

CASE STUDY

RETURN ON INVESTMENT DEEP DIVE

BACKGROUND

Keck Medicine of USC, one of the top academic medical centers in the U.S., is always looking for new and innovative ways to increase referrals. Given their location in the competitive and crowded Southern California market, the hospital looked to Doximity to partner on a creative and personal approach.

THE COLLABORATION

Rather than narrow in on one particular group, Keck Medicine worked with department chairs in a variety of high-volume specialties, including orthopedics, ENT, cancer, urology, neurosciences, and cardiology and cardiac surgery. These Featured Physicians, already well-known individuals within their areas of expertise, acted as liaisons between Keck Medicine's marketing team and the external medical community by sending direct physician-to-physician messages on Colleague Connect®, Doximity's messaging tool. Keck Medicine's marketing team focused their efforts on potential referring physicians across Southern California who could potentially refer into the Featured Physician's service lines. Keck Medicine utilized Doximity's Referral Model to target and engage the highest value physicians, including **over 56M colleague connections** and targeting capabilities to identify ideal prospects. For example, one Colleague Connect® campaign was used to introduce leading procedures from the sleep medicine team to otolaryngologists who could be treating patients with sleep apnea.

NOTABLE RESULTS:

18:1

Return on Investment

78%

Open Rate

44%

Connection Rate

43

New Referring Providers

Physicians Keck Medicine has experienced value from the program, including **open rates of 78%**, compared to the national benchmark of 51%, and **connection rates of 44%**, compared to 21%. This high engagement led to **43 new referring providers** and

129 net new patients for the hospital, resulting in an **18:1 return on investment**. As the collaboration with Doximity continues to grow, we hope to see Keck Medicine reach more communities throughout Los Angeles and beyond.

ACTUAL REPLIES FROM PHYSICIANS

// Will definitely keep in mind if I come across any suitable patients.

NEUROLOGIST
CALIFORNIA

// This is a huge help for me in finding a place for my often complex thyroid surgical cases.

ENDOCRINOLOGIST
CALIFORNIA

// I have some patients for you. Will send them over!

OTOLARYNGOLOGIST
CALIFORNIA

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.