



# CASE STUDY

## INCREASING REFERRALS IN MULTIPLE MARKETS

### BACKGROUND

One of the largest providers of general hospital healthcare services in the US needed a marketing partner to help cultivate relationships with physicians and identify referral sources. The biggest challenge? This health system spans over 95 individual hospitals in multiple states, each with its own audiences. They decided to partner with Doximity to utilize the 59MM+ colleague connections available on the platform, and our advanced targeting capabilities, to narrow down their search for ideal prospects for their cardiology programs.

### THE PARTNERSHIP

Although the locations and audience were different, the end goal of identifying new relationships and potential referrers was the same. Hospitals in both Arizona and Alabama began the partnership with DocNews® messages on the Doximity newsfeed, targeting cardiologists and primary care physicians in surrounding metropolitan areas and states. From there, the marketing team narrowed down the audience list to the most engaged physicians who were then retargeted with a second round of DocNews®, which used short, eye-catching videos made by Doximity and the health system's marketing teams. Later into the partnership, the hospitals in Arizona and Alabama worked with a few of their high-profile physicians, who acted as liaisons between marketing and external physicians. These Featured Physicians messaged potential referrers using Colleague Connect® to let their audiences know about new hires in the cardiology programs and specialty procedures such as laser revascularization. This strategy of consistently refining the audience to the most engaged physicians throughout the campaign proved successful at both hospitals, including a Colleague Connect® open rate of 62% and a connection rate of 41%, compared to the average national benchmarks of 51% and 21%, respectively.

As a health system that spans over 16 states and serves a wide range of communities and needs, the partnership across all hospitals involved saw an overall return on investment of 10:1, proving that no matter the variations in geography, national programs with clear goals can be incredibly successful.

## NOTABLE RESULTS:

10:1

Return on Investment

79

Net New Patients

62%

Open Rate vs.  
51% National Average  
Benchmark

41%

Connection Rate vs.  
21% National Average  
Benchmark

# ACTUAL REPLIES FROM PHYSICIANS

I'm extremely impressed with your team's success rate. I will definitely be sending you any patients that could benefit from your expertise with ablations and ICD-implantations. Have a great day!

Emergency Medicine Physician  
Alabama

Thanks for the information and for reaching out. I will certainly keep you in mind for referrals.

Internist  
Arizona

It would be great for y'all to develop a relationship with our EP guys. I think it would not only broaden the experience but bring a great service to our county. Call me anytime.

Emergency Medicine Physician  
Alabama

● Connected ● Opened

## 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.