

7 BEST PRACTICES TO ENGAGE CLINICIANS

DOXIMITY'S EDITORIAL INSIGHTS

The Doximity editorial staff, featuring experienced clinical writers, PhDs, and physicians, has developed a guide to creating content that captures clinicians' attention and keeps them engaged.

1. START WITH YOUR STRATEGY

Before you consider content, begin with your strategy. What's your objective: revenue generation or building reputation? Each objective requires different content, depending on the client and marketplace.

2. KNOW YOUR AUDIENCE

You need to know what makes specialists tick. Surgeons, oncologists, orthopedists, and neurosurgeons are interested in clinical articles about the latest techniques, research, and procedures. Family physicians, sports medicine specialists, and pediatricians are more interested in wellness, trending diseases, and holistic approaches.

Doximity has a wonderful medical writing team that has been able to assist us in delivering effective messages to physicians.

Jonathan Linn
Marketing Director, LifePoint Health

TOP CONTENT TOPICS



UPCOMING WEBINARS OR EVENTS



NEW TECHNOLOGY OR PRODUCT OFFERINGS



BREAKTHROUGH RESEARCH



Q&A WITH A FOUNDER, LEADER, OR SPECIALIST



MAKING CLINICIANS LIVES EASIER



INTEROPERABILITY



DOXIMITY HAS, BY FAR, THE HIGHEST VIEW & OPEN RATES COMPARED TO OTHER SOCIAL SITES

TRENDING TOPICS



Clinical and Procedural Advances
(clinical videos, AI, robotics)



Institutional Highlights
(the more unique the better)



Business of Medicine
(QI, policy improvements)



Thought Leadership
(influencers, opinions)



Life in Medicine
(burnout, mental health, ethics)



Trending in Medicine (child obesity,
neurodegenerative diseases)



Future of Medicine
(dictation, EMR)

3. SPEAK THEIR LANGUAGE

The tone and manner of the content should be written like a peer-to-peer article. It's important to use a medical writer who understands the subject matter thoroughly. Otherwise, clinicians will quickly lose interest.

4. THE MORE CLINICAL THE BETTER

The key is taking your consumer content and presenting the advantages to specialists, such as a new software, device, or program that provides value to their patients or to clinicians themselves.

5. SHARING VERSUS BOASTING

Create content by altruistically sharing information. Write it with the objective of educating specialists, while avoiding overly promotional language. An "About Us" section as a footer is acceptable.

6. BE RELEVANT AND ON TREND

Consider the timing of your announcement. For example, are you expanding into a new region? Perfect. Share information that is relevant to the specialists you're trying to reach, like when you have a new time-saving technology available for clinicians to use. And, when possible, lean into trending topics.

7. USE ENGAGING HEADLINES & CLINICAL MEDIA

The more relevant and engaging the headline, the more clicks. Calls to action, teasers, questions, and clinically-compelling headlines create more engagement. Videos perform very well, along with medically-graphic visuals.

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.