

CASE STUDY

RETURN ON INVESTMENT DEEP DIVE

BACKGROUND

Baptist Cancer Center, a large treatment facility in the Mid-South, wanted to build their patient volume in various markets. Since they service many regions, including Arkansas, Mississippi, and the greater Memphis area, they turned to Doximity to help create and execute an approach that would touch consumers seeking cancer care in a variety of locations.

THE PARTNERSHIP

Working with Doximity, Baptist Cancer Center took a holistic approach to building patient volume. Their marketing team utilized Doximity programs to identify and help cultivate physician relationships with new referral sources. At the same time, Baptist Cancer Center turned to Doximity's Patient Connect program, which routes patients from U.S. News and Doximity provider profiles directly to an organization's preferred scheduling channel.

Within the first six months, all 35 providers featured in Patient Connect received at least one new patient opportunity, with an average of 30 new patient opportunities per provider. Of these opportunities, 930 clicked to call, while the other 106 booked online.

Despite COVID-19 and many hospitals slowing down, Patient Connect was an extremely strategic play for the center, as oncology service lines were not as affected as others. As Jonathan Linn, Marketing Director of Baptist Cancer Center, explained, "Cancer is anything but elective. Patient Connect allowed us to signal to potential patients that our lights were still on in dark times and that we would be there for them." Based on the patient value at the cancer center, Baptist Cancer Center saw a 17:1 return on investment and is continuing to exceed benchmarks.

NOTABLE RESULTS:

17:1

Return on Investment

19%

Conversion Rate

5,600

New Visitors

104

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.