

CASE STUDY

BEST PRACTICES FOR REACHING A NICHE PHYSICIAN AUDIENCE

BACKGROUND

Reaching any physician is difficult - they are notoriously busy, and the competition for their attention is tough. But what happens when the physician audience that you want to reach is also a very small population? Elation Health's clinical-first EHR and patient engagement tools are built for small private practices. To grow their organization, they needed to be able to reach the owners of these private practices, as one of their target partners. Elation Health to partnered with Doximity to increase brand awareness among a selective group of physicians, and grow their small business (SMB) business.

THE PARTNERSHIP

During the first year, Doximity enabled Elation Health to reach out to physicians at practice sizes of only five or less, a variable that, although overlooked on most platforms, was imperative to Elation Health cost-effectively reaching their goals. Elation Health's in-house content team pulled whitepapers, blogs, and thought-leadership pieces to repurpose them for DocNews®, sponsored content on the Doximity newsfeed. In order to choose the top pieces, Elation Health worked closely with their Doximity Client Success team to strategize what content would perform the best and assist in implementation. The team met frequently to look at performance on the platform as a whole, since success was tied to how many physicians were engaging with the content.

Overall, Elation Health's content saw a 12% view rate, well within the platform's benchmarks of 9-19%, and an impression rate of 44%, far above the 19-29% benchmark. While it can be difficult to attribute one touchpoint or media to a return on investment for any brand awareness strategy, Doximity did reach 24 physicians who became Elation Health customers, garnering nearly double the cost of their Doximity campaign in the first year alone. Moreover, this showed the power of Doximity's precise reach for partners with clear goals.

Moving into the second year of their partnership, Elation Health is only reaching out to owners of small private practices, which will allow them to select the most relevant content for their audience and reach decision-makers directly. Looking forward, the partnership will continue to grow with



We are always looking for ways to reach our narrow niche of physicians in a targeted way so they will consume our content.

They are a hard audience because they are so busy. Since so many doctors are already on the Doximity platform, it was the best thing to dive into.

Ryan Garcia

Growth Marketing Manager
Elation Health

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.