

# NO ONE DELIVERS ROI LIKE DOXIMITY



### How does Doximity define ROI?

**EC:** Doximity defines return on investment (ROI) as the estimated value of new patients acquired through outreach on the Doximity platform. This is accomplished through an analysis of a national claims-based data set.

### How is Doximity’s ROI measurement more rigorous than other platforms?

**EC:** Doximity has a more demanding methodology which only takes credit for the value generation that can be clearly tied back to activity and efforts on the Doximity platform. We work with industry-leading claims data providers to ensure that we have strong data for running these analyses. We always take a conservative approach in attributing value and new patient generation to Doximity. Softer measures, such as estimated savings or assumption-based calculations, are not used without comprehensive data to back it up.

*“Even though Doximity’s ROI calculation is more conservative and precise, we continue to deliver much higher results than the competition.”*

**Ellis Carpenter**  
Senior Product Strategy Associate,  
Doximity Hospital Solutions

### What is challenging about measuring ROI in the healthcare space?

**EC:** At any given moment, an organization has many marketing efforts underway across different channels. Teasing out our impact versus the impact of other efforts is always a challenge and that’s why we take such a conservative approach.



**ROI:**

**57:1**

*Main Line Health*

Another challenge is the time it takes to report on ROI — due to the time from when a referring physician receives a message on Doximity and makes a referral, to when a claim is filed, and the ROI data is captured. For a full picture of ROI data, we recommend waiting 8 to 12 months from when the message is sent on Doximity.



**ROI:**  
**30:1**

*Ochsner Health System*

### How does Doximity generate such high ROIs for client partners?

**EC:** Doximity is an extremely efficient way to reach physicians. The platform caters to them, and the newsfeed is curated for their specialty, so the information is relevant and useful. And we are hyper-precise in our targeting to identify physicians most likely to become new referrers.

*“Doximity’s return on investment analysis found we had new referral patterns and new patients from physicians that hadn’t referred to us before, outside of our geographic footprint. We see Doximity as a mechanism to help us gain new physician relationships and downstream referrals around the Gulf South.”*

**Donny Lawrence**  
Vice President of Business Development,  
Ochsner Health System

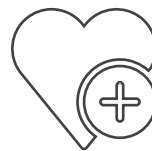
### What surprises client partners about Doximity’s ROI process?

**EC:** During an ROI presentation to partners, we provide new referrer insights: pie charts comparing the target cohort with new referrer characteristics, such as gender, specialty, career stage, and geographic distribution. Partners are always surprised by how far away referrals come, one or two unexpected referring specialties, and referrers’ different career stages. All of this data helps influence future campaign targeting.

### Are there a few success stories that stand out?

**EC:** There are a lot, but two come to mind: Main Line Health wanted to grow their cardiovascular and surgery program in Philadelphia while competing with many well-known hospitals. Our team put together a content journey that targeted referring physicians and garnered 65 net new patients and a 57:1 ROI.

Another health system in greater Philadelphia also had the goal of growing their cardiology volumes and raising awareness. With only 500 messages sent to potential referring providers on Doximity, they generated over one million dollars in new patient value. That is quite impressive.



**New patient value:**  
**\$1 MILLION+**

*Philadelphia Health System*

TAP INTO THE POWER OF REACH

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