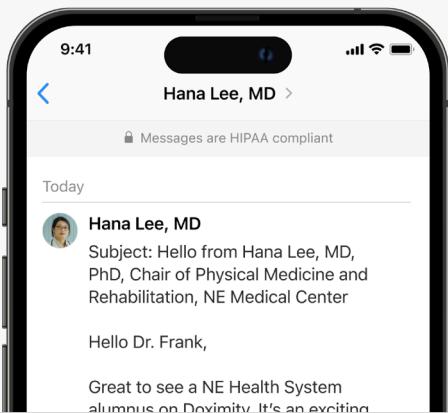


CAMPAIGN STRATEGIES WITH PROVEN RESULTS

BACKGROUND

While each Doximity campaign is customized for your objectives, we've found it helpful to consider previously tested strategies that align with similar goals. Here are a few of our favorite examples from our partners that might be helpful in defining a strategy that meets your hospital's needs.



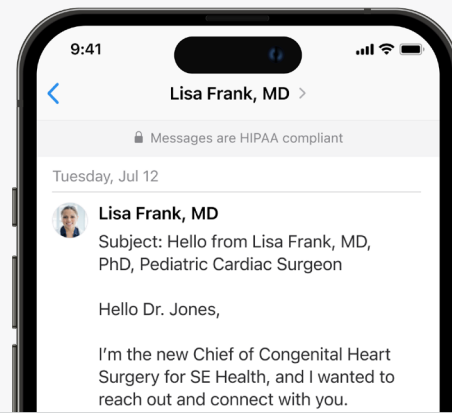
ADDRESSING LEAKAGE

Background: A large Northeastern health system hoped to keep referrals from exiting the system. They collaborated with their business development team and Doximity to launch a campaign highlighting their program differentiators.

How they did it: The health system leveraged Colleague Connect® and DocNews®, targeting both internal and external physicians, and then followed up with a Correspond Message with a flexible CTA.

RESULTS

- 1427 Colleague Connect® Messages Sent
- 920 Correspond Messages Sent
- 32% Correspond Click Rate



INTRODUCING NEW MEMBERS TO THE COMMUNITY

Background: An academic health system in the Northeast wanted to utilize Doximity to introduce their new Chief of Congenital Heart Surgery to potential referrers in the surrounding community.

How they did it: The health system cast a wide net with Colleague Connect® messages to physicians in the broad geographic region. They followed up with DocNews®, targeting the most active referring specialists, to keep engagement high.

RESULTS

- 47% Colleague Connect® Open Rate
- 14% Colleague Connect® Connection Rate
- 9 Replies from Physicians



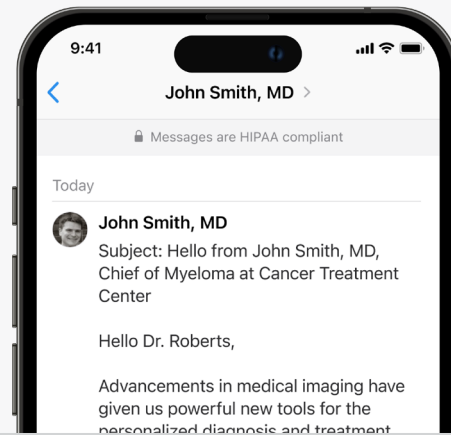
CONNECTING WITH YOUR BUSIEST NEIGHBOR

Background: An orthopedic hospital wanted to ensure that it was targeting the right physicians for referrals by building a relationship with the busiest physicians in the surrounding area, a group they identified using Doximity's proprietary data.

How they did it: The hospital began with several DocNews® waves to offer a gradual introduction, and followed up with a Colleague Connect® message to the most engaged physicians, who would be most likely to refer to the hospital.

RESULTS

- 9:1 Return on Investment
- 63 New Referring Providers
- 85 Net New Patients



DISCOVERING A NEW AUDIENCE

Background: A comprehensive cancer research and treatment center wanted to expand its targeting beyond its typical geography. With the help of Doximity, the center broadened its reach, and based on physician engagement, proceeded to fine tune its outreach strategy.

How they did it: The center started with broad DocNews® campaigns, targeted to physicians in a large geographic area. They then retargeted engaged physicians with Colleague Connect®, highlighting their unique capabilities to treat cancer patients, and re-targeted engaged physicians with Colleague Connect®.

RESULTS

- 14:1 Return on Investment
- 58% Colleague Connect® Open Rate
- 29% Colleague Connect Connection Rate

ABOUT US

Doximity is the largest secure medical network with over 2 million verified members, enabling collaboration among specialties across the country. Our members search and find physicians, stay up-to-date with the newsfeed of medicine, exchange HIPAA-secure messages, and engage in telehealth visits with patients.

Doximity works with over 200 healthcare organizations, including the top hospitals in the country. Our diverse partners include academic medical centers, specialty and community hospitals, and medical software companies, among others. We help get your message in front of physicians when it matters most.