



# CASE STUDY

## IMPACTING SCREENING AND DIAGNOSTIC REFERRALS

**GOAL: INCREASE NUMBER OF REFERRING PHYSICIANS NATIONALLY**

### BACKGROUND

A 3D and artificial intelligence-focused breast screening and diagnostic company was in need of a physician marketing strategy that could be tailored to a variety of audiences, ranging from primary care physicians in the Washington, DC suburbs to OB-GYNs in the bustling downtown area of Dallas. They decided to partner with Doximity to utilize the 59MM+ colleague connections and targeting capabilities to narrow down their search for ideal prospects, enhancing direct referrals from new physician contacts.

### STEP 1: ESTABLISH POTENTIAL REFERRERS & ALLIES

**Strategy:** Reach out to a large, prospective audience in order to identify physicians interested in radiology-related content.

**Content:** A personal Colleague Connect® invitation from one of the organization's physicians, educating the recipient about a new mammography technology that reduces pain for the patient, and highlights nearby diagnostic locations.

**Target Audience:** 2,400 breast surgeons, OB-GYNs, and primary care physicians surrounding the three locations of interest: Houston, Dallas, and DC.

### STEP 2: RETARGET & REACH OUT

**Strategy:** Analyzed Colleague Connect® results and retargeted engaged audience members, along with new physicians, with a variety of region-specific DocNews® stories.

**Content:** Three DocNews® stories in each location of interest that highlighted, a new type of mammogram focusing on patient comfort, as well as information on Breast Cancer Awareness Month from each local diagnostic center.

**Target Audience:** Engaged individuals from the Colleague Connect® campaign as well as new breast surgeons, OB-GYNs, and primary care physicians in Houston, Dallas, and DC areas.

## NOTABLE RESULTS

66%

Colleague Connect®  
Open Rate

40

Unique Replies

49%

DocNews®  
Impression Rate

## THE RESULTS

The organization has experienced tremendous value from the program, including a **Colleague Connect® open rate of 66%** and a **connection rate of 24%**. In addition, the organization received **40 unique replies**.

After retargeting based on engagement, the results continued to advance, with an average **DocNews® impression rate of 49%**, compared to the Doximity average of 31%. In addition, the three geographies saw an average **view rate of 28%**. This strategy enabled a technology-driven healthcare organization to identify the highest value physician contacts and engage them through a multi-channel approach.

Benchmark as of 4/13/2021

## ACTUAL REPLIES FROM PHYSICIANS

“Please send me some information on the location of these centers. We can have it available for our patients as an alternative at the closest location to us here in Lake Jackson.

OB-GYN  
Lake Jackson, TX

“We are using eCW now. Is there any way we can arrange for our patients to get mammograms done at your center and integrate the report into our EHR so that we can get those results in a timely manner?

Internal Medicine  
Garland, TX

“I think my practice as a whole would be interested in learning more about this. It would be nice if your organization could drop off some info at our office. Thanks.

OB-GYN  
Falls Church, VA

## 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.