

# CASE STUDY

## RETURN ON INVESTMENT DEEP DIVE

### BACKGROUND

Keck Medicine of USC, one of the top academic medical centers in the U.S., is always looking for new and innovative ways to increase referrals. Given their location in the competitive and crowded Southern California market, the hospital looked to Doximity to partner on a creative and personal approach.

### THE COLLABORATION

Rather than narrow in on one particular group, Keck Medicine worked with department chairs in a variety of high-volume specialties, including orthopedics, ENT, cancer, urology, neurosciences, and cardiology and cardiac surgery. These Featured Physicians, already well-known individuals within their areas of expertise, acted as liaisons between Keck Medicine's marketing team and the external medical community by sending direct physician-to-physician messages on Colleague Connect®, Doximity's messaging tool. Keck Medicine's marketing team focused their efforts on potential referring physicians across Southern California who could potentially refer into the Featured Physician's service lines. Keck Medicine utilized Doximity's Referral Model to target and engage the highest value physicians, including over 59MM+ colleague connections and targeting capabilities to identify ideal prospects. For example, one Colleague Connect® campaign was used to introduce leading procedures from the sleep medicine team to otolaryngologists who could be treating patients with sleep apnea.

Keck Medicine has experienced significant value from the program, including **open rates of 78%**, compared to the national benchmark of 51%, and **connection rates of 44%**, compared to 21%. This high engagement led to **43 new referring providers** and 129 net new patients for the hospital, resulting in an 18:1 return on investment. As the collaboration with Doximity continues to grow, we hope to see Keck Medicine reach more communities throughout Los Angeles and beyond.

## NOTABLE RESULTS:

18:1

Return on Investment

78%

Open Rate

44%

Connection Rate

43

New Referring Providers

## ACTUAL REPLIES FROM PHYSICIANS



Will definitely keep in mind if I come across any suitable patients.

Neurologist  
Tarzana, CA



This is a huge help for me in finding a place for my often complex thyroid surgical cases.

Endocrinologist  
Ventura, CA



I have some patients for you. Will send them over!

Otolaryngologist  
Palm Springs, CA

## 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.