



# CASE STUDY

## RETURN ON INVESTMENT DEEP DIVE

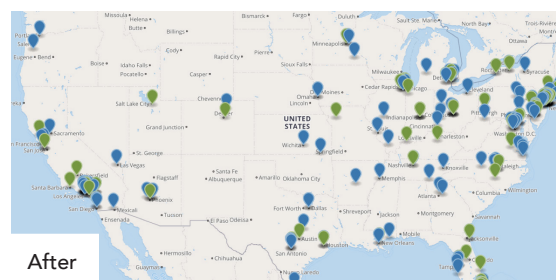
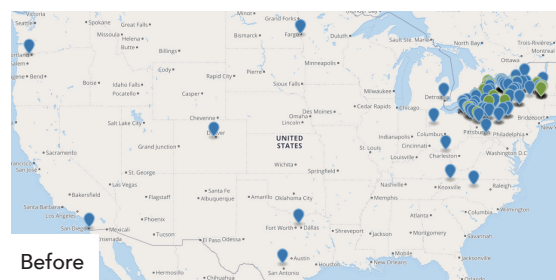
### BACKGROUND

A comprehensive cancer research and treatment center relies heavily on referrals — a challenging feat in the competitive New York market landscape. The medical center partnered with Doximity to utilize our Referral Model to target and engage the best physicians for referral campaigns. We combine our proprietary targeting capabilities and our 59MM+ colleague connections to identify the ideal prospects for enhancing referral patterns for highly ranked medical centers.

### THE PARTNERSHIP

Doximity and the medical center took a step back to assess their targeting strategy, as physicians are often more likely to refer from a broader geography for a specialty hospital. With the help of Doximity's Client Success Team, the medical center expanded their targeting to a national level, compared to their other campaigns, which focused on a more localized audience. This targeting strategy developed strong national referral pathways for the hospital.

### CHANGES IN TARGETING



- Connected
- Invited

## NOTABLE RESULTS

14:1

ROI

58%

Open Rate

29%

Connection Rate

2%

Reply Rate

To lead their efforts, the medical center selected prominent physician researchers in various fields to serve as Featured Physicians, reaching out to a new national audience through Colleague Connect®, Doximity's direct physician-to-physician messaging. The marketing team and Featured Physicians collaborated to craft messages that focused on new treatments and clinical innovations, using personalized subject lines to stand out in their colleague's inboxes. This method fostered valuable conversations between the medical center's physician leaders and new potential referrers across the nation.

In total, this shift in targeting strategy led to a 58% open rate. The messages sent by physicians fostered new relationships outside of the system, and new referrals, with a return on investment of 14:1.

Subject: My team from the IMWG Completed First Myeloma Recommendations in 10 Years



John Smith, MD

Jun 18, 2019 at 3:20 PM

I recently led a team of experts from the International Myeloma Working Group (IMWG) in completing new recommendations — the first in 10 years — for imaging techniques that offer more rapid and accurate diagnosis and monitoring for patients with monoclonal plasma cell disorders.

As a hospital that specializes in oncology, targeting to a broader geography brought in valuable referrals from across the country. The newly fostered physician relationships developed strong referral pathways for the hospital, and ensured that patients were able to receive the care that they needed.

## ACTUAL REPLIES FROM PHYSICIANS

“ Thank you for the message. Let's figure out some venue to meet up. I have family in Buffalo and travel there often. Best regards.

Gastroenterologist  
Rochester, NY

“ Congratulations, Mary. I will forward to our faculty who do cystectomies to register for your event. See you in Chicago.

Surgical Oncologist  
Indianapolis, IN

“ Congratulations! You and your team do an outstanding job. Our practice will always continue to utilize your services for patients.

Gastroenterologist  
Williamsville, NY

## 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.