

- The Physician Landscape Today -

Or, How We Teach That Doctors Are People Too

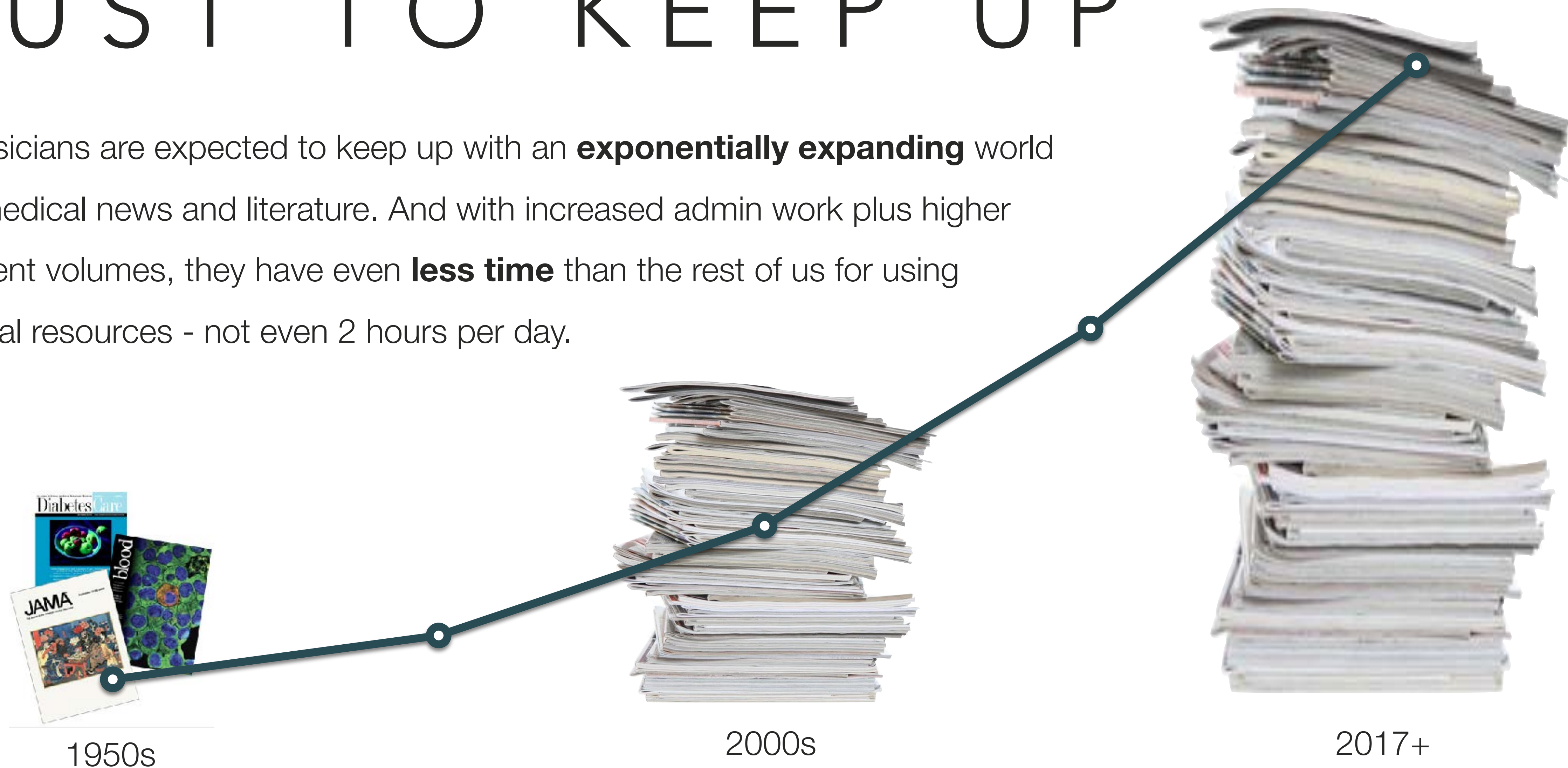


PREPARED FOR  **Digital Health Coalition**

May 22nd, 2018

TODAY'S PHYSICIANS OFTEN STRUGGLE JUST TO KEEP UP

Physicians are expected to keep up with an **exponentially expanding** world of medical news and literature. And with increased admin work plus higher patient volumes, they have even **less time** than the rest of us for using digital resources - not even 2 hours per day.



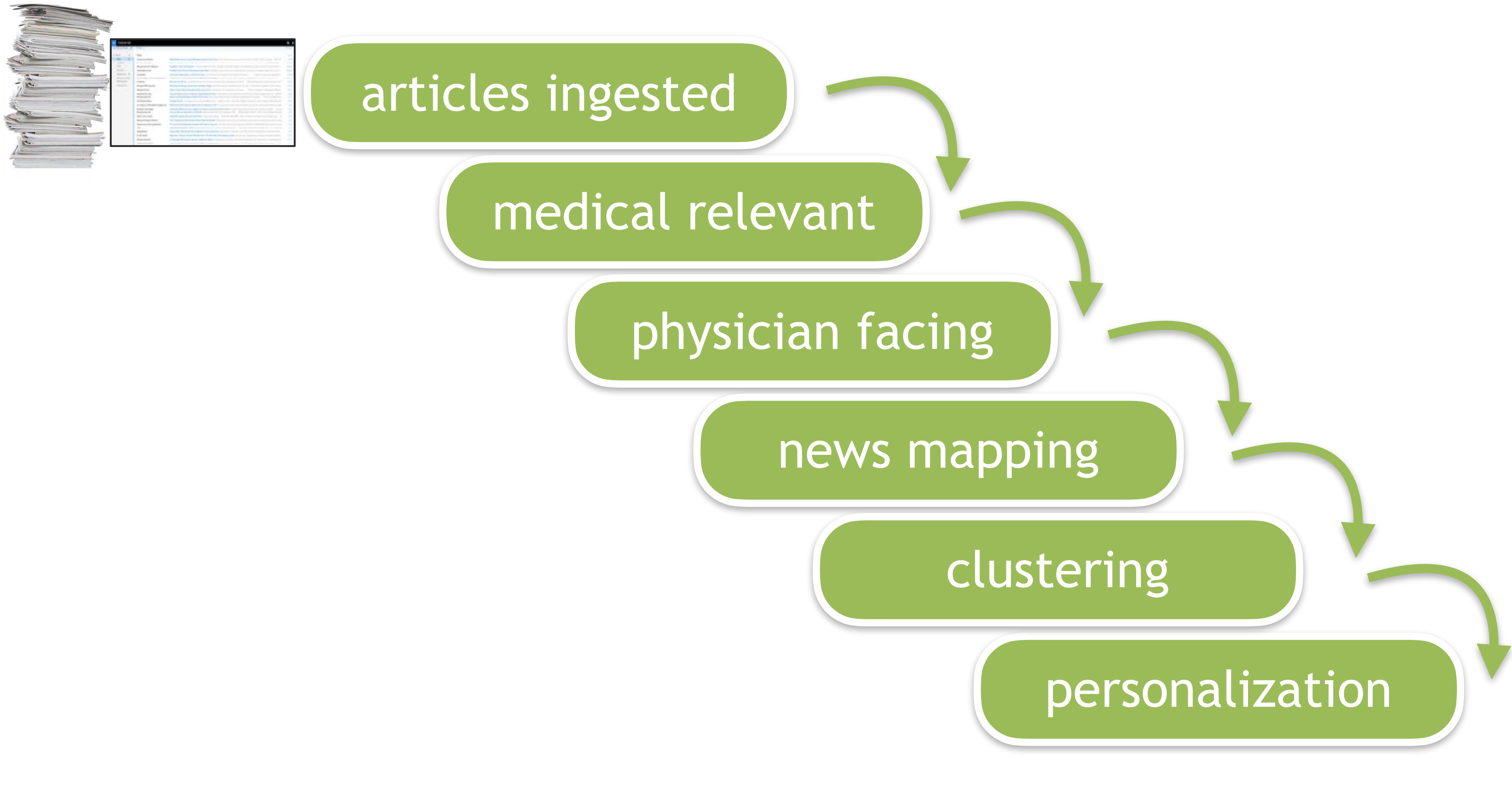


> 1M MEMBERS

> 30M ARTICLES READ

WHAT HAVE
WE LEARNED?

DATA DRIVES RELEVANCE



DATA DRIVES RELEVANCE

SIMPLICITY WITHOUT RELEVANCE IS JUST MORE WORK

The screenshot shows the Outlook Mail interface. The left sidebar displays a list of folders and email counts. The main pane shows a list of emails in the inbox, with various subjects and senders. Green arrows are overlaid on the left sidebar, pointing to the list of folders and email counts, indicating the volume of information being processed.

Outlook Mail

Search Mail and People

Folders

- Inbox 126
- Deleted Items 257
- Useful Emails

Inbox

- Healio/Internal Medicine
- Healio/HemOnc Today
- Medscape Business of Medicine
- The EB Medicine Team
- athenahealth
- Centers for Disease Control and Prevention (CDC)
- LivingSocial
- Medscape CME & Education
- Medscape Consult
- Healio/HemOnc Today
- Medscape Quick Quiz
- ACEP Weekend Review
- jw-emergency-medicine@alerts.highwire.org
- Medscape Critical Images
- Medscape News Alert
- Popular in your network
- Medscape Emergency Medicine
- Healio/Journal of Nursing Education
- Omnia
- MedPageToday
- Dr. Adhir Shroff
- Medscape Education
- Healio/Internal Medicine

Emails in Inbox:

- ABIM, ACCME announce increased MOC opportunities, CME search tool • Also: Limiting low-value care services would result in 'substantial' health care savings • ADVERTISEMEN 6:19 PM
- Perspectives in Hematology and Oncology • Black breast cancer survivors more likely to undergo autologous breast reconstruction after mastectomy • ADVERTISEMENT Pers 2:34 PM
- Hospitalists: 'I Don't Get No Respect' • Top Stories September 05, 2016 • Hospitalists: 'I Don't Get No Respect' It's Ethically Wrong to Diagnose Clinton and Trump From Afar 5 10:10 AM
- EXTENDED! End-Of-Summer Sale Extended Another Week! • EXTENDED! Continue to save \$70 on our best resources! Is this email not displaying correctly? View it in your b 10:03 AM
- How to have happier patients... and fewer no-shows • If you are having trouble reading this email, read the online version. Looking for a better way to engage patient 4:00 AM
- Centers for Disease Control and Prevention (CDC) Weekly Digest Bulletin • MMWR Vol. 65 / Early Release 08/30/2016 • MMWR Early Release Vol. 65, Early Release August Sun 7:38 PM
- Restaurant.com Gift Card • Handpicked Products You'll Love home local escapes shop my preferences my vouchers \$35 for \$200 Restaurant.com eGift Card Retail value: \$ Sun 9/4
- Monitoring and Managing Adverse Events to Epileptic Therapy • Get the latest updates in education and earn CME credit Latest Updates for September 4, 2016 Monitoring Sun 9/4
- Surprise surgical finding during appendectomy. Your Dx & Tx? • Help solve the most compelling case of the week. What's Your Diagnosis? Khaled Algddar, M3 Surgeon Sun 9/4
- Tumor size linked to efficacy of lobectomy, segmentectomy for NSCLC • Also: Outcomes vary in children with lower extremity DVT based on triggering event, sex • ADVERTISE Sat 9/3
- Bariatric and Metabolic Surgery Guidelines: Fast Five Quiz • Do you know the latest bariatric and metabolic surgery guidelines? Test yourself. Fast Five Quiz: Bariatric and Sat 9/3
- An Opioid-Free ED • This message was sent to amit_phull@hotmail.com September 3, 2016 Practice Tools | Education | Development | Events | Advocacy | Membership Subscri Sat 9/3
- NEJM Journal Watch Emergency Medicine Alert for September 2, 2016 • To ensure that you always receive your NEJM Journal Watch Alert, add the email address jw-emergenc Fri 9/2
- Animal bites: Whether from cats or dogs, rats or humans, do you know how best to treat? • This week... Back-to-School Illnesses | Thyroid Cancer | Animal Bites Animal bit Fri 9/2
- Trevo Clot Retrievers Approved for Use With tPA • Breaking medical news alert for September 2, 2016. BREAKING NEWS September 2, 2016 Trevo Clot Retrievers Approved Fri 9/2
- Student BMJ tweeted: What's your fresher tribe? • Popular in your network Student BMJ @StudentBMJ What's your fresher tribe? student.bmj.com/student/view-a... Vie Fri 9/2
- Early N-Acetylcysteine Administration Reduces Infarct Size: NACIAM • Read the latest medical news, expert perspectives, journal articles, and professional resources in Medsca Fri 9/2
- The Journal of Nursing Education September 2016 (Volume 55 Issue 9) • Listed below is the September 2016 issue of JOURNAL OF NURSING EDUCATION. Subscribers can read Fri 9/2
- Labor Day Sale Starts Early - Today! • Big Labor Day Discounts Start Today Labor Day Mystery Discount Shop and get a Mystery Discount between 15% - 25% Coupon code Fri 9/2
- Daily Headlines: Why a Missed Primary Endpoint Isn't the End of the Road • Daily Headlines September 2, 2016 Why a Missed Primary Endpoint Isn't the End of the Road Fri 9/2
- Registration is Filling Fast for SCAI TRIP-VASC: Up to 7 CE Credits With Tuition Starting at Just \$25 • Vascular access complications are among the most common problems r Thu 9/1
- The Medscape CME & Education App Now Available for Android • Download today and make our CME & Education app work for your unique needs The Medscape CME & Thu 9/1
- EMPA-REG, LEADER trial results produce 'exciting time' for diabetes care • Also: Combination of ertugliflozin, sitagliptin superior to monotherapy for lowering HbA1c ADVEI Thu 9/1

DATA DRIVES RELEVANCE

articles ingested

medical relevant

physician facing

news mapping

What defines a healthcare provider?

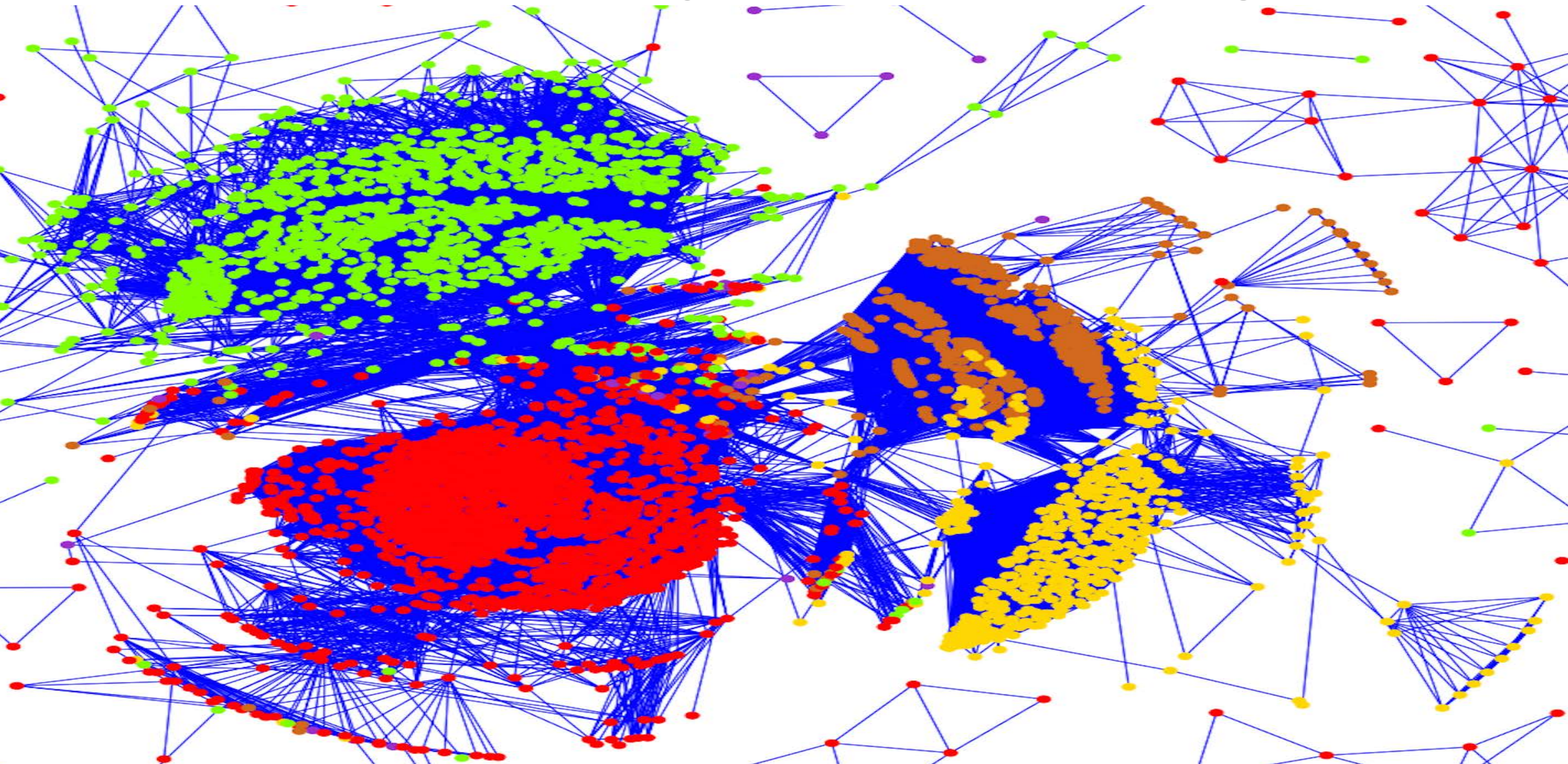


DATA DRIVES RELEVANCE

WHAT DEFINES A HEALTHCARE PROVIDER?

Background	Training/Practice	Research	Network	Digital
Specialty/Subspecialty Clinical Interests Credentials (MD/DO) Title (Chief, CEO, etc.) Practice Location Years Experience State Licenses Board Certifications Gender Age Urban vs. Rural Languages Spoken Professional Associations	Medical School/Residency Fellowship Hospital/IDN Affiliations Sunshine Act \$ Claims Volume Referral Size Insurance Accepted Meaningful Use Certification Awards: <ul style="list-style-type: none">• Checkbook Doc• Super Doc• Compassionate Doc• Patients Choice• Bridges to Excellence	Publications in High Impact Journals Authorship Importance (ex. Lead Author) Keywords /MeSH Terms Citations Clinical Trial Investigator Grants Professorship Presentations & Lectures Book Chapters	Doximity Colleagues Co-Workers Co-Authors Co-Investigators Med School Colleagues Residency Colleagues Fellowship Colleagues Referral Network Citation Network Cluster Coefficient Social Influence (Eigenvector, Centrality, Betweenness)	Doximity Member Date Registered Months Active Mobile/Web/Email Activity Invite Send/Receive Secure Message/Fax Count Comments Profile Views Twitter Handle/Followers Other Social Media (Klout, Facebook)

DATA DRIVES RELEVANCE



PERSONAL IS EVEN BETTER

articles ingested

medical relevant

physician facing

news mapping

clustering

personalization



Joel Goode, MD
commented on

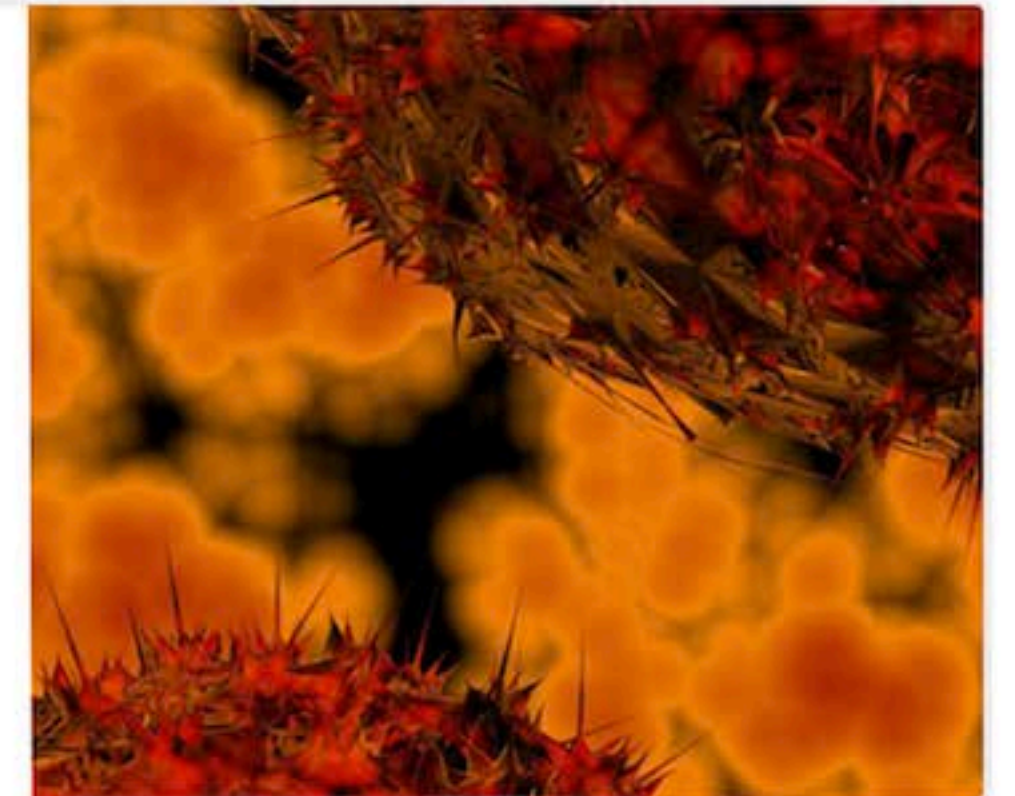
Oct 7



David J Berkof, MD
authored

Nov 6

The Use of an IL1-Receptor Antagonist to Prevent the Progression of Tendinopa...
Journal of Orthopaedic Research



Like (15)



Comment (4)



Share

I'm sad to say that 20 years ago I probably wouldn't have asked to get off eith... [more](#)

Like • Reply | 2 likes

PERSONAL IS EVEN BETTER

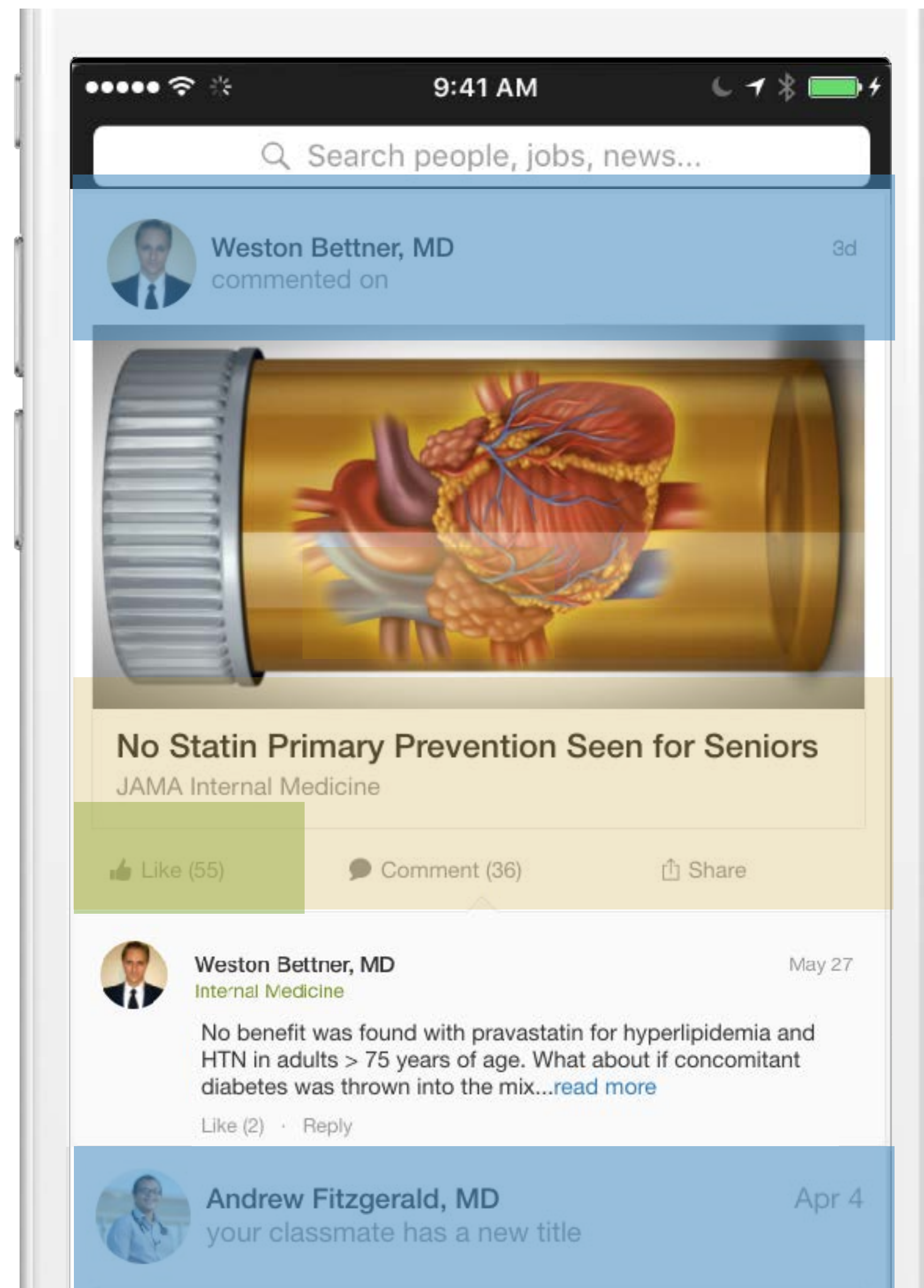
SOCIAL CUES = MORE RELEVANT CONTENT

Social Cues have resulted in:

9x more clicks

40% more comment clicks

4x more likes



PERSONAL IS EVEN BETTER

DOCTORS RESPOND TO SOCIAL INTERACTIONS

Replied to Comment



Tomas Mattia replied to your comment on
Humanizing the Patient: A Lesson I Learned from Pumbaa

Also Commented



Jacob Solomon, MD also commented on
FDA Approves New Treatment for Sickle Cell Disease

Liked Comment



Tej Bindra, MD liked your comment on
Bats Are the Number-One Carriers of Disease

Liked Update



Gerry Grant, MD liked your update
Celebrating 2 years at Doximity

Press Mention



A press mention was added to your profile:
Early Ambulation After Lung Surgery: How Early?

55%
ctr

DOCTORS ARE EXTREMELY BUSY

Recent survey/study revealed very interesting insights into physician engagement / consumption:

1

"As physicians have limited time in their professional day... it's crucial that we consider their distinct media preferences in order to maximize engagement and ultimately address their needs."

2

"Nearly 75 percent of physicians are most likely to engage with condition specific or disease state content..."

3

"...it is important to keep in mind that it may take numerous exposures of an ad before a physician actually "views" the ad, validating the need for purchasing multiple impressions based on your brand's digital media objectives."

DOCTORS ARE EXTREMELY BUSY

10% of what we READ

Reading

20% of what we HEAR

Hearing Words

30% of what we SEE

Looking at Pictures

50% of what we HEAR & SEE

Watching a Movie
Watching a Demonstration

70% of what we SAY

Participating in a Discussion

90% of what we
SAY & DO

Simulating / Doing the Real Thing

*After 2 weeks, we tend
to remember...*

DOCTORS ARE EXTREMELY BUSY

Banners are Processed Peripherally

Banner ads receive little-to-no visual focus on the text. They are processed in the peripheral field of vision as is common for images. This type of processing occurs much faster than textual processing and can hinder reading



Eyeball tracking studies have repeatedly shown that banner ads are most often not even seen when a user is scanning/reading content



“Banner blindness” is the term of art that captures study findings. Readers have become trained to ignore banner ads altogether

DOCTORS ARE EXTREMELY BUSY



In-Feed Native Ads Are Read. Not Just Seen

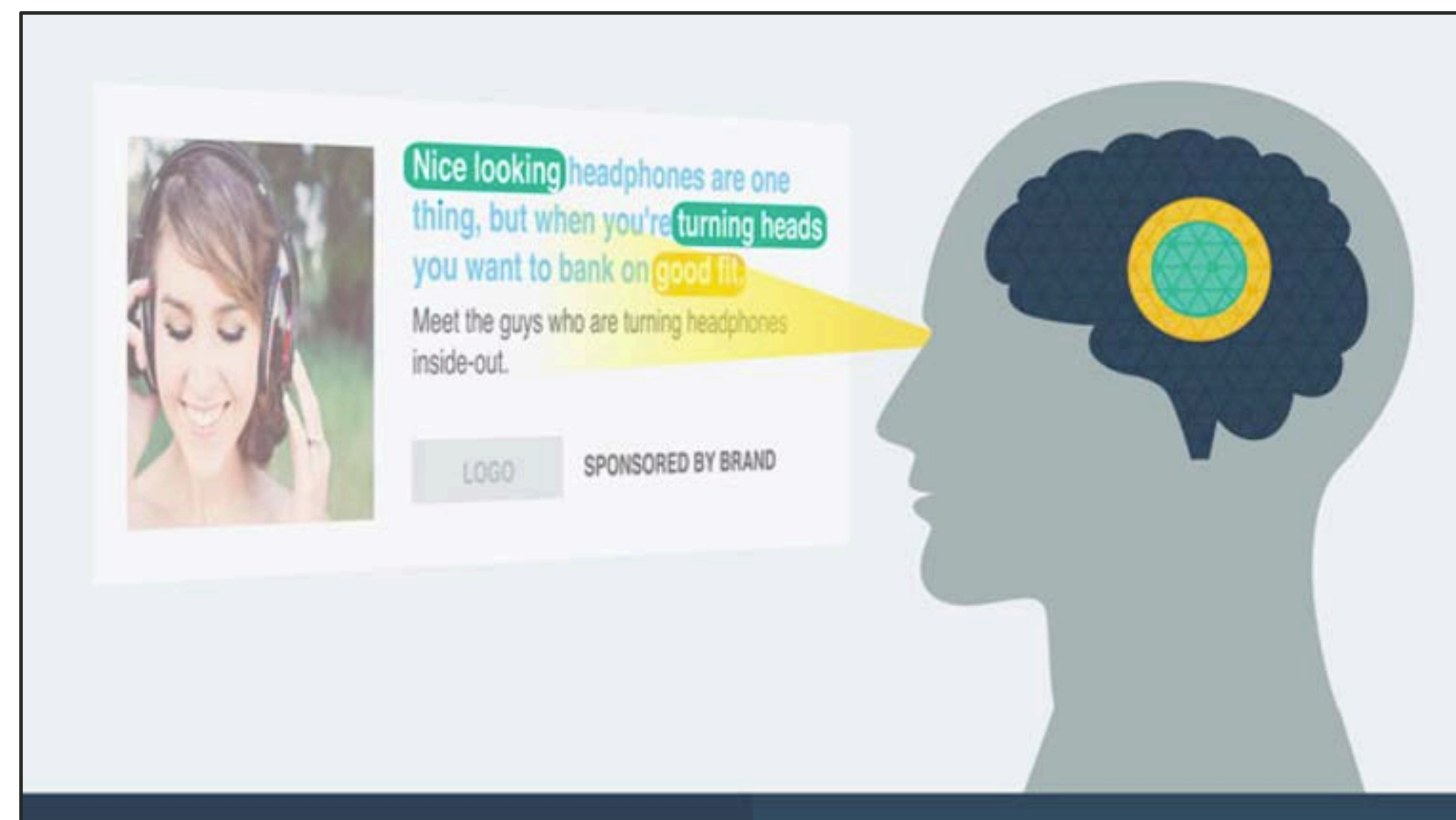
VISUAL FOCUS

Less

More



ACCORDING TO EYETRACKING RESULTS,
the majority of explicit visual focus is on the native ad's text rather than the thumbnail. The same is true for editorial posts.



“the time spent in the main content areas was 4,000% more than the time spent in the areas containing the banner ads, resulting in significantly higher brand recall”

DOCTORS ARE EXTREMELY BUSY

Video Best Practices

Shorter is better

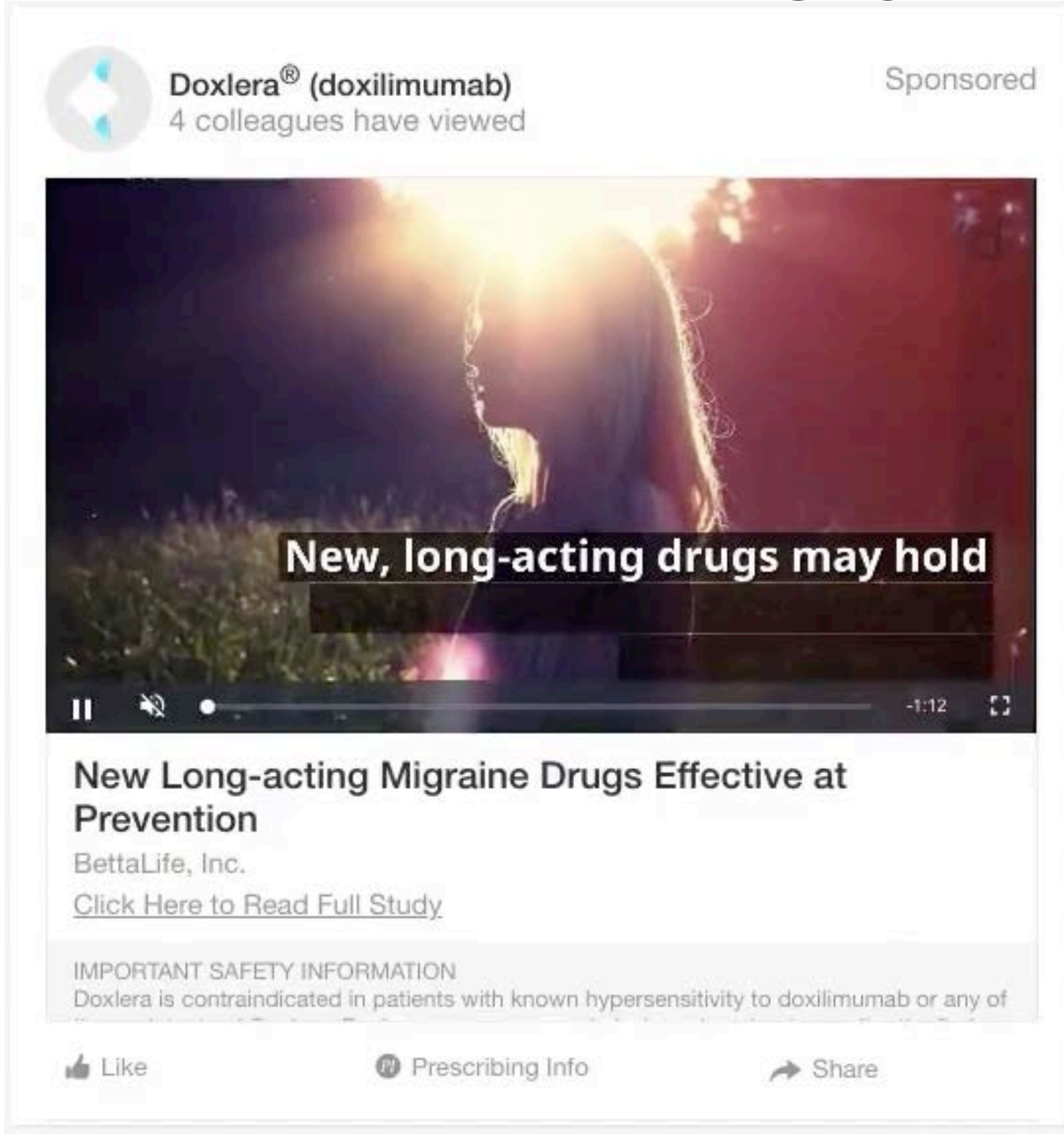
- Capture interest in first 5 sec
- Keep under 2 min; key messages in first 1 min

Visual Storytelling

- Think like a 'silent film director': include people, graphics
- Include captions or text

Descriptive Headline

- Compelling pre-load image
- Summary text and clear CTA



A screenshot of a Facebook post for Doxlera (doxilimumab). The post is sponsored and shows a video player with a woman's silhouette against a sunset background. The video title is "New, long-acting drugs may hold". Below the video, the headline reads "New Long-acting Migraine Drugs Effective at Prevention" by BettaLife, Inc., with a link to "Click Here to Read Full Study". An "IMPORTANT SAFETY INFORMATION" section states that Doxlera is contraindicated in patients with known hypersensitivity to doxilimumab or any of its components. The post includes interaction buttons for "Like", "Prescribing Info", and "Share".

Doxlera® (doxilimumab)
4 colleagues have viewed

Sponsored

New, long-acting drugs may hold

New Long-acting Migraine Drugs Effective at Prevention
BettaLife, Inc.
[Click Here to Read Full Study](#)

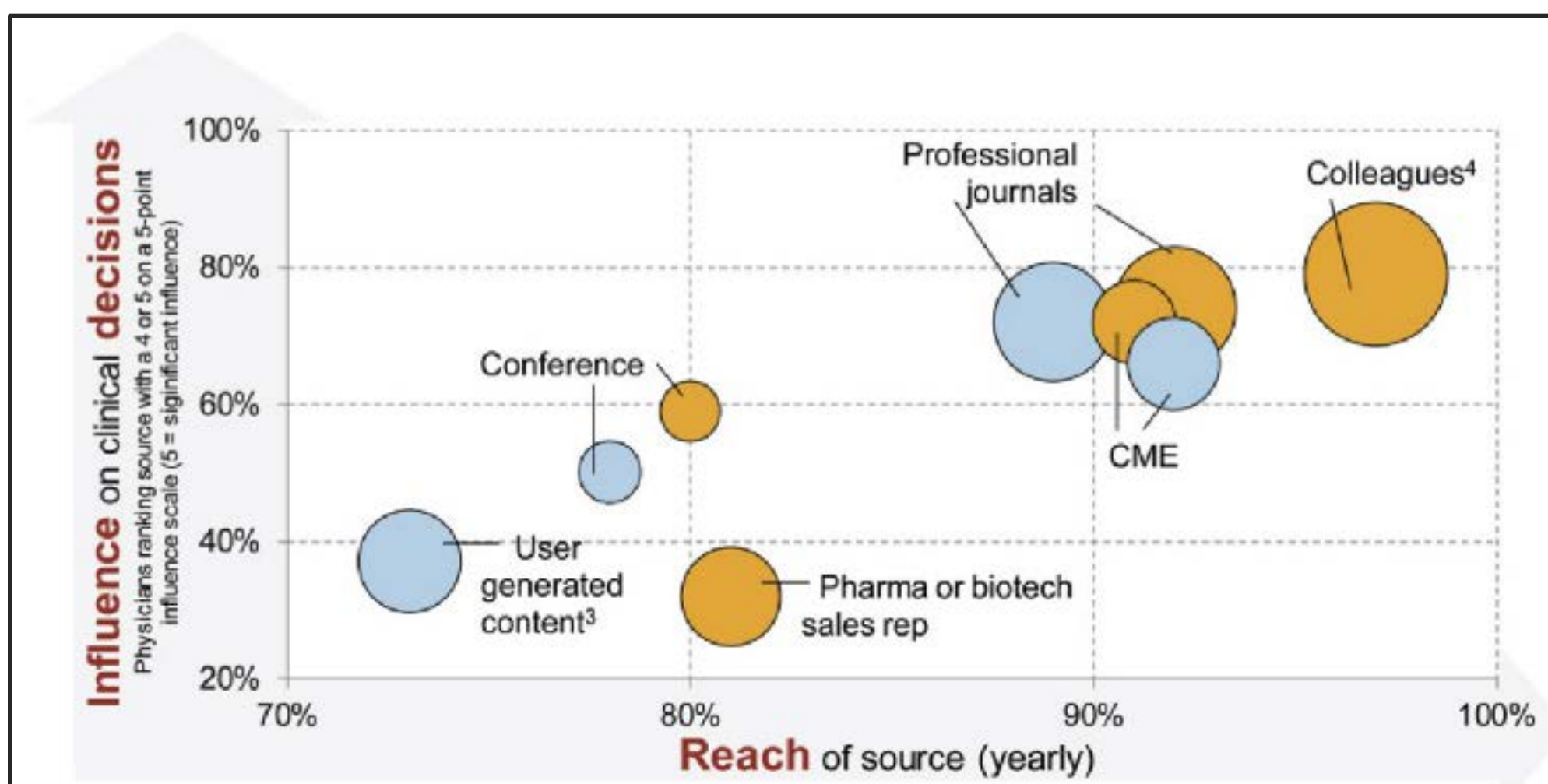
IMPORTANT SAFETY INFORMATION
Doxlera is contraindicated in patients with known hypersensitivity to doxilimumab or any of its components.

Like Prescribing Info Share

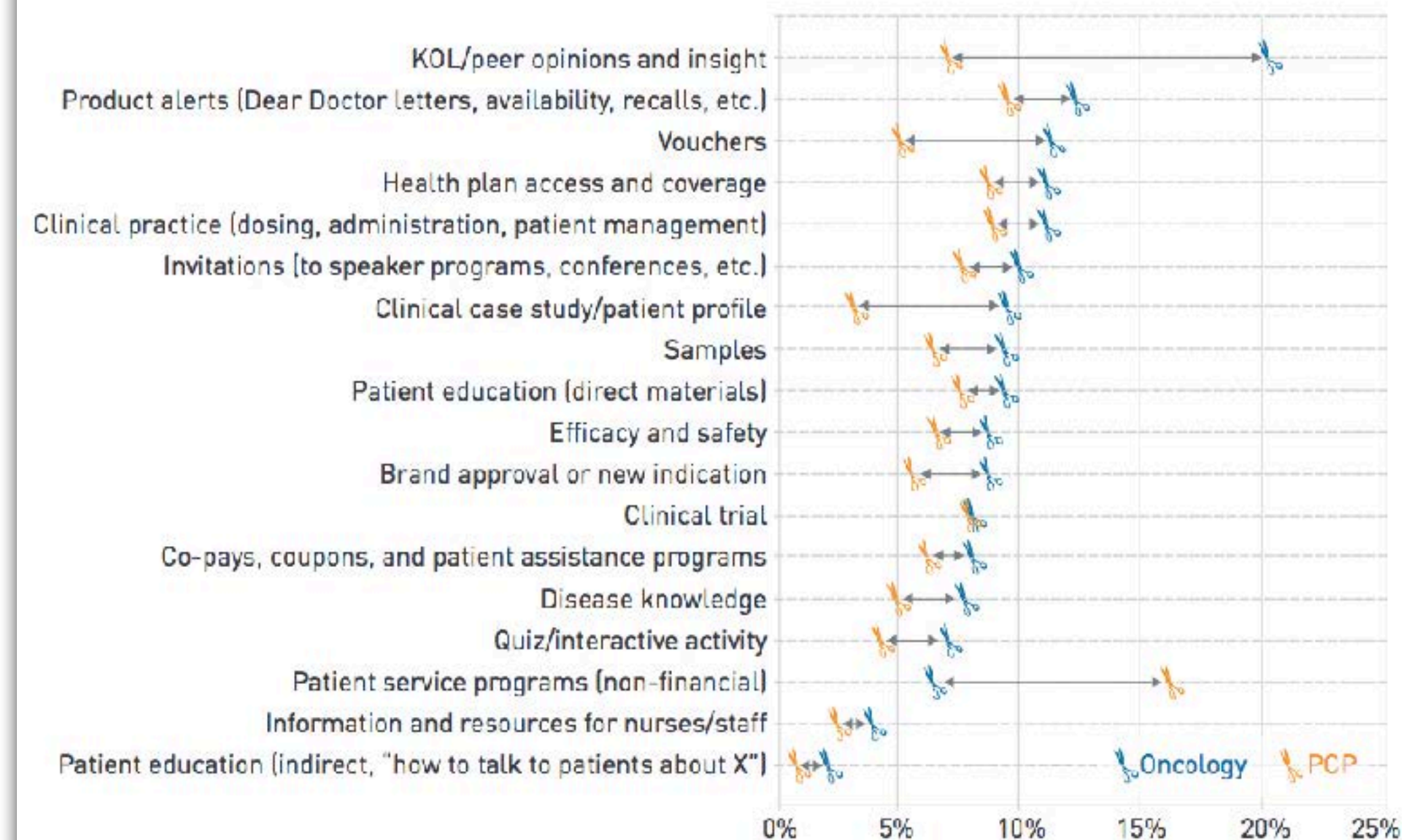
CONNECTIONS MATTER

PHYSICIANS LEARN MOST FROM ONE ANOTHER

*“What we are finding is when we have a **highly knowledgeable local advocate**, there is a rapid dissemination of information among other clinicians who are co-located within a clinic or across a physician network... This peer-to-peer education cascade has been central to our ability to fundamentally change the scientific discussion”*



EMAIL OPEN RATE BY SPECIALTY AND CONTENT TYPE

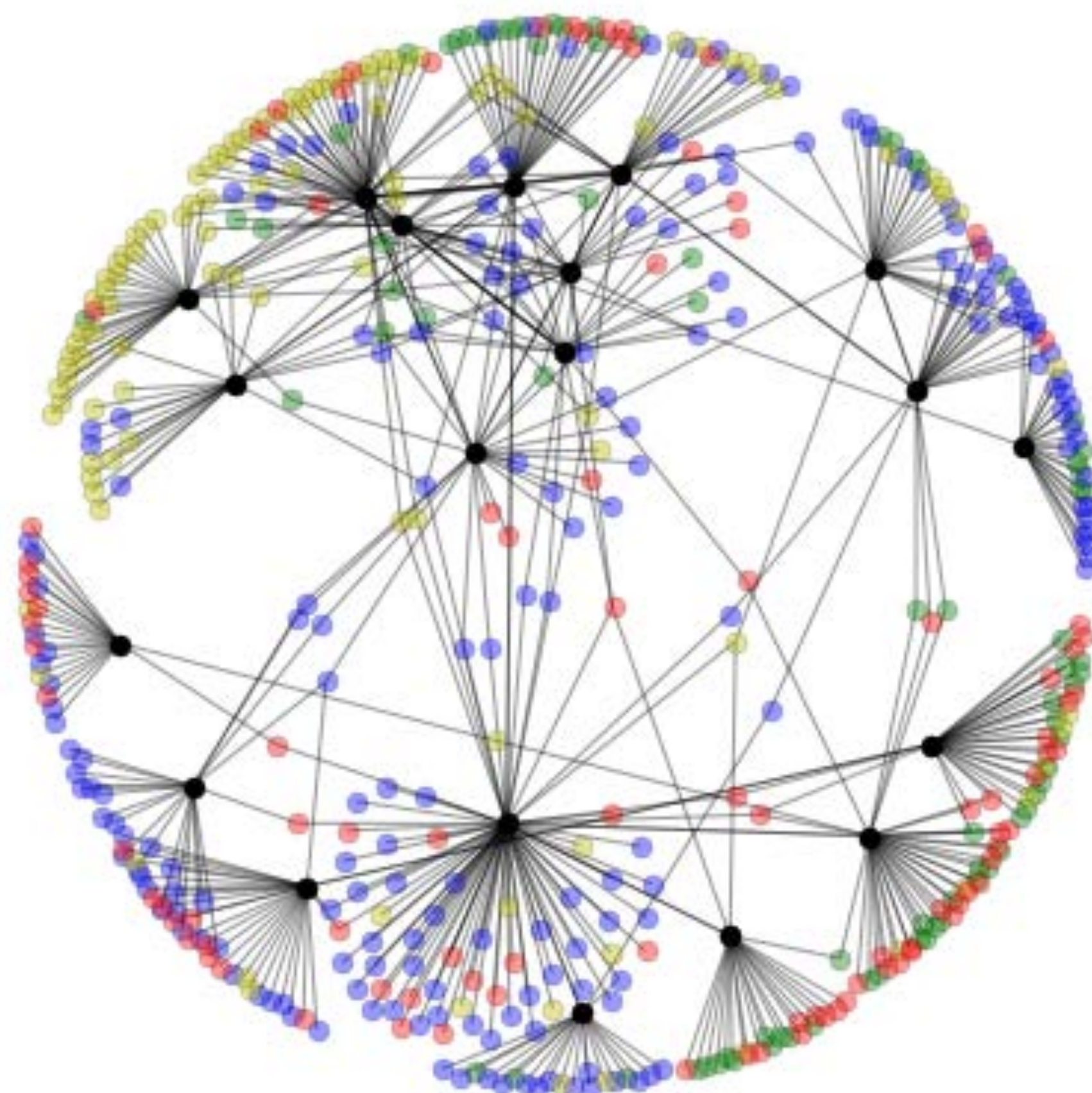


Source: 2016 AffinityMonitor™ data

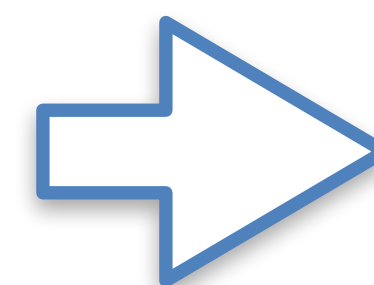
Figure 6: The AffinityMonitor™ study reveals that oncologists and primary care physicians prefer different types of content.

CONNECTIONS MATTER

TARGET SEGMENTS CAN TEACH EACH OTHER



- PARP Champions
- Infusers
- No segment
- PARP Skeptics




Doximity campaigns leverage the strength of targets' connections to permit multiple contexts within which a user can engage with content

- Users can discuss implications
- Champions can 'convert' skeptics
- and more...

DOXIMITY

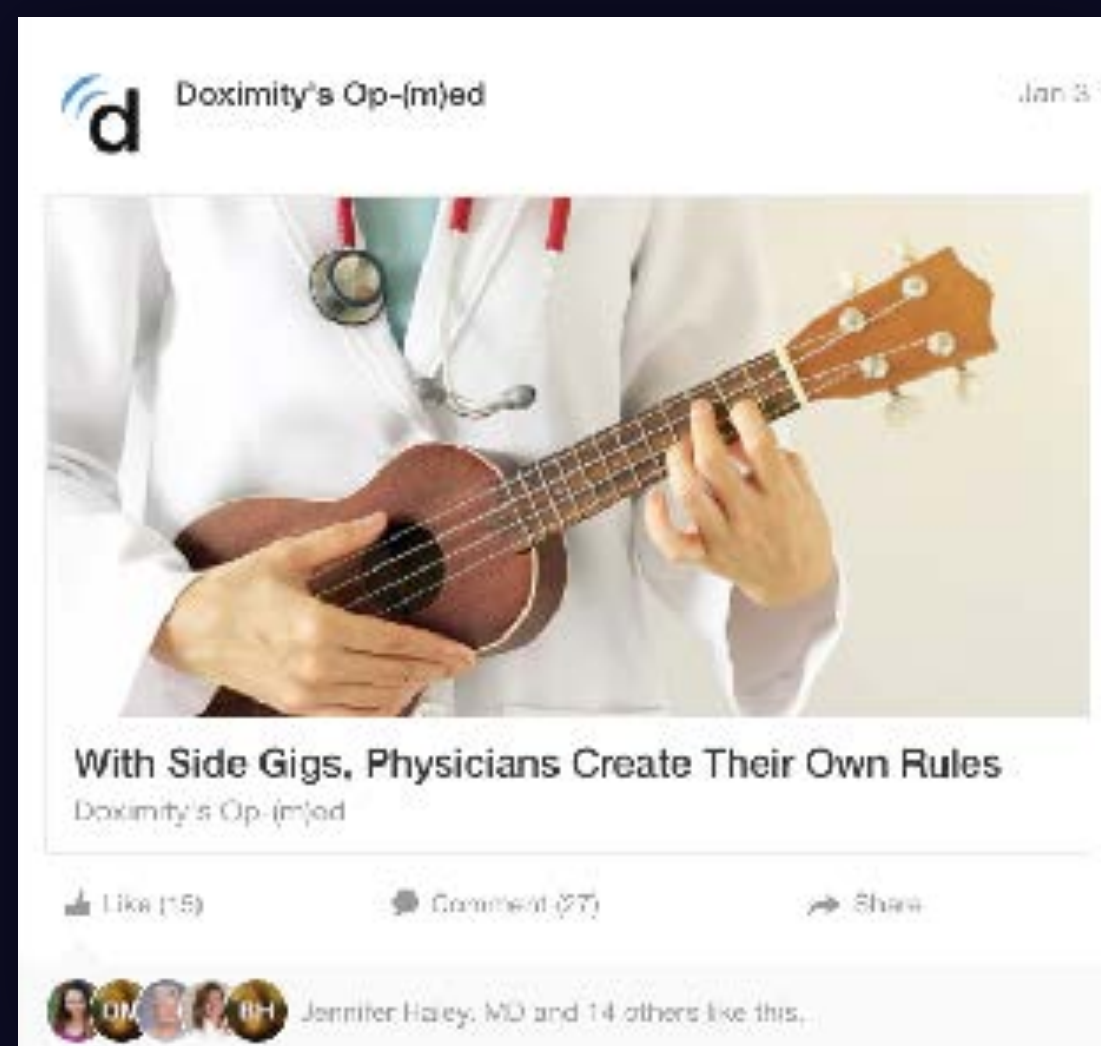
INFLUENCER POST

Original articles
by key influencers

Reinforce the brand message
with sponsored content
authored by d-influencers



Beyond the Bedside



First Stab



OP-(M)ED BY THE NUMBERS

300
articles

172
authors

592k
Reads

2k

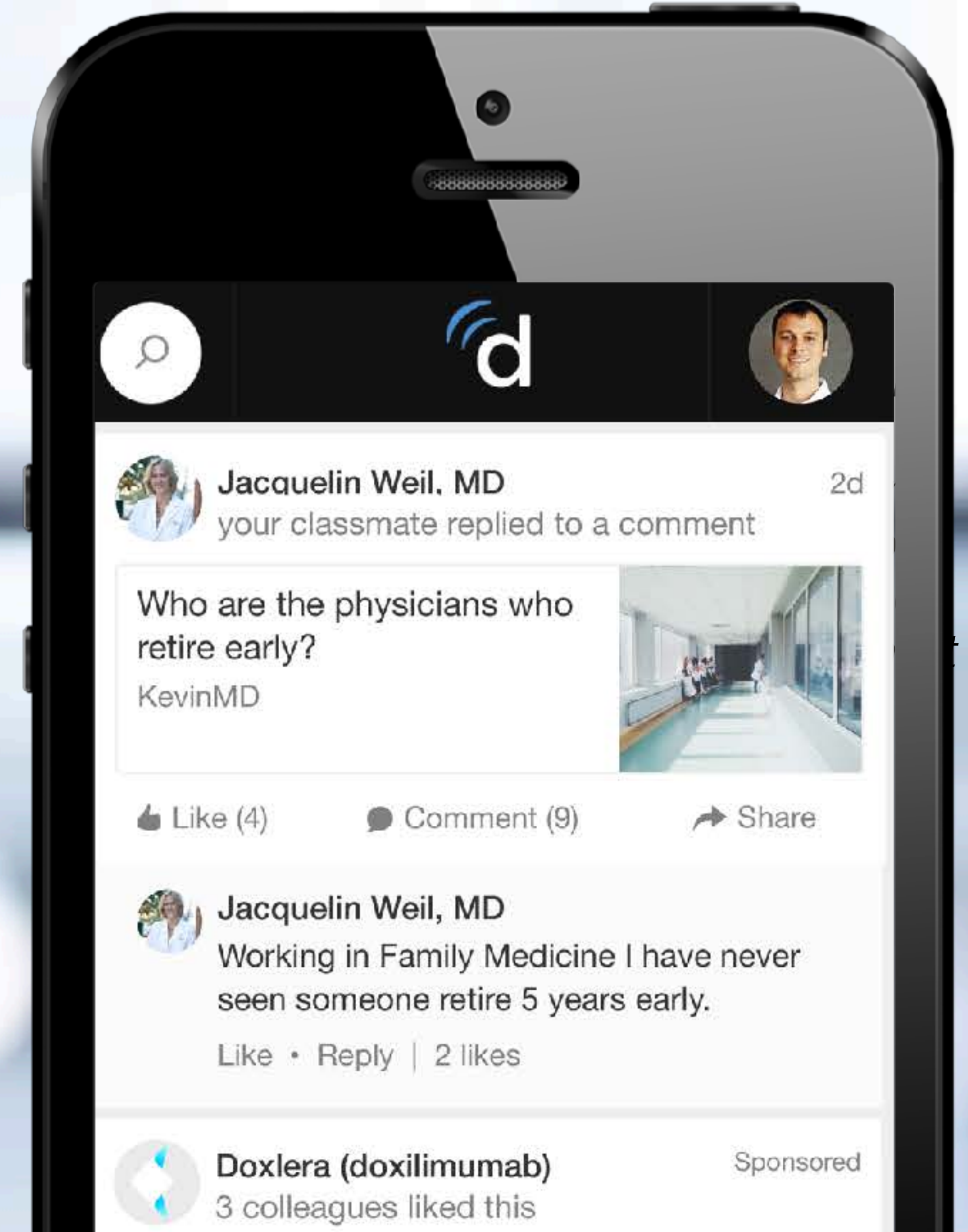


6k



Readers React | Study Roundup | How I Work | How I Study
Opinion Pieces | Featured Podcast | Tweet Roundup

DOCTORS ARE PEOPLE TOO

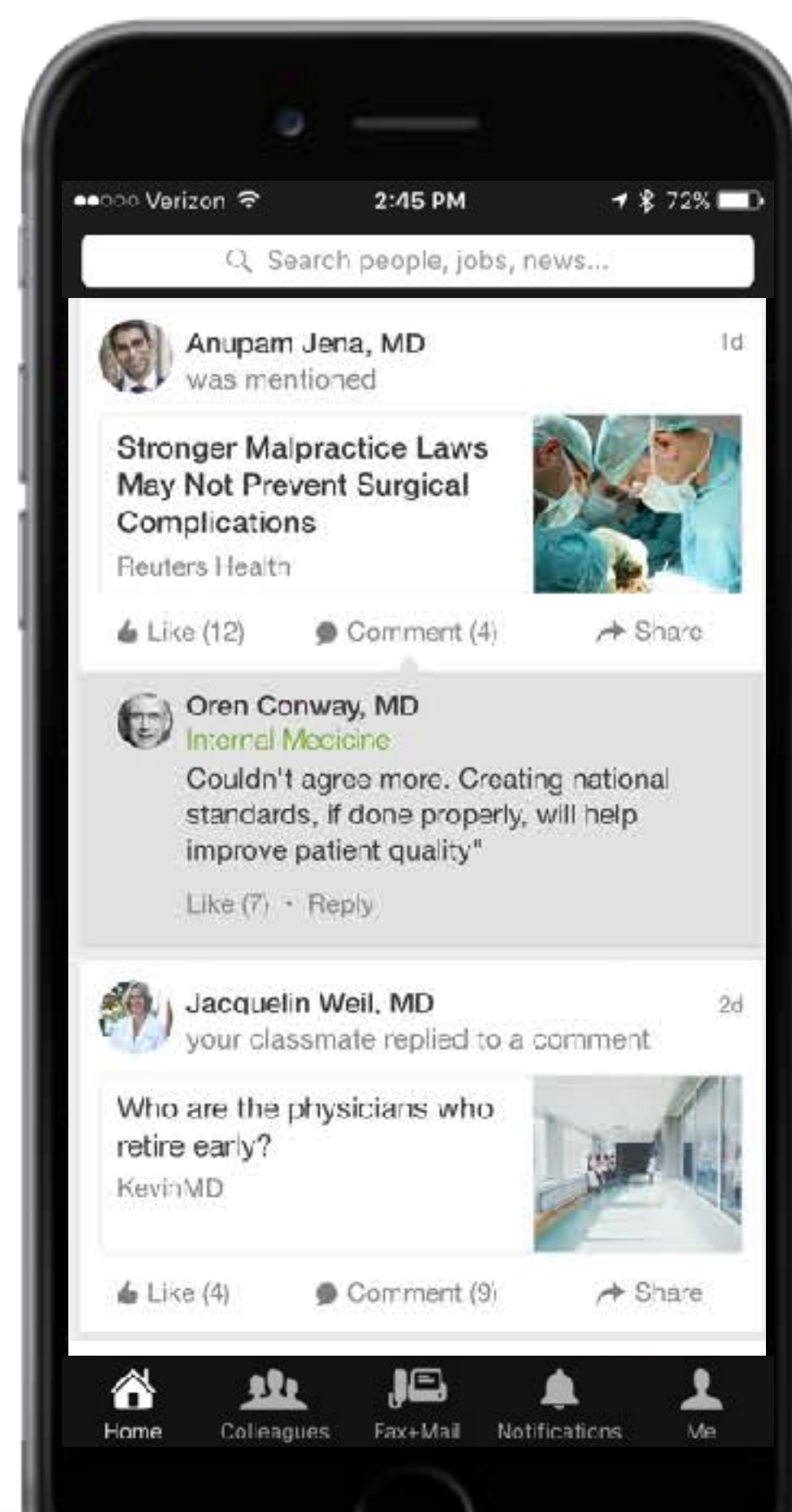


DOCTORS ARE PEOPLE TOO

SAVE THEM TIME AND THEY WILL RETURN

Newsfeed:

72% of sessions included news consumption



Use by Feature (% of Sessions)

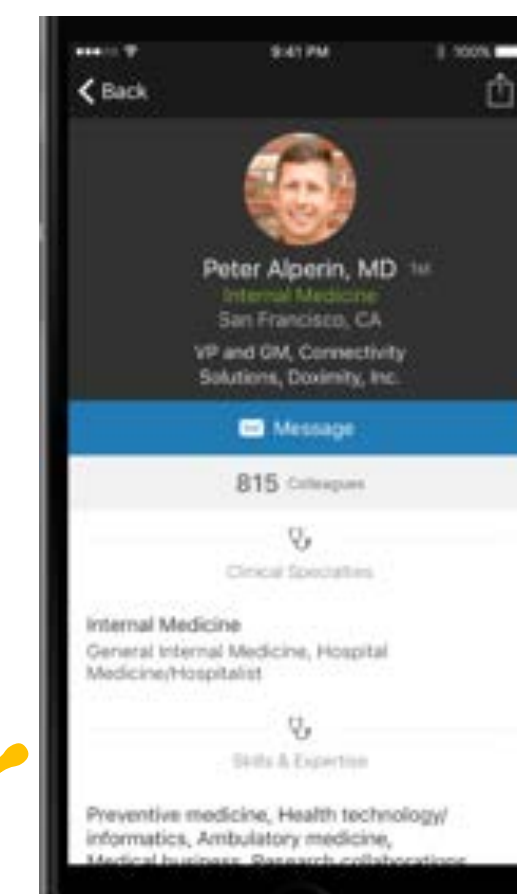
Learning

Connecting

Working

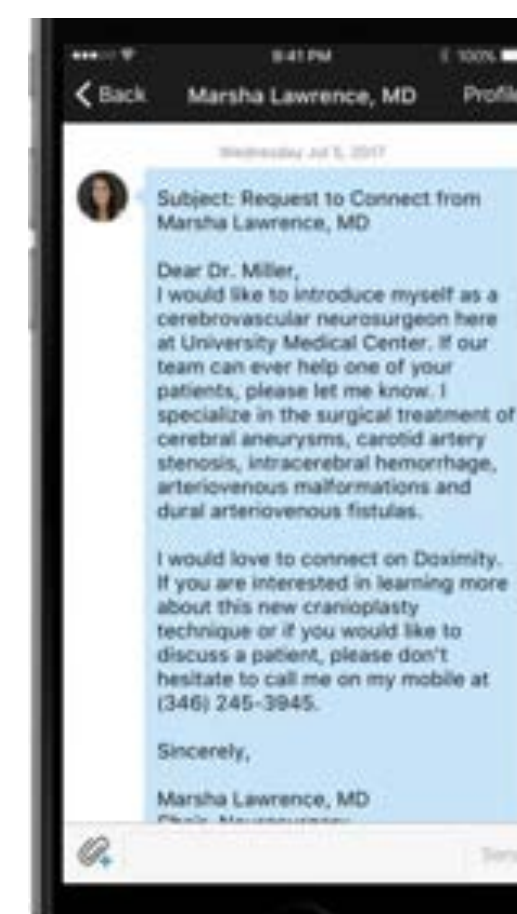
Search:

Looking up colleagues and other HCPs



Messaging:

HIPAA-secure faxes, emails, colleguaging, & more to facilitate workflow



5

DOCTORS ARE PEOPLE TOO

SAVE THEM TIME AND THEY WILL RETURN

>1M

members

65%

QAUs



JAMA Oncology

1 hour ago



Patient Demands and Requests for Cancer Tests and Treatments

JAMA Oncology

Like

Comment (4)

Share



Michael Hoaglin, MD

18h

replied to a comment on

The War Against Stroke Is Stalling

Bloomberg

For at least the past 50 years, the rate at which Americans died from stroke has declined. But that remarkable progress has stalled of late, ac...

Like

Comment (6)

Share



Michael Hoaglin, MD

Emergency Medicine

Sep 10

Q & A

