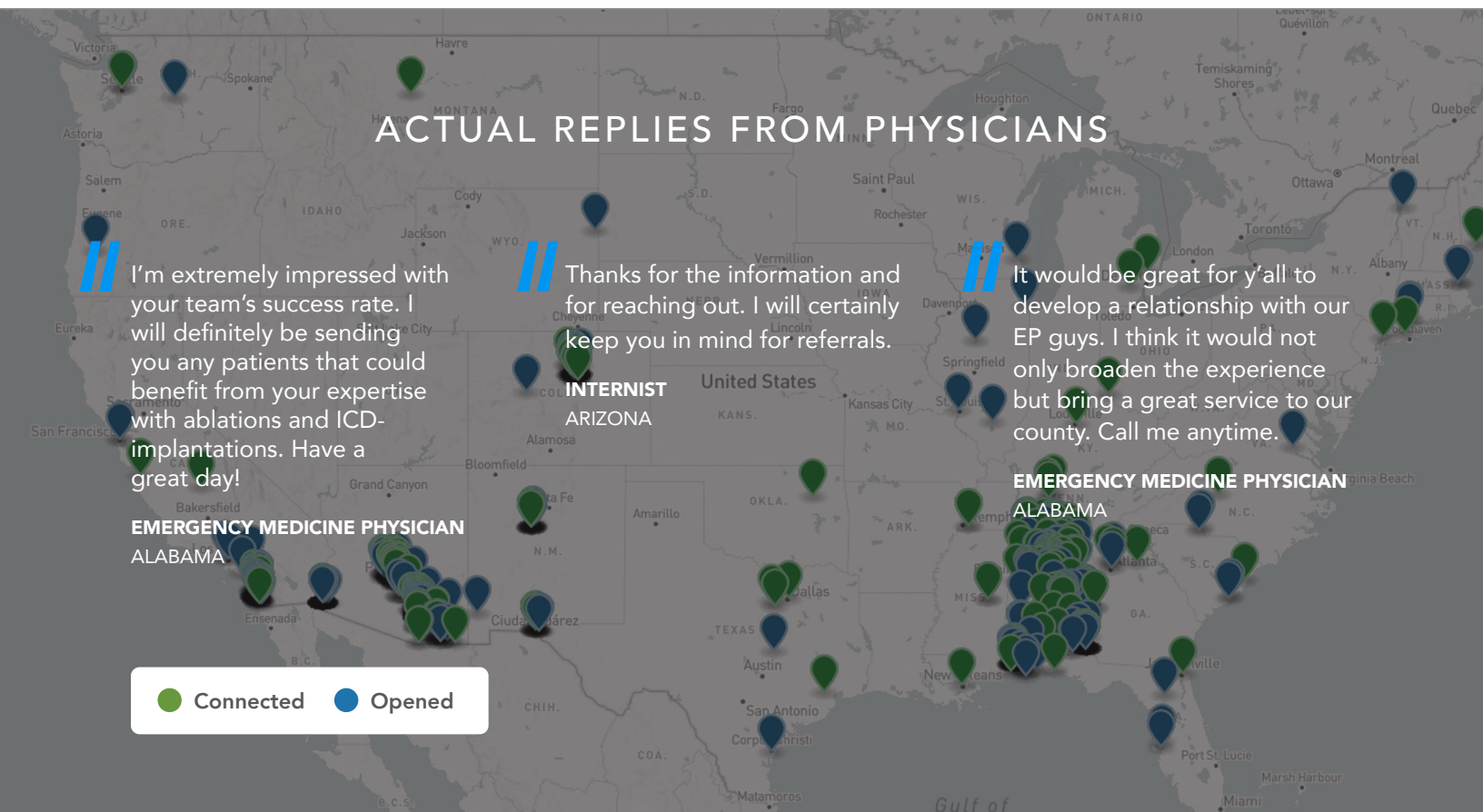
Open Rate
51% National Average
Benchmark

41%

Connection Rate
21% National Average
Benchmark

revascularization. This strategy of narrowing down the audience to a more engaged group throughout the campaign proved successful at both hospitals, including a **Colleague Connect® open rate of 62% and a connection rate of 41%**, compared to the average national benchmarks of 51% and 21%, respectively.

As a health system that spans over 16 states and serves a wide range of communities and needs, the partnership across all hospitals involved saw an overall **return on investment of 10:1**, proving that no matter the variations in geography, programs such as this can be equally successful.



ABOUT US

Doximity 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.