



Diabetes ROI: Case Study



COMBINE SPONSORED CONTENT & VIDEO TO INCREASE AWARENESS

Background & Results

A mature endocrinology brand combines multiple Doximity solutions to raise awareness on its lesser-known indications. They ran DocNews, Doximity's foundational sponsored content product, combined with Video for a surround-sound impact to their target audience. DocNews ran for 9 months while Video complemented the campaign by running for 3 months at the back end of the program.

The goal of the campaign was to educate Primary Care Specialists, Cardiologists, Endocrinologists, and NPs/PAs on establishing their brand as the standard of care for patients with Type 2 Diabetes and associated co-morbidities. The campaign messages included establishing awareness of the need for their product, clinical trial results, ADA guidelines, and finally, reaffirming the need that was established in the beginning.

Market share among targets who viewed DocNews and Video market share among physicians who viewed DocNews and Video increased 50% more than targets who viewed DocNews only. The brand also saw a 7% NRx lift among targets who deeply engaged with DocNews and Video. The client was extremely happy with the results and has continued to grow the partnership year over year by layering more Doximity solutions and staying on channel.

Methodology

Prescribing impact and ROI were measured against matched controls. Campaign participants were followed for 2 months post-exposure to determine impact on prescribing behavior. The analysis was conducted independently by IQVIA.

Overall Program Results

~23K

HCPs targeted
(cardiologists, endocrinologists, PCPs, & NPs/PAs)

10 Month Campaign

Sponsored Content enhanced with video

5%

NRx increase vs. matched controls

13.2M

incremental revenue

The Partnership

Doximity has cultivated a long standing relationship with this mature Diabetes brand. As a sponsor, partners get 3 unique features that drive superior engagement.

The first is that sponsored content is integrated natively into the private, custom-curated medical feed.

Sponsors own 100% share of screen when their content appears in the feed. It's the only sponsored content visible on the screen; there are no distracting banners and no pop-ups. This gives the message a much stronger impact.

Finally, because Doximity has multiple product formats, like Video and short-form content as well as the long-form articles in the feed, clients can drive engagement with more HCPs in more moments.

About Us

Doximity is the largest community of healthcare professionals in the United States, with 2 million registered members, including 80% of all U.S. physicians. Doximity provides its verified clinical membership with digital tools built for medicine, enabling them to collaborate with colleagues, stay up to date with the latest medical news and research, manage their careers and on-call schedules, and conduct virtual patient visits.