



# CASE STUDY

## RETURN ON INVESTMENT DEEP DIVE

### BACKGROUND

A top ranked orthopedic hospital located in the Mid-Atlantic is always looking for new and innovative ways to generate new patient referrals. Given its location in a competitive urban market, the hospital looked to Doximity to develop a creative, strategic approach. The hospital partnered with Doximity to utilize our proprietary patient acquisition targeting, the Referral Model. This combines our targeting capabilities and our 59MM+ colleague connections to identify the ideal prospects for enhancing referral patterns for health systems.

### THE PARTNERSHIP

The hospital worked alongside its Chief of Pediatric Orthopedic Surgery to promote key programs with Colleague Connect®, Doximity's physician to physician messaging solution. Newly hired physicians were also included in the campaign to make introductions to the neighboring medical community and begin growing their referral network.

Alongside the Doximity Client Success team, the hospital crafted personalized emails with each Featured Physician, highlighting recent publications, current clinical research, upcoming symposiums, and other items of interest to referring physicians. The team was very deliberate around the geographies they chose to target, mostly focusing on the Mid-Atlantic region, although they did reach out to physicians as far away as California and Nevada. The hospital utilized Doximity's robust targeting platform and data sets to generate target lists by reviewing hospital affiliation, subspecialties, board-certifications, and more.

### RESULTS

The hospital experienced excellent value from the program, including 36 physician replies to their Colleague Connect® outreach. As a highly strategic group who is very thoughtful in message creation, they were able to turn these Colleague Connect® interactions into valuable referrals, with a 9:1 return on investment.

For a hospital that specializes in orthopedic surgery, each patient referral is particularly valuable. The newly fostered physician relationships and growing Doximity network built through this campaign will continue to develop into strong referral pathways for the hospital.

## NOTABLE RESULTS

9:1

ROI

36

Replies

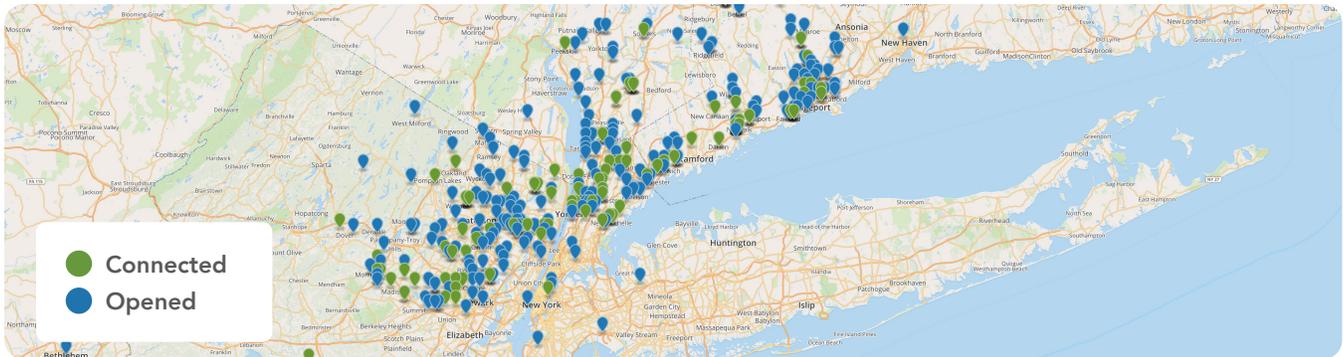
63

New Referring Providers

85

Net New Patients

# PHYSICIAN REFERRAL TARGETING



## ACTUAL REPLIES FROM PHYSICIANS

“ Thank you very much for reaching out - I definitely have patients that could benefit from your skills and expertise. I will definitely keep your contact information in mind.

Internist  
Ridgefield, CT

“ Thank you for reaching out, as I am compiling a list of specialists to refer to. I will happily refer to you, and look forward to working with you in the near future.

Internist  
New York, NY

“ Thank you for letting me know about your practice. You have quite the impressive resume! Do you see patients for knee issues only, or do you treat other joints?

Primary Care Practitioner  
New York, 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.