UNDERSTANDING YOUR AUDIENCE:

INDEPENDENTS VS. HOSPITALS

Grow brand awareness by speaking to their different needs

doximity

As an abundance of digital healthcare solutions emerge, so does the need to powerfully differentiate your company and capture the attention of clinicians unfamiliar with new types of brands and services. When reaching out to physicians, marketers might mistakenly assume that independent clinicians and those affiliated with hospitals are identical. In fact, these are very different entities. Independent practices often operate without a single clear decision maker or internal influencer, whereas hospitals and health systems have established decision-making hierarchies.

Understanding the distinct needs of hospitals and independent practices, and using the best data targeting available to speak specifically to each group, is critical to growing awareness of your product or service.

THE CHALLENGE — NOT ALL DOCTORS ARE CREATED EQUAL

Clinical environments reflect an exceptional degree of professional diversity. Physicians face very different challenges based on where they practice, what types of patients they see, and whether their role is in a practice or a hospital enterprise. However, despite many individual pain points, some broad differences exist between independents and hospitals.

Independent Physicians and Practices	vs.	Hospital Systems
Workflow tool users		Enterprise efficiency concerns
Small business owner mindset		Patient outcomes mindset
Physicians overseeing departments		Physicians overseeing large initiatives; e.g., population health
Physicians see themselves as the brand		System name and owner is the brand
Prioritizing patient relationships		Decision makers/leaders see few patients
Solutions that compensate for fewer resources		Solutions that support larger volume
Specific, unified practice needs		Multiple competing internal priorities

DATA-DRIVEN PRECISION TARGETING IS ESSENTIAL TO REACHING NICHE AUDIENCES

Doximity's proprietary precision targeting enables companies to maximize their marketing investment while ensuring that they speak to both hospital and physician audiences in ways that matter to them. For example, **if the target audience is independent, board-certified neurologists on the east coast, Doximity can place a company's offering and value proposition in front of only independent, board-certified neurologists on the east coast.**

" Many medtech companies come to us with niche audiences they'd like to reach. For example, they might be seeing high engagement on search from surgeons nationally. Their demand capture efforts have been maxed out. That's when organizations begin exploring partnerships with social platforms like Doximity to put highly relevant content in front of the audience they're seeing traction from. They can continue building on that initial interest and help the physician understand the brand's value proposition."

Addison Amorosi, AVP
Digital Partnerships at Doximity

CLINICIAN TARGETING

NETWORK

BACKGROUND

EXPERIENCE

QUALIFICATIONS

RESEARCH

With robust clinician profiles, our partners have access to superior targeting

50+
UNIQUE METRICS
that support specific messaging around needs and interests

On other media and social channels, more targets may be needed to acquire qualified engagement. In contrast, Doximity's 2MM+ verified members and advanced data and targeting offer the freedom to be more focused in content and messaging. Segmentation leads to strategic targeting and that's how companies end up saving money — because their marketing is more *relevant.*

"

What we found, especially in channels like Facebook, is that you tend to spend a lot of money and go through a lot of leads until you finally find your target audience. It was becoming expensive. It was taking more time than we wanted. **So there's been this shift on getting more laser-like focus in the channels where our specialties are currently active.** Physician networks like Doximity are the perfect opportunity to really test that out. We've been in partnership with Doximity for almost a year now and have had a high level of success."

Kevin Donahue, Senior Marketing Director
Neuronetics

CHALLENGES FOR DIGITAL COMPANIES

Accurate data to identify targets

Keeping up with competitors' large spends

Product/service differentiation

Changing CMS regulations

Need to speak to end users and/or decision makers

DOCNEWS® FEATURED STORIES, VIDEO AND ANNOUNCEMENTS ENABLE CUSTOM CURATION

DocNews is native sponsored content within the Doximity newsfeed, the largest platform for verified clinicians to read and discuss medical news uniquely curated for each member. DocNews gives digital companies access to over 80% of U.S. physicians on a uniquely banner ad-free platform where they're already spending time. Since the pandemic, more work is happening remotely and via mobile. In fact, the data shows that more than 75% of all engagement on the platform happens on a mobile device. Physicians make calls, read the news, send messages, and connect with peers on Doximity.

DocNews reaches physicians where they are. Precision targeting, which includes filters for titles and independents, allows companies to customize their message for distinct audiences.

For example, a financial technology provider could speak to independent physicians and practices about better practice management and transitioning to value-based care, while speaking to hospitals about supporting a population health strategy. Alternatively, this provider could post one practical "how to" message for an end user, and a different benefit/cost message for decision makers — all within the same campaign and platform. Precision targeting is available to all of our partners.
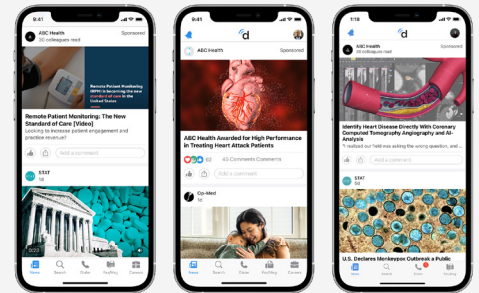
CONTENT CREATION NUANCES:

Independent physicians

- Show how to improve quality of care, efficiency & work/life balance with real data reference points

- Appeal to the betterment of the overall practice, not just sales or revenue

- Avoid anything even slightly promotional or suggestive of an ad

Hospitals

- Share thought leadership and company-agnostic, educational content

- Create content and target by specialty areas — more effective than hospital IDN or affiliation

- Provide research-based educational video content to help aid the buying decision

PRO TIP:

Start by helping targeted physicians understand the practical application of the digital solution. Savvy Doximity members use our tools to supplement their workflow, education, and communication. Appealing to those areas across both cohorts will boost campaign performance. Leverage DocNews autoplay interactive video in the newsfeed and link headlines to longer, full-length articles.

A JOURNEY MINDSET:

THE STRATEGY THAT WORKS FOR *EVERY* AUDIENCE

Data shows that all audiences, despite their differences, respond best when receiving multiple waves of content. Building brand and product or service awareness is a journey, and results will be less impactful with just one wave of content or a single campaign. Posting more and consistent content has been proven to increase engagement among active users over the duration of the content journey.

> " Having a consistent presence is key to maximizing impact. We recommend placing content in the Doximity newsfeed every 30-45 days to the same key audiences to reinforce your brand and build your brand image. It's a proven path to success."
>
> **Nick Sterner, Vice President**
> *Healthcare Partnerships at Doximity*

REACH THE POWER USERS

Want to find the clinical decision makers who are frequent Doximity users?

Our newest proprietary clinician targeting model identifies prospects based on high engagement with DocNews and other solutions. It is included with the Brand Awareness package available for digital clients and makes use of the

47+ billion

data points at Doximity's reach.

AI-FOCUSED DIAGNOSTIC COMPANY BUILDS NATIONAL INTEREST

BACKGROUND

A 3D and artificial intelligence-focused breast screening and diagnostic company needed a physician marketing strategy that could be tailored to a variety of audiences — from primary care physicians in the Washington, DC suburbs to OB-GYNs in the bustling downtown area of Dallas. They decided to partner with Doximity to utilize the 59MM+ colleague connections and targeting capabilities to narrow down their search for ideal prospects.

STEP 1:
Establish potential allies

Strategy
Reach out to a large, prospective audience in order to identify physicians interested in radiology-related content.

Content
A personal Colleague Connect® invitation from one of the organization's physicians, educating the recipient about a new mammography technology that reduces pain for the patient, and highlights nearby diagnostic locations.

Target audience
2,400 breast surgeons, OB-GYNs, and primary care physicians surrounding the three locations of interest: Houston, Dallas, and DC.

STEP 2:
Retarget and reach out

Strategy
Analyzed Colleague Connect results and retargeted engaged audience members, along with new physicians, with a variety of region-specific DocNews stories.

Content
Three DocNews stories in each location of interest that highlighted, a new type of mammogram focusing on patient comfort, as well as information on Breast Cancer Awareness Month from each local diagnostic center.

Target audience
Engaged individuals from the Colleague Connect campaign as well as new breast surgeons, OB-GYNs, and primary care physicians in Houston, Dallas, and DC areas.

RESULTS

The company has experienced tremendous value from the program, including a Colleague Connect open rate of 66% and a connection rate of 24%. In addition, the organization received 40 unique replies. After retargeting based on engagement, the results continued to advance, with an average DocNews impression rate of 49%, compared to the Doximity average of 31%. In addition, the three geographies saw an average view rate of 28%.*

This strategy enabled a technology-driven healthcare organization to identify the highest-value physician contacts and engage them through a multi-channel approach.

*Benchmark as of 4/13/2021

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66%
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24%
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TAP INTO THE POWER OF REACH

About Doximity

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 20 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.