



THE DIGITAL PLATFORM FOR CLINICIANS



DOXIMITY IS DIFFERENT.

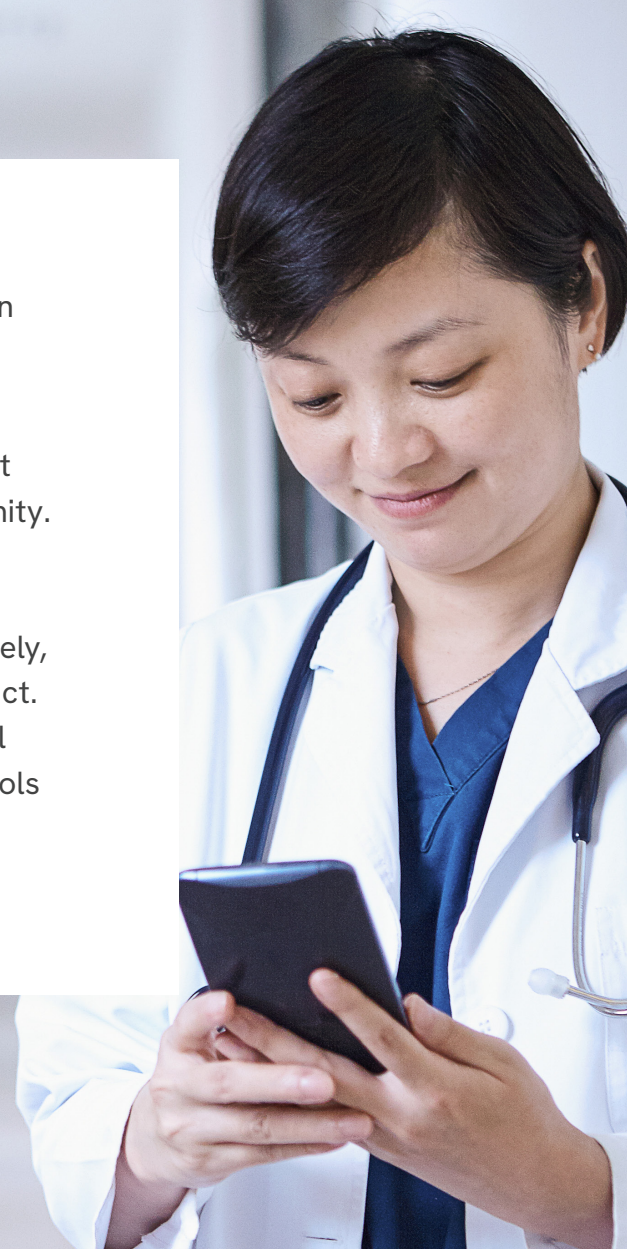
Doximity is the largest secure medical network with over 2 million verified members, enabling collaboration among specialties across the country. Our members search and find physicians, stay up-to-date with the newsfeed of medicine, exchange HIPAA-secure messages, and engage in telehealth visits with 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.



Our array of solutions helps our partners achieve their physician marketing goals, including elevating brand awareness and driving revenue generation.

We're not your typical media partner. We report on engagement and ROI, not CPMs, and you won't find any banner ads on Doximity. We don't bombard physicians with ads and messages in hopes of getting lucky. We create content experiences that physicians value and actively seek. We leverage data to target them precisely, ensuring that every engagement is meaningful and creates impact. We integrate your content into physicians' personalized medical newsfeeds on the network where they access daily workflow tools and curated information.



DEMOGRAPHICS

OVER 2MM VERIFIED MEMBERS

80%+

of U.S. Physicians

50%+

of NPs and PAs



59MM+

physician connections

120

life science
and digital partners

~200K

articles analyzed
for the newsfeed per week

4.8/5

stars on the Apple App Store¹

¹All stats as of March 31, 2022





T A R G E T I N G

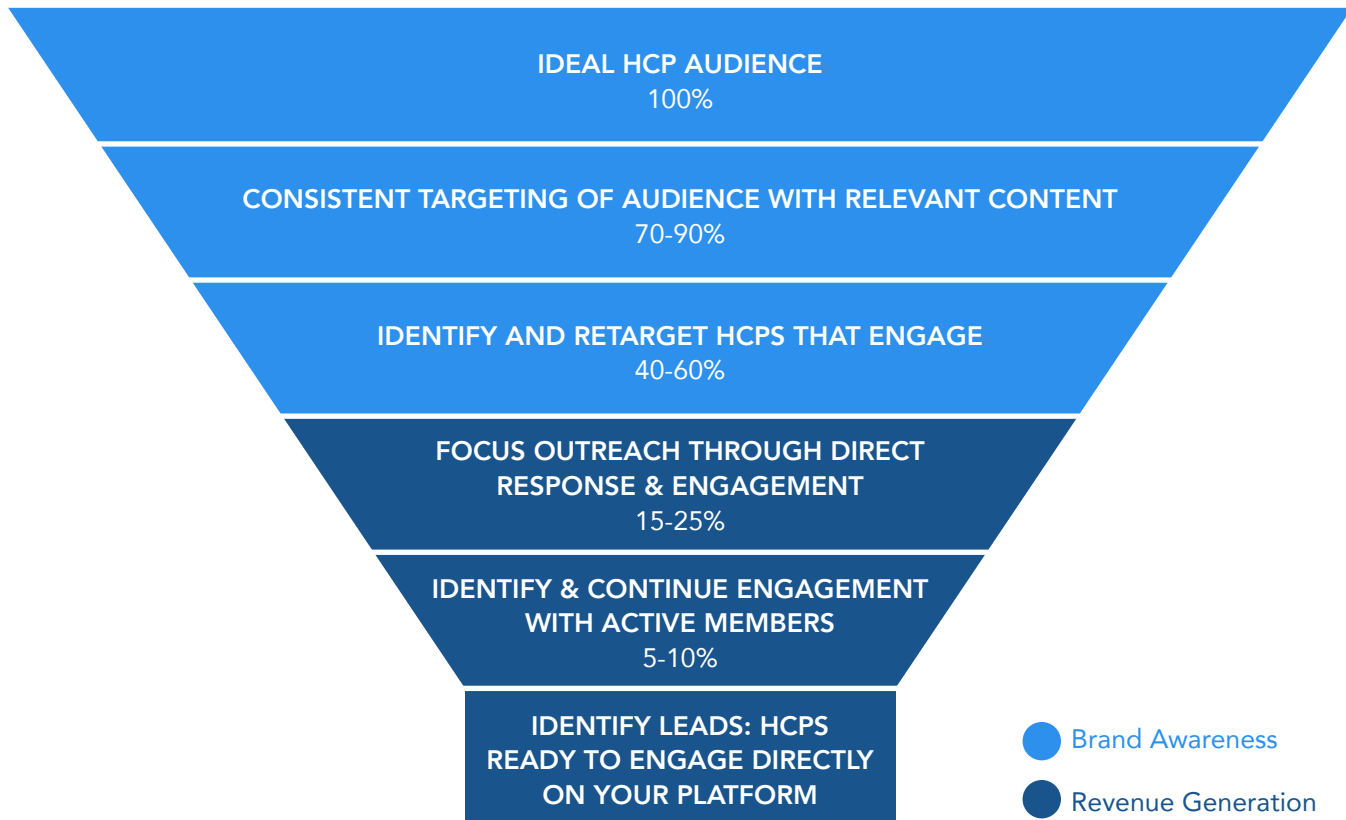
Because we're the largest medical network, Doximity has the richest data set in the industry. With billions of pieces of data about our doctors, including their location, the size of their practice, and 50+ other metrics, we isolate the highest value audience that is most likely to be receptive to your brand. For example, you can target thought leaders including CMIOs, department chairs, and other key decision makers. Or, use the data to target primary care providers in New York City, independent physicians in the Southeast, or pediatric neurologists in the first four years of their career.

PARTNERSHIPS

Through our two types of partnerships, **Brand Awareness** and **Revenue Generation**, our partners have access to solutions that work together to reach physicians and ultimately reach their brand and revenue goals.

Our **Brand Awareness** partnership leverages strategic targeting to identify health care providers who are most likely to be influenced by our partner's messaging – resulting in the right message at the right time.

Our **Revenue Generation** partnership combines our targeting capabilities and 59MM+ colleague connections to identify ideal prospects for direct response messaging. We organically foster a digital introduction and ongoing touch-points through the social effort of our network, leading to an enduring change in behavior.



REPORTING AND RESULTS

At Doximity, we share open and connection rates, but more importantly, overall ROI, down to the individual physician level.

And the numbers don't lie:

Clients experience

10:1 Average
life sciences ROI

13:1 Average
hospital client ROI

On average, our clients see

19-29% DocNews®
Impression Rate

14-24% DocNews®
View Rate



HOW WE WORK TOGETHER

We thrive by aligning with organizations, understanding their goals, and working together to optimize their clinician marketing strategy. The combined effort makes clinician engagement on Doximity stronger, more efficient, and more effective. Our offering includes both a dedicated client success team to provide editorial insights, trending topics, and strategy recommendations as well as a talented team of medical writers to help you source and create content with a physician audience in mind. These resources are key to developing strategic campaigns.



PRICING

Our pricing structure at Doximity is based on the goal of either raising brand awareness or increasing revenue generation. We don't sell insertions but rather year-long collaborations. We're a group of passionate healthcare professionals who not only provide reporting, industry insights, and content review, but also a team who wants to work as a whole to ensure clients succeed.

By partnering with us, you gain:

- **A Multi-Channel Outreach Package**
- **Annual ROI Reporting**
- **A Dedicated Client Success Team**
- **Quarterly Reporting**
- **A Doximity View-Only Account**
- **Training and Promotion**
- **Onboarding and Support for Physician Ambassadors**

S P E C S

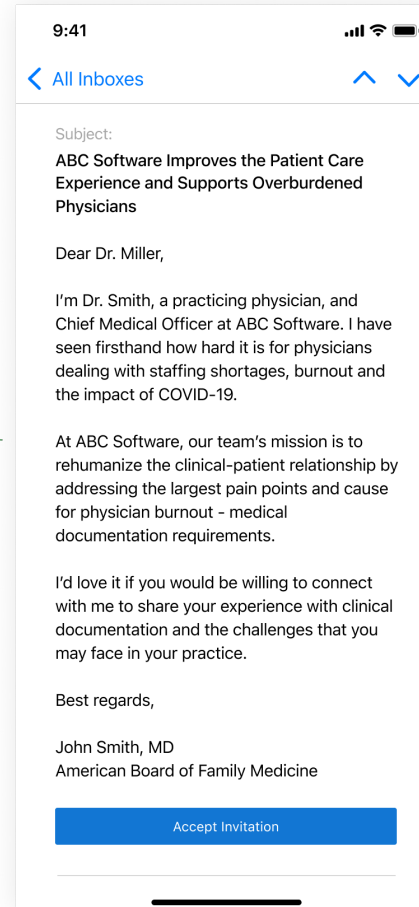
While our platform doesn't follow the typical ad framework, we do have specs for our different tactics. And, while we don't accept pixels, we can implement tracking URLs.

COLLEAGUE CONNECT® AND COLLEAGUE CORRESPOND®

Body Copy

Subject Line

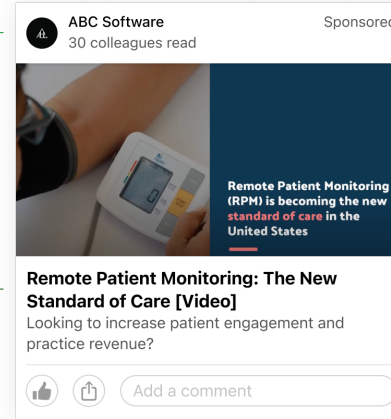
Call to Action



DOCNEWS® VIDEO

Actor Image
PNG, JPG, GIF
Actor Name
1 line (~60 char)
Actor Description
/Social Proof
1 line (~60 char)

Source Label
(~32 char)
Headline
3 lines (~120 char),
links to content URL



Cannot be changed

Video
(mp4 format,
< 200mb, 1080p res)

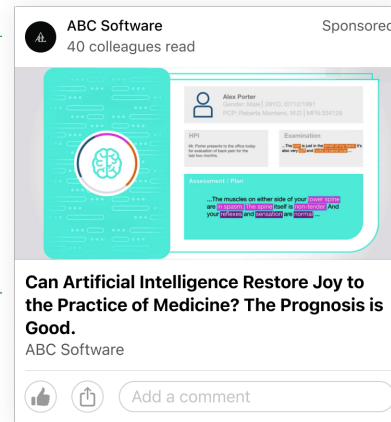
Summary Text
2 lines (~100 char
in newsfeed view)
6 lines (~300 char
expanded view)

**Like, Share,
Comment**
(Optional)

DOCNEWS® FEATURED STORY

Actor Image
PNG, JPG, GIF
Actor Name
1 line (~60 char)
Actor Description
/Social Proof
1 line (~60 char)

Source Label
(~32 char)
Headline
3 lines (~120 char),
links to content URL



Cannot be changed

Feature Image
PNG, JPG, GIF
1200x600 px
(No animation,
logos / 2:1 ratio)

**Like, Share,
Comment**
(Optional)

DOXIMITY IS HERE TO HELP

LET'S WORK TOGETHER
TO ACHIEVE RESULTS

Contact Us:

hospitals@doximity.com

For more information, visit:

doximity.hospitalsolutions.com

