



CASE STUDY

PATIENT CONNECT

BACKGROUND

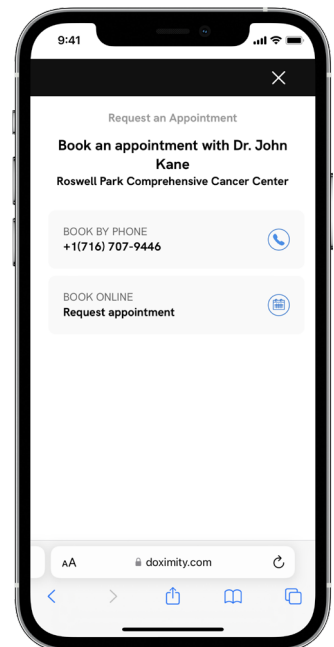
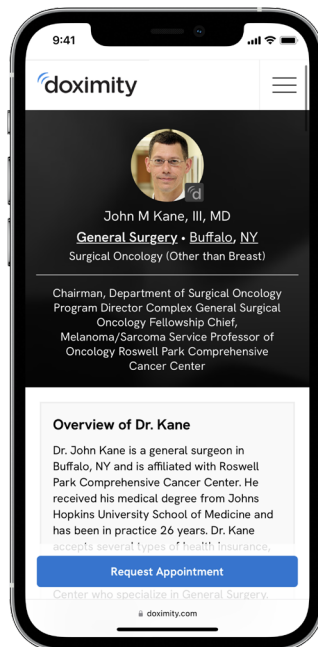
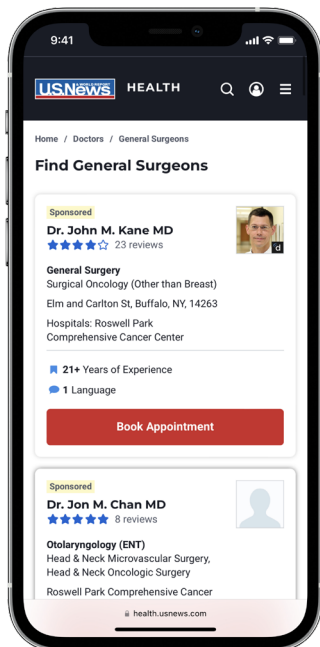
As a highly ranked health system located in the central US, the University of Kentucky aimed to extend their reach to consumers in the Southeast and Appalachian markets. To do so, University of Kentucky partnered with Doximity to expand their digital consumer-facing presence, starting with their Cardiology and Orthopedics service lines. Doximity and U.S. News offer hospitals the opportunity to reach 2 million consumers online each month using Patient Connect. With no need to install new software or build and integrate a new scheduling system, high-value consumers are routed from Doximity and U.S. News directly to your existing scheduling system.

HOW IT WORKS

Elevate Your Physicians on U.S. News & Doximity

Add a Call-To-Action for Patients

Drive Patients to Your Scheduling Channel



NOTABLE RESULTS

15:1

Return on Investment

\$113K

Total Patient Value

57

New Patients

THE PARTNERSHIP

Doximity and U.S. News partnered with University of Kentucky to feature 25 cardiologists and orthopedic surgeons as part of a Patient Connect program. The featured physicians received premium placement on usnews.com and doximity.com, driving more consumer traffic to their profile pages. Doximity added a pathway to appointment scheduling on each physician's profile to route consumers to University of Kentucky's preferred call center and online booking system. Given that Patient Connect works with a hospital's existing scheduling systems, UK's program was launched less than a week after the partnership was finalized.

Over the course of six months, the featured physicians received 6.4k new page views on Doximity and U.S. News websites. Of the consumers that viewed the profile pages, 9% either clicked or called to schedule an appointment. Without any new systems or integrations, this feature led to 574 new patient opportunities for University of Kentucky. Moreover, the majority of the featured physicians were highly specialized, practicing in adult congenital heart disease, echocardiology, or heart failure and transplantation, rather than a general cardiology practice. With 77% of consumers on Doximity and U.S. News looking for specialty care compared to 20-30% on other platforms, it is no surprise that some of these physicians received over 50 new patient opportunities from Patient Connect. Based on patient value benchmarks from the Advisory Board Company for cardiology and orthopedic patients, Patient Connect delivered a 15:1 return on investment for University of Kentucky.

University of Kentucky also leveraged Colleague Connect®, Doximity's physician to physician messaging tool. 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.

THE 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.

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.