

# CASE STUDY

## RETURN ON INVESTMENT DEEP DIVE

### BACKGROUND

Located in the Southeast region of the United States, Ochsner serves a highly diverse population. In terms of specialty referrals, it can be difficult to identify key physicians and expand geography from within the system. Ochsner partnered with Doximity to utilize our referral targeting model in tandem with historic referral patterns. Together, we are able to reach the best physicians for referral campaigns. Physicians value receiving relevant, engaging content on a digital platform that they are already utilizing regularly in their practice. Our proprietary patient acquisition targeting, the Referral Model, combines our targeting capabilities and our 59MM+ colleague connections to identify the ideal prospects for enhancing referral patterns for highly ranked medical systems such as Ochsner.

Doximity provides an opportunity for hospitals to share their greatest achievements within a trusted environment. With a verified platform and access to a highly engaged group, our array of Hospital Solutions helps our clients achieve their physician marketing goals, including elevating brand awareness and increasing patient referrals.

// We found actual, quantifiable results that showed we had new referral patterns and 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 with that comes the downstream referrals and relationships that we are gaining around the Gulf South.

Donny Lawrence  
Vice President of Business Development, Ochsner Health System

## NOTABLE RESULTS

62%

Open Rate

22%

Connection Rate

2%

Replies

30:1

ROI

### KEYS TO SUCCESS

**Short and sweet:** Physicians are busy and will likely read your messages on a mobile device. The more succinct the message, the better the response rate.

**Know your neighborhood:** Ochsner's knowledge of Gulf South referral patterns helped Doximity to narrow its targeting.

**Tailor to your target:** Choose content that is highly relevant to your audience to reach the highest potential targets.

## OCHSNER + DOXIMITY

During this campaign, Ochsner selected four physicians to represent four service lines: ENT, Cardiology, Oncology, and Neurology. Ochsner, along with the Doximity Client Success team, crafted personalized emails with the Featured Physicians, highlighting recent publications, current clinical research, upcoming symposiums, or other items of interest to referring physicians at other health systems. Using Doximity's robust targeting and extensive data sets, Ochsner identified their top potential referring physicians to target by reviewing hospital affiliation, geography, board-certifications, network activity, among others.

Ochsner has experienced tremendous value from the program, including open rates of 62%, in comparison with the average benchmark of 51%. As a highly strategic group who targeted physicians wisely and tightened the geography of interest, Ochsner was able to confidently leverage the Referral Model to great success across all four service lines, resulting in a 30:1 ROI for the program.

In addition to creating new referral pathways across all service lines, the campaign provided valuable network growth for participating physicians. In a region of the country that is not seeing a large population growth, Ochsner physicians were able to gain colleagues and continue to organically engage with those connections on a deeper level.

## ACTUAL REPLIES FROM PHYSICIANS

Perfect. I actually do have some patients. Are you in New Orleans or Baton Rouge?

Cardiologist  
Baton Rouge, LA

John, thank you for your email. I have a long history with Dr. Smith and look forward to working with you.

ENT Surgeon  
Eunice, LA

Thanks Anne for your information. I will definitely keep you in mind if and when I need a neurology input

Pediatrician  
Pineville, LA

## 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.