

CASE STUDY

RETURN ON INVESTMENT DEEP DIVE

BACKGROUND

Main Line Health, a system with facilities in the Philadelphia region, wanted to increase referrals to their cardiovascular medicine and surgery programs. Given the multitude of well-known hospitals—and cardiovascular programs—in the Philadelphia region alone, the organization looked to Doximity to partner on a creative, strategic approach to stand out from the competition.

THE PARTNERSHIP

Although this was only their first year working with Doximity and using Colleague Connect®, Main Line Health took a very sophisticated approach to increase referrals. The system's cardiovascular marketing team worked with Dr. William Gray, the System Chief of Cardiovascular Disease, as a Featured Physician and Brand Ambassador to reach out to external physicians on Doximity. Dr. Gray's message introduced Dr. Basel Ramlawi, the new System Chief of Cardiac Surgery at Main Line Health. Regarded as a top cardiothoracic surgeon, Dr. Ramlawi's name would garner attention in the medical community. This tactic certainly worked, with an **open rate of 81%** and a **connection rate of 26%**, compared to the average benchmarks of 47% and 14%, respectively¹.

After sending out the Colleague Connect® messages, Main Line Health and Doximity identified the most engaged audience members, and followed up with a DocNews® campaign. This type of content journey strategy proved to be successful and helped them reach their goals. From this campaign alone, **16 new providers** began referring to Main Line Health with **65 net new patients**, resulting in a **return on investment of 57:1**.

¹Benchmarks as of 5/31/23

NOTABLE RESULTS:

65

Net New Patients

81%

Open Rate

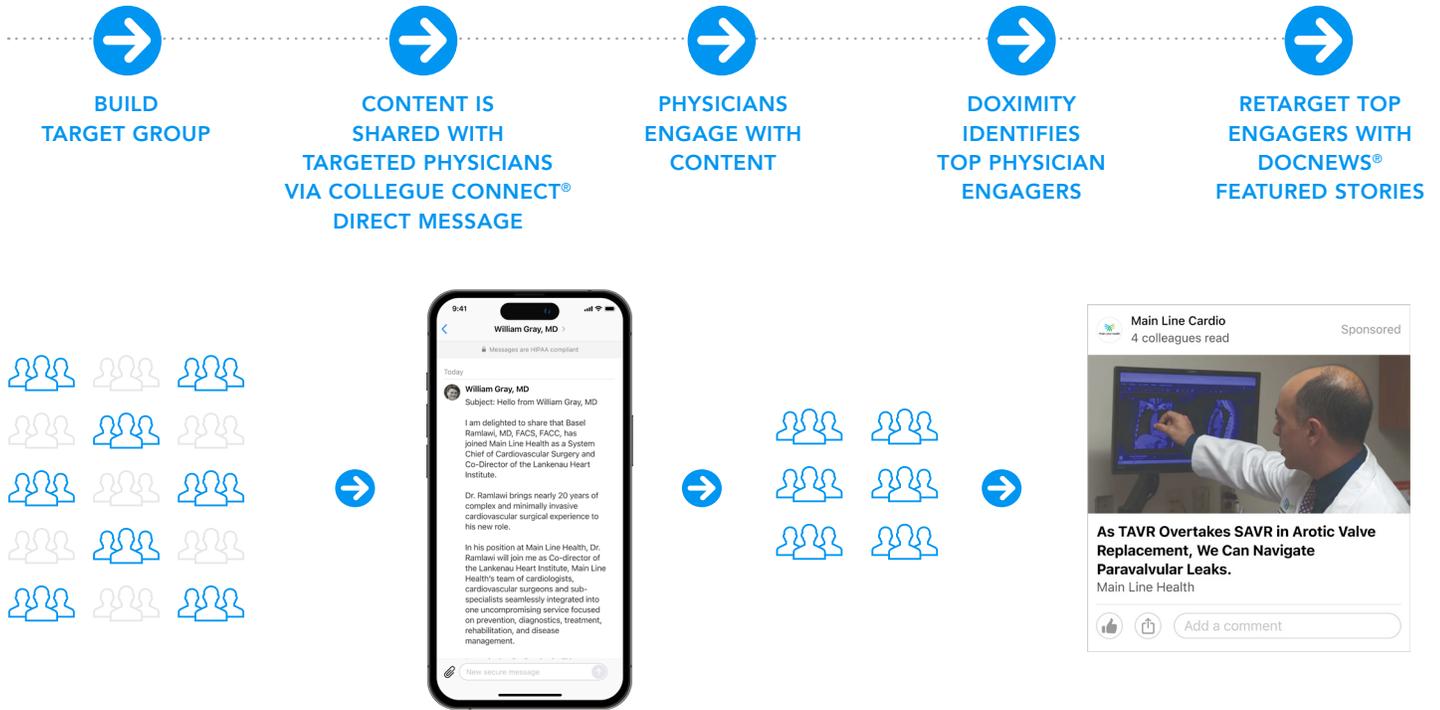
26%

Connection Rate

57:1

ROI

THE MAIN LINE CONTENT JOURNEY ON DOXIMITY



ACTUAL REPLIES FROM PHYSICIANS

“ Sounds like a great addition to your team. Thanks for the update!

Internist
Philadelphia, PA

“ Thank you for sharing. That is wonderful news.

Internist
Glen Mills, PA

“ Thanks for contacting me. Will be in touch if I need you!

Family Medicine Physician
Media, PA

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.