



CASE STUDY

RETURN ON INVESTMENT DEEP DIVE

BACKGROUND

One of the top pediatric hospitals in the southeast is always looking to stay ahead of the game. They decided to focus on increasing referrals and looked to Doximity to help them achieve this goal. Utilizing the 56M+ colleague connections and targeting capabilities on Doximity, The Children's Hospital has built relationships and elevated reputation with physicians from various specialties who could potentially refer into their pediatric programs.

KEYS TO SUCCESS

- 1. Think long term:** Although it is exciting and newsworthy to utilize a department head or chief as a Featured Physician, The Children's Hospital understood that it can be more practical to select a physician with bandwidth to see more patients. This will lead to a more positive patient experience down the line.
- 2. It takes a village:** You are not alone. Doximity comes with a team of client success specialists to help plan your calendars and organize your campaigns. The Children's Hospital also utilized Doximity's medical writers to help their team source and create content.
- 3. Stay true to you:** Whether you are aiming to increase referrals like this hospital, decrease internal leakage, or increase brand awareness, keep your goals in mind when selecting service lines, setting targeting criteria, and choosing Featured Physicians.

NOTABLE RESULTS:

16:1

Return on Investment

60%

Colleague Connect®
Open Rate

27%

Colleague Connect®
Connection Rate

26

Net New Patients

ABOUT US

Doximity is the largest secure medical network with over 2 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 calls with patients.

Doximity partners with over 200 hospitals, including all of the top 20 U.S. News & World Report Best Hospitals, to foster marketing opportunities within the medical community.

THE PARTNERSHIP

The Children's Hospital focused their attention on high revenue service lines for the program: pediatric orthopedics, pediatric cardiology, pediatric nephrology, and neonatology. Within these service lines, the hospital then selected their providers to act as Featured Physicians for the program. While one of the Featured Physicians was their Division Chief of Pediatric Surgery, the rest of the physicians selected were chosen based on their schedules. Always goal-oriented, they took this practical approach, as they wanted to direct referrals to those who had the bandwidth to accept the most new patients.

These Featured Physicians sent out messages on Doximity's platform to connect with nearby external physicians who might refer to their programs of interest in various specialties and subspecialties. Of the messages sent, 60% were opened, and 27% of the targeted physicians connected with the Children's Hospital's Featured Physicians, exceeding the average benchmarks of 51% and 21%, respectively. From these new connections, they gained 26 net new patients and a return on investment of 16 to 1.

Subject: Connection request from Anne Smith, MD



Anne Smith, MD

Jan 30, 2021 at 11:30 AM

I wanted to take a moment to introduce myself. I just made the move from Virginia taking a position with a Children's Hospital with 20 year's experience in pediatric kidney disease and kidney transplant. I'm excited to join the team, and to become a possible resource and partner for you.

Though I never hope any child or family needs my expertise, my wish is to be the best medical partner for them. Being the best medical partner also means creating a cohesive multidisciplinary team that includes you. I work to treat children with a variety of kidney and urinary tract conditions ranging from simple conditions as bladder infection to as complicated as requiring dialysis and kidney transplant.

I hope that we can connect here on Doximity, and possibly become a resource to each other. I'd love the chance to learn more about you and your practice. Please don't hesitate to reach out to me if I can be of any help to you or your patients. Here is my direct contact information, asmith@jdch.org.

Wishing you well,
Anne

Accept Invitation

ACTUAL REPLIES FROM PHYSICIANS

// Thank you for reaching out. I will keep you in contact in case my patients need it. Best regards!

PEDIATRICIAN
PALM BAY, FL

// It is nice to have a nephrologist closer than Miami. We will keep you in mind. Thank you for reaching out.

PEDIATRICIAN
STUART, FL

// Will certainly consider referral to your center when we encounter patients with needs for lymphatic interventions.

THORACIC SURGEON
TAMPA, FL