



CASE STUDY

BREAKING INTO PHYSICIAN MARKETING

BACKGROUND

Real Milk California, a farmer-funded organization that builds awareness around real milk and dairy products, has a sizable consumer-facing presence online. They wanted to address misinformation and share current research and insights on the benefits of real milk and dairy foods with physicians who counsel patients. The problem? Physicians are an extremely busy group to get in front of. Real Milk California turned to Doximity, the largest secure medical network, to open the door to physician-facing marketing.

THE PARTNERSHIP

Starting in 2021, Doximity helped to take this well-known brand onto the platform's newsfeed, where over 80% of U.S. physicians spend time scrolling through clinically-relevant news, research, trials, and medical opinion pieces. By utilizing DocNews®, Doximity's native content in the newsfeed targeted to an engaged audience; they saw a high uptake in readership with physicians. Real Milk California provided Doximity's team of client success managers and medical writers with related content, and the team helped identify what would resonate best with the physician audience. With their expertise on how physicians interact with content, Doximity also used models to narrow down the target audience from physicians in California to very specific groups that would yield high results. Focusing on two primary audiences, they created tailored content for each. The first focused on healthy eating, including milk, and went to primary care physicians. The second campaign focused on how milk plays into sports medicine benefits, with a target audience of orthopedic surgeons and physical/rehab physicians.

After launching the campaigns in April and July, they saw an impression rate of 43%, above average benchmarks, and a view rate of 26% (akin to a click-through rate). By educating physicians about Real Milk California and debunking myths around real milk and dairy, they were able to leverage the power of Doximity's network to improve brand awareness with key California providers.

NOTABLE RESULTS

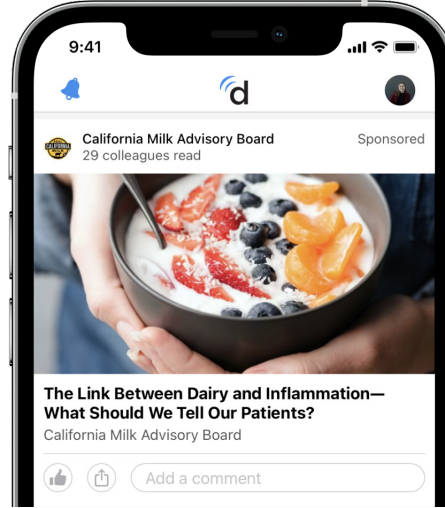
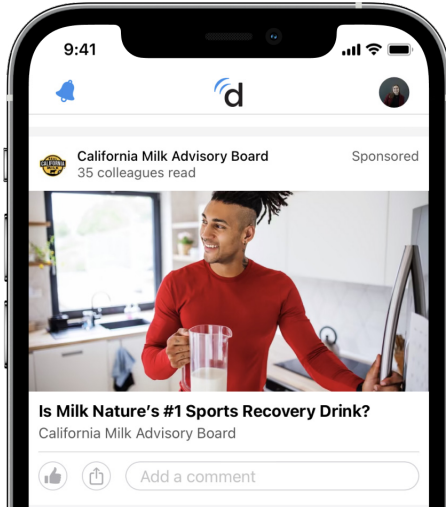
43%

Impression Rate

26%

View Rate

THE CONTENT



KEYS TO SUCCESS

Lean on the team: As an organization outside of healthcare, Real Milk California worked closely with Doximity's medical writers to ensure that their content would resonate with such a clinically-focused audience.

Break it down: Not only did Real Milk California look at specific specialties and subspecialties when identifying their audiences, but they looked at how various geographies performed. For example, Santa Rosa and Sacramento both had view rates far higher than the benchmark. These locations could be flagged for further campaigns.

Begin with your end goal: Real Milk California knows their consumers well, and they used this understanding to work backward to figure out who would comprise the most engaged physician audience.

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.