



PRECISION TARGETING

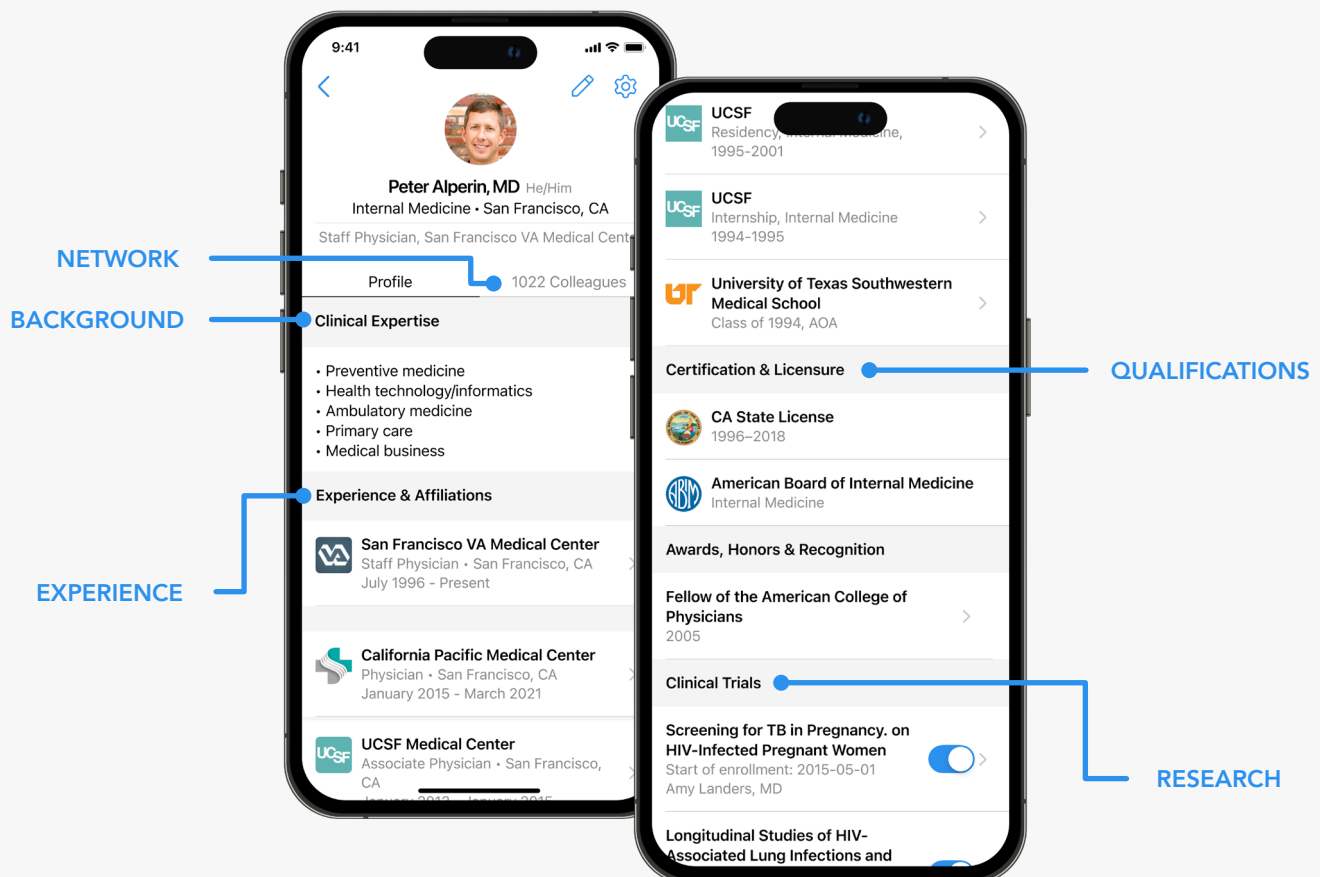
Doximity is the largest secure medical network with over 2 million members, enabling collaboration among specialties across the country. Our members search and find physicians, stay up-to-date with the newsfeed of medicine, exchange HIPAA-secure messages, and engage in telehealth visits with patients.

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.

Leverage the power of the largest collection of physician data to build compelling campaigns that elevate brand awareness and increase referrals. With over 47B extrapolated data points for targeting, partnering with Doximity ensures you will reach the right physician at the right time, driving powerful engagement.

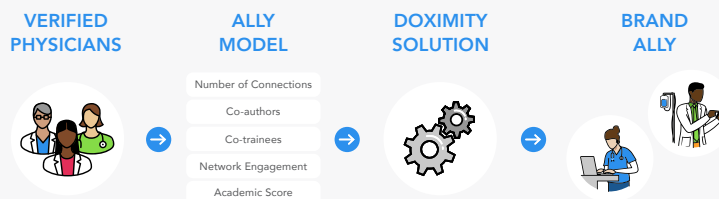
Whether you're looking to target a board-certified electrophysiologist in the southeast or engaged referring physicians in the community we're here to help you achieve those results. Our team will work with you to identify the right targeting criteria for your goals and apply our targeting models to optimize your audience.

PHYSICIAN TARGETING



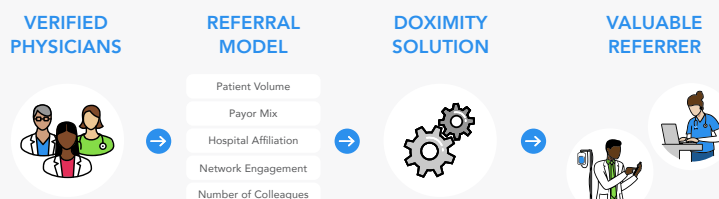
ALLY MODEL

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



REFERRAL 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.



TARGETING CRITERIA



EXPERIENCE

- Specialty/Subspecialty
- Clinical interests
- Credentials (MD/DO)
- Title (Chief, CEO, etc.)
- State licenses
- Professional associations
- Board certifications



BACKGROUND

- Practice location
- Years experience
- Gender
- Age
- Urban vs. rural
- Languages spoken



NETWORK

- Doximity colleagues
- Co-workers
- Co-authors
- Co-investigators
- Medical school colleagues
- Residency colleagues
- Fellowship colleagues
- Citation network



RESEARCH

- High impact journals
- Authorship importance
- Keywords terms
- Citations
- Clinical trial investigator
- Grants
- Professorship
- Presentations/Lectures
- Book chapters



DIGITAL

- Doximity member
- Months active
- Mobile/web activity
- Email activity
- Invites sent/received
- Secure message/faxes
- Profile views
- Twitter handle/followers
- Other social media



TRAINING/PRACTICE

- Medical school/residency
- Fellowship
- Hospital affiliations
- Sunshine dollar act
- Claims volume
- Referral size
- Insurance acceptance
- Meaningful use certifications
- Awards