



CASE STUDY

PSYCHIATRY SPOTLIGHT

GOAL: INCREASE PATIENT ACQUISITION AND BUILD LONG-LASTING PHYSICIAN RELATIONSHIPS OUTSIDE OF THE SYSTEM

BACKGROUND

Doximity and hospital marketing partners typically focus on one campaign at a time. This has yielded great results, with an average open rate of 51% and a connection rate of 21%. However, by linking these campaigns together into an overarching story, or content journey, we can increase campaign conversion while establishing a deeper engagement, as in the case of the psychiatry service line at a large academic health system in Southern California.

STEP 1: IDENTIFY POTENTIAL REFERRERS AND ALLIES

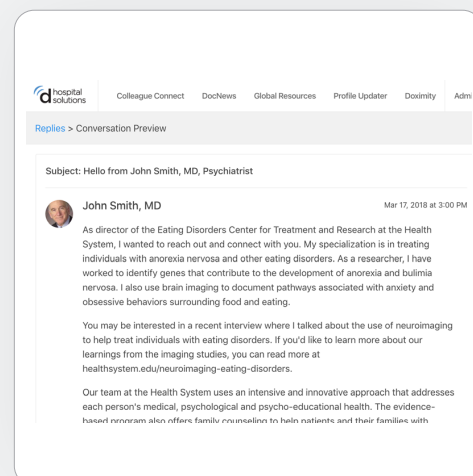
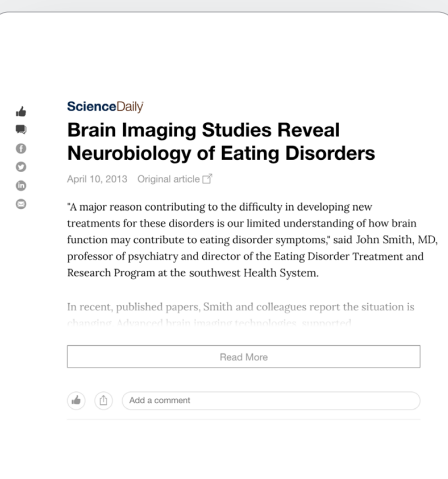
Strategy: Reach out to a large, selective national audience in order to identify physicians interested in psychiatry-related content from this health system.

Content: A DocNews® story highlighting Dr. Smith's brain imaging techniques for patients with eating disorders. His research focuses on the neurological basis of the disorder, which may help change the course of treatment.

Target Audience: 1500 board-certified psychiatrists nationally.

STEP 2: RETARGET AND REACH OUT

Strategy: Reviewed DocNews® results, and of the 807 physicians who viewed the DocNews® story, 296 physicians clicked into the story to view the whole article. These physicians were then sent a Colleague Connect® invitation to connect with Dr. Smith.



Content: A personal Colleague Connect® invitation and message about the health system’s programs for eating disorder treatment from Dr. Smith, subtly referring back to the study featured in DocNews®, as well as a call-to-action with more information on the program.

Target Audience: 296 motivated readers who were part of the initial group of board certified psychiatrists.

RESULTS

This health system has experienced tremendous value from the content journey, including an open rate of 67% in comparison to the average Colleague Connect® benchmark of 51%. In addition, the 296 messages sent to an engaged audience yielded 14 physician replies. This strategy enabled the health system to find not only the best targets, but the best potential referrers.

	CAMPAIGN RESULTS AVERAGE	BENCHMARKS
OPEN RATE	67%	51%
CONNECTION RATE	47%	21%
REPLY RATE	5%	2%

ACTUAL REPLIES FROM PHYSICIANS

// Thank you Ryan. I do encounter patients with either eating disorders currently, or with a history of them. Will keep you in mind for referrals.

**CHILD AND ADOLESCENT
PSYCHIATRIST**
PORTLAND, OR

// I would like to keep in touch with you as our program is expanding and we definitely need more access to evidence-based practices and teachings.

**CHILD AND ADOLESCENT
PSYCHIATRIST**
RIVERSIDE, CA

// Who is the contact person for referrals at your program? It will be nice to add that information to the resources we share with families.

**CHILD AND ADOLESCENT
PSYCHIATRIST**
PORTLAND, OR

ABOUT US

Doximity is the largest secure medical network with over 1.8 million verified members, enabling collaboration across specialties and every major medical center. Our members can search and find any clinician, stay up-to-date with the newsfeed of medicine, exchange HIPAA-secure messages,

and engage in telehealth visits with patients. Doximity partners with over 200 organizations, including all of the top 20 U.S. News & World Report Best Hospitals, to foster marketing opportunities within the medical community.