




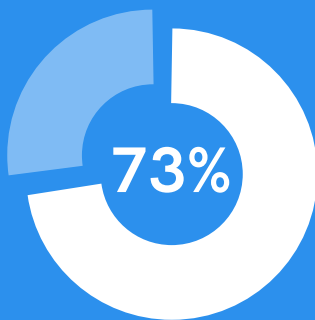
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Ways to Effectively Reach HCPs with Digital Marketing



The past few years has exacerbated many pain points in our healthcare system and has created a new demand for physician digital marketing.

While many pharmaceutical and bioscience marketers continue to focus the bulk of their efforts (and dollars) on the consumer, the influence of physicians on the healthcare spend equation remains staggering.



Doctors control roughly 73% of all healthcare spending in this country.

Effectively engaging physicians through proven digital channels has never been more important than it is today. Physicians might still hold a reputation for being lesser technology users, but that is totally undeserved. At work, physicians need to keep current on their field of expertise, improve their clinical workflow, and collaborate with others in their profession. Because mobile devices enable highly targeted messaging, they are channels of immediate influence with physicians.

Are you doing the right things in your digital marketing strategy to attract the busy healthcare provider?



1 Provide Value

Doctors hate marketing fluff and can spot it a mile away.

The content you share should always be applicable to the physician's practice and backed in science that is well researched.

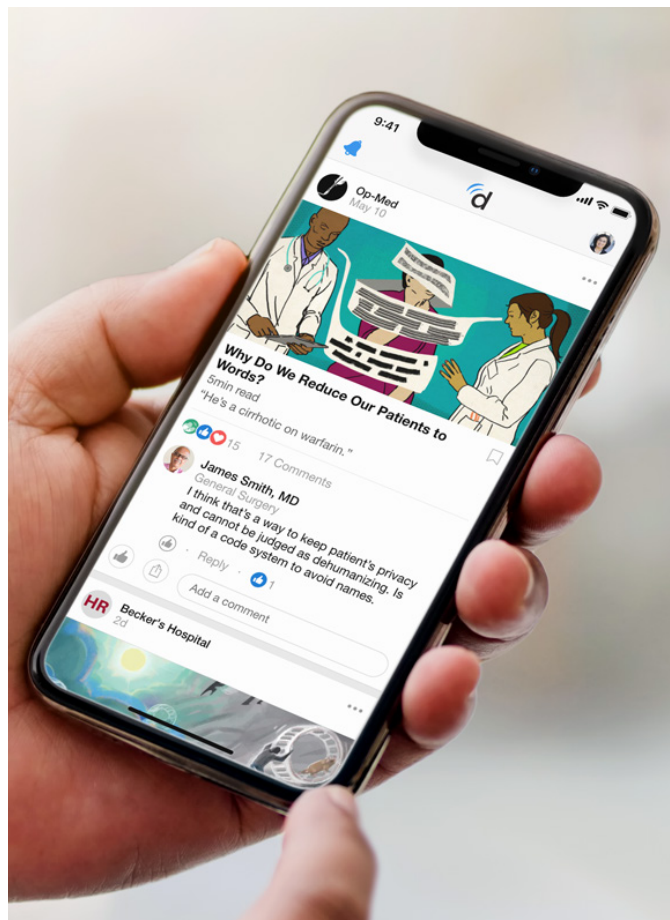
Before you post your content, put yourself in the shoes of your target audience and ask yourself "would I care about this?"

2 Be Concise & Direct

Physicians have less time than ever before — getting into the weeds of a deep scientific review may not always be an option.

Instead, try using short salient points, and synthesize information for the recipient.

Doximity partners with medical writers to help our clients create concise, captivating messages to better engage their target audience, in a place where they're already deeply engaged.



3 Personalize, Personalize, Personalize

Personalization is quickly becoming a cornerstone of modern digital marketing. Delivering the right message, to the right doctor, at the right time, depends on understanding your customers on a personal level at scale.

To develop the most impactful physician marketing, you need to do a deep dive into both exactly who your audience is and what is important to them. Doximity offers personalization based on reading habits (skimmers, nuts & bolts, geeks), specialty/sub-specialty, and geography.



Skimmers

Enjoy highlights that allow them to easily compare their current practice avoiding technical jargon



Nuts & Bolts

Gravitate towards language that shows impact on the efficiency of their practice



Geeks

Attracted by jargon/technical language that piques their innate academic curiosity



4 **Banner Blindness is Real**

A recent study found that fewer than 14% of web users report that they even notice display ads.

The potential to utilize storytelling and promoting ads across a variety of formats in a single campaign can be an effective method to combat banner blindness.

5 **Native Content Performs Best**

Try not to make your ad feel like an ad. You can do this by sharing a topic that is hyper relevant to your target audience.

Content shared in a native format is proven to be much more effective and engages the physician when they're in a 'learning state'.

Ads displayed natively within Doximity see a median 10:1 ROI based on 3rd party analyses.

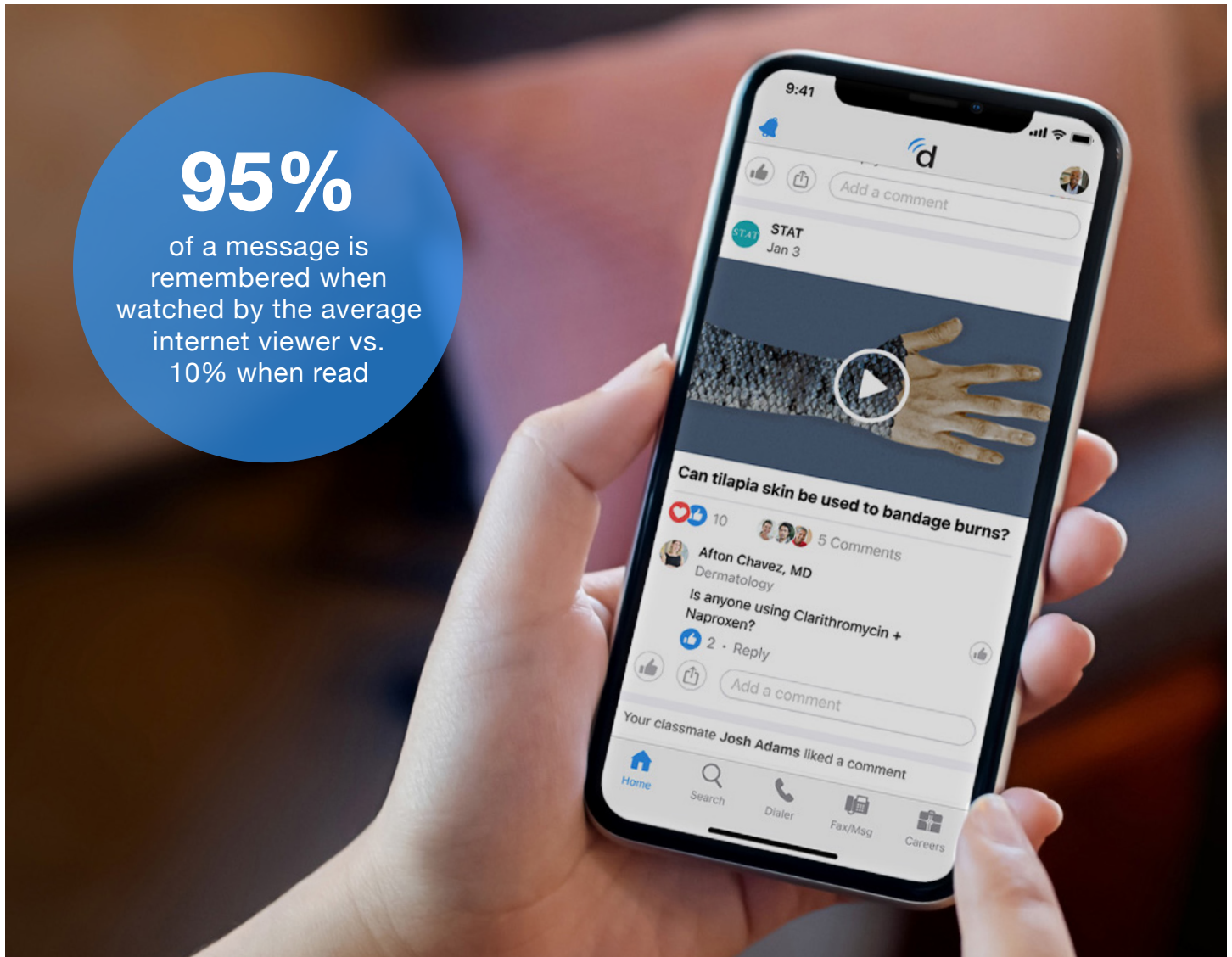


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Incorporate Video

95%

of a message is remembered when watched by the average internet viewer vs. 10% when read



Things are constantly changing in the world of advertising, but one thing that has remained constant over the last few years is the high engagement rates of video marketing.

Sharing a video complements your long-form content in a way that is fun, easy to digest and most importantly, memorable to the viewer.



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Context

Physicians' email inboxes have become increasingly difficult to navigate — a physician sifting through mountains of other information to get a fleeting glance at your content is not an ideal engagement. Instead, consider presenting your content in a medically relevant and less noisy location where physicians can access it easily.

Frequented destinations include professional journals, contextual platforms with specialty content and workflow tools like Doximity, or other physician-focused resources.

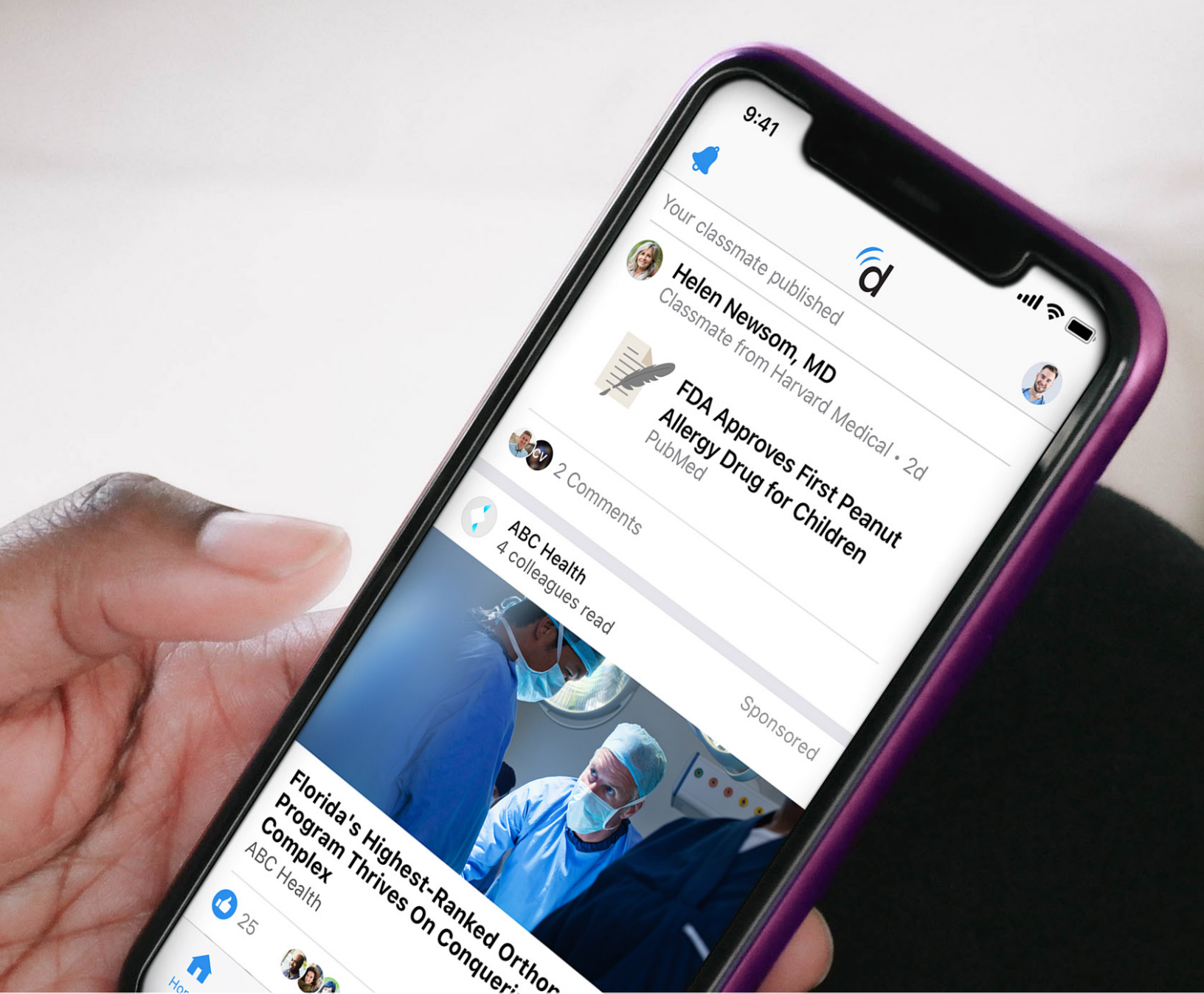
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Track your Engagement

Wondering which of your digital campaigns is most effective? The best way you can scale your digital marketing efforts is by analyzing past results and continuing to place your dollars with platforms that are performing.

On Doximity, we provide you with the timely, high-quality data and analytics you need to support your investment, including operational metrics around deep engagements.





Conclusion

If you want to truly stand out and earn the right to command more loyalty than your competition with this important audience, you need to compete in this digital marketing arena.

Yes, this digital shift has changed many of the rules of engagement for HCP marketers, but the number one best practice remains constant: Provide physicians with value by sharing relevant content in the right format and in a location where they are in a 'medical mindset'. Do that and your HCPs will engage.



About Doximity

Doximity is the leading digital platform for U.S. medical professionals, with over 2 million medical professional members. Our reach and engagement make us the vital platform for HCP marketers to reach physicians.

Interested in learning more? Contact us: marketingsolutions@doximity.com