

THE DIGITAL PLATFORM FOR DOCTORS



DOXIMITY IS DIFFERENT.

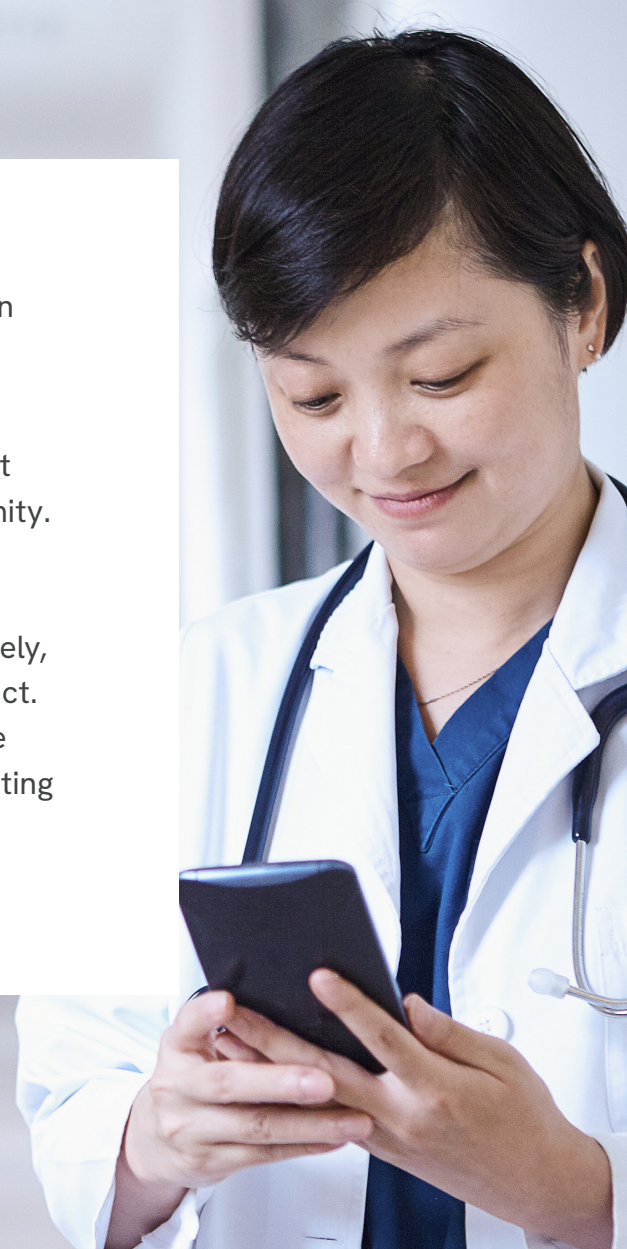
We're physician marketing experts. We uniquely combine access to more verified physicians than anyone else with a deep, data-driven understanding of how to talk to them. We also provide an unmatched ability to reach the physicians most important for your strategic goals in the most effective ways possible.

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 patient referrals.

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. And through our partnership with U.S. News & World Report, we can also drive motivated specialty patient traffic directly to existing client scheduling portals with Patient Connect.



DEMOGRAPHICS

OVER 2MM VERIFIED MEMBERS

80%+

of U.S. Physicians

50%+

of NPs and PAs



59MM+

physician connections

20

of the top U.S. News and
World Report Hospitals partner with Doximity

12MM+

unique visitors per month seeking
healthcare providers at Doximity
and U.S. News

4.8/5

stars on the
Apple App Store

All stats as of March 31, 2022





TARGETING

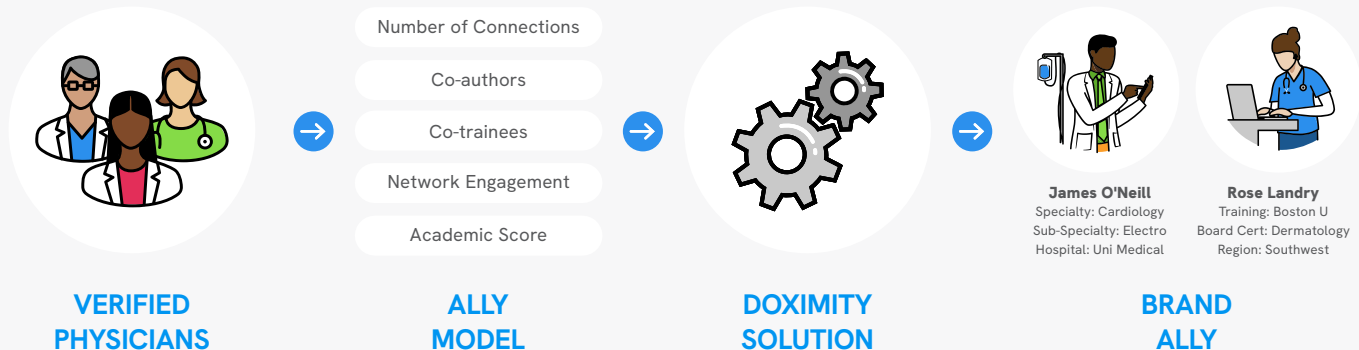
Because we're the largest medical network, Doximity has the richest data set in the industry. With billions of pieces of data about our doctors, including their location, the size of their practice, and 50+ other metrics, we isolate the highest value audience that is most likely to be receptive to your brand. We can also sort physicians based on loyalty, so you can choose to target docs that haven't referred to your organization in the past or those who split their referrals. Use the data to target board-certified electrophysiologists in the Southeast, award-winning echocardiologists at academic medical centers, or engaged referring physicians in the community.

PARTNERSHIPS

Through our two types of partnerships, **Brand Awareness and Patient Acquisition**, your clients have access to solutions that work together to reach physicians and ultimately increase their brand awareness or patient referrals.

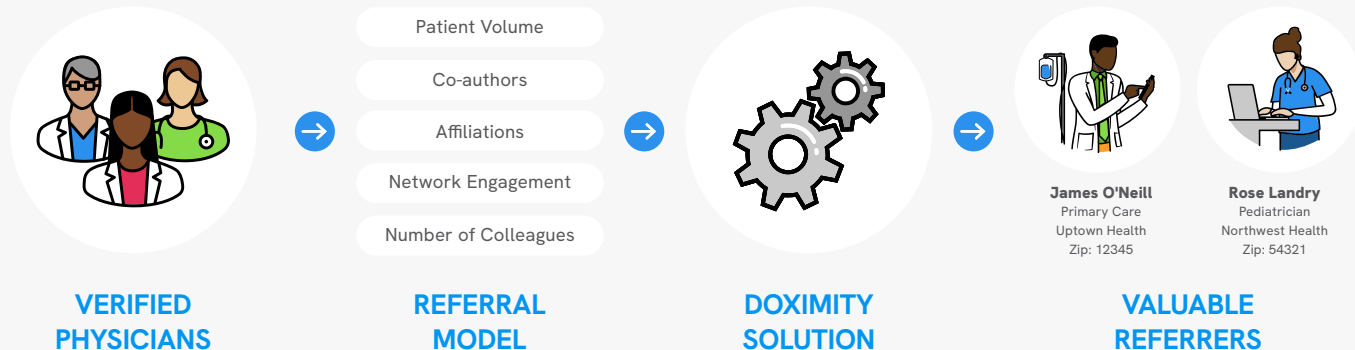
Our proprietary brand targeting, the **Ally Model**, leverages our physician data to identify the physicians who are most likely to be influenced by your client's messaging — resulting in the right message at the right time.

THE ALLY MODEL



Our proprietary patient acquisition targeting, the **Referral Model**, combines our targeting capabilities and our 59MM+ colleague connections to identify the ideal prospects for enhancing referral patterns. We organically foster a digital introduction and ongoing touch-points through the social effort of our network, leading to an enduring change in referral behavior.

REFERRAL MODEL



A photograph of a doctor in a white coat and glasses, with a stethoscope around his neck, talking to a couple. The couple consists of a man and a woman, both looking towards the doctor. They are in a hospital setting, with a window in the background.

PATIENT CONNECT

Doximity provides opportunities to grow patient volume, not only with physicians but also on the consumer side. With 77% of our visitors researching **specialist physicians** on U.S. News and Doximity each month, we capture the highest value consumers seeking a new healthcare provider during the critical decision-making process.

No new systems or integrations are required as we route patients directly into your existing scheduling systems. Simply highlight your client's physicians, add a call-to-action, and begin acquiring patients.

100+

new patient
opportunities monthly

8:1

average ROI

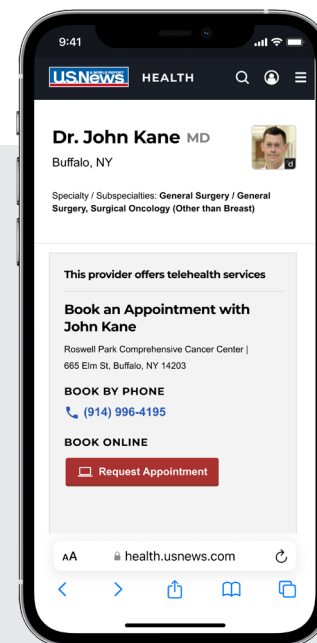
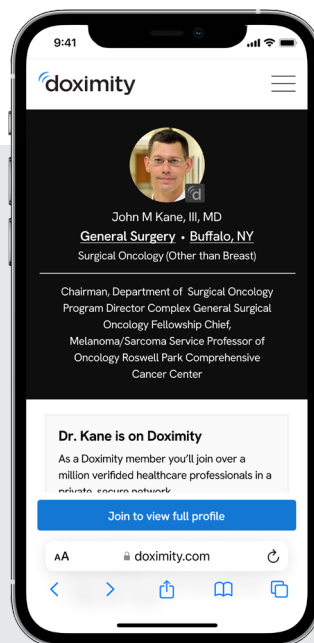
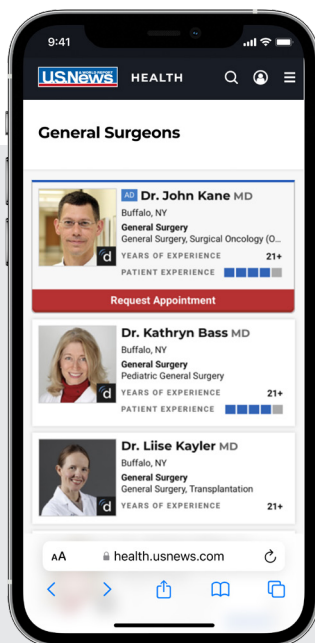
95%

of MDs receive at least one
New Patient Opportunity

Elevate your Physicians
on U.S. News & Doximity

Add a Call-To-Action
for patients

Drive Patients to Your
Scheduling Channel



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 an average

13:ROI

a reduction in internal leakage,
and an improvement in both
regional and national awards

On average, hospitals see

51% direct message
open rates

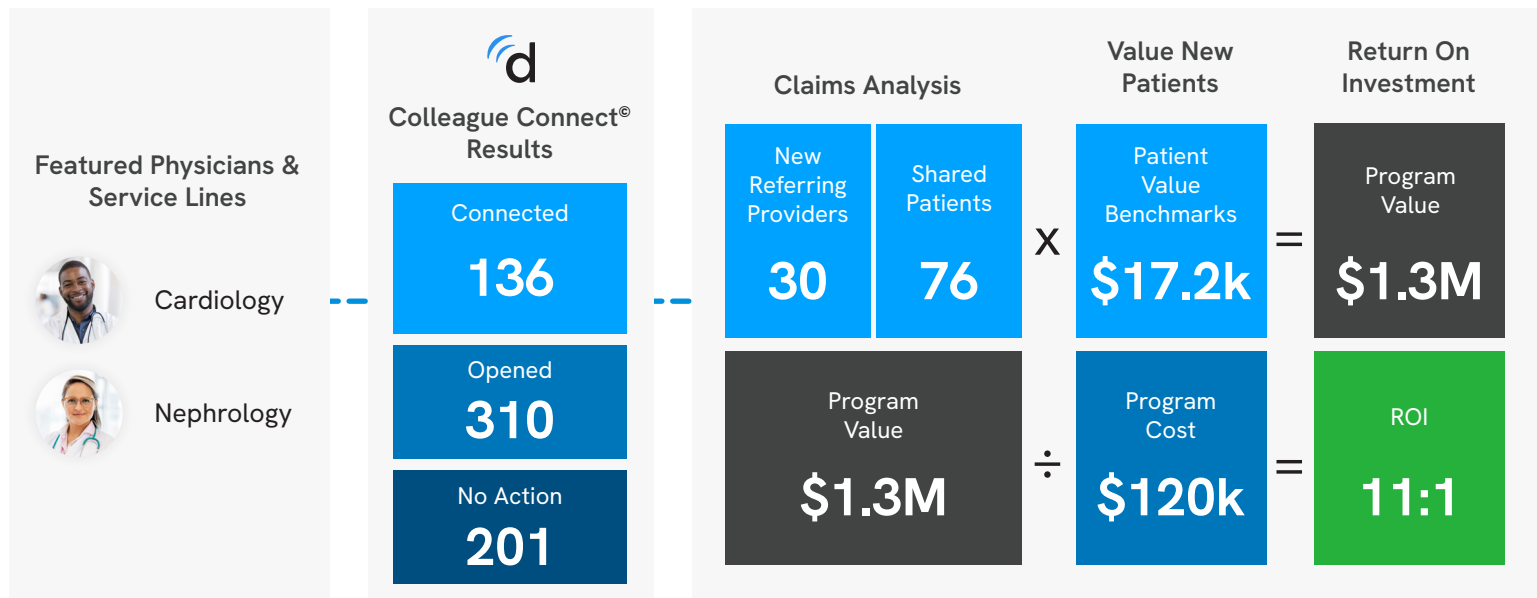
24% college connection
rates

Our team will provide a series of reports allowing you to make strategic, informed decisions about your campaigns.

These reports include:

- Campaign Summaries
- Executive Business Review
- Year in Review

METHODOLOGY EXAMPLE







HOW WE WORK TOGETHER

We thrive by aligning with agencies and working together to optimize a client's physician marketing strategy. The combined effort makes engagement on Doximity stronger, more efficient, and more effective. Our offering also includes specific data about an organization's physicians on Doximity, including which ones have and haven't claimed their profiles. This is key for clients and we're happy to provide a list should you choose to become a partner.



PRICING

Our pricing structure at Doximity is based on the goal of either raising brand awareness or increasing patient acquisition by specialty. 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.

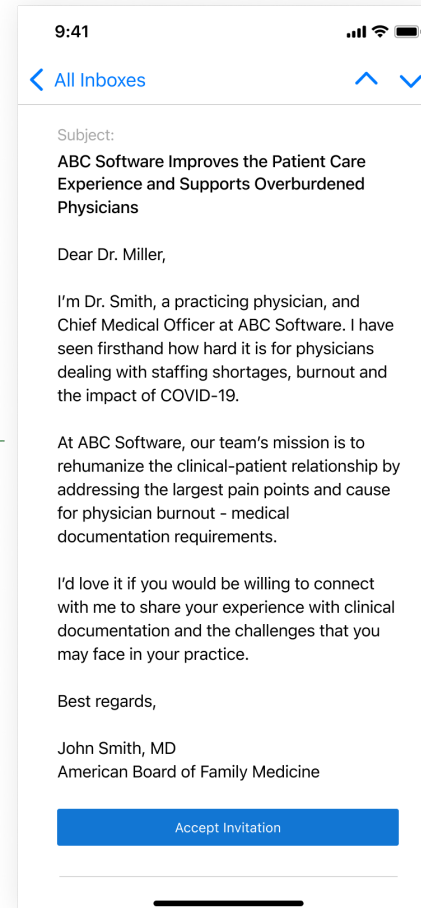
By partnering with us, you gain:

- **A Multi-Channel Outreach Package**
- **Annual ROI Reporting**
- **A Dedicated Client Success Team**
- **Quarterly Reporting**
- **Physician Data Refresh, Bi-annually**
- **A Doximity View-Only Account**
- **Physician Training and Promotion**
- **Access to an Updater Tool, allowing you to recommend edits to your client's physician profiles**

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®



Subject Line

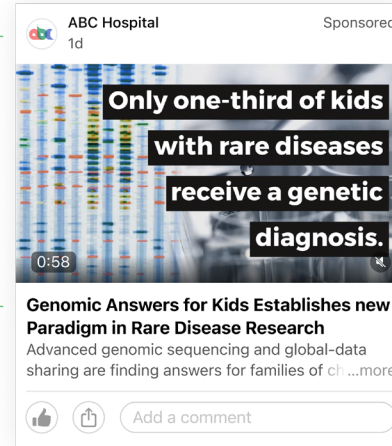
Body Copy

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)

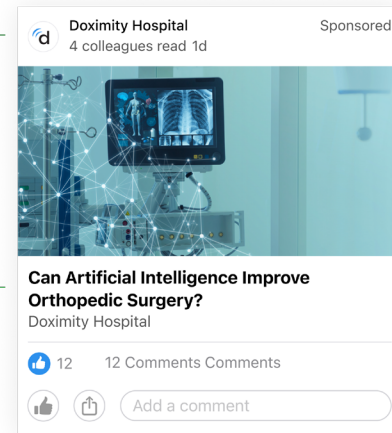
Summary Text
2 lines (~100 char
in newsfeed view)
6 lines (~300 char
expanded view)

**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



