

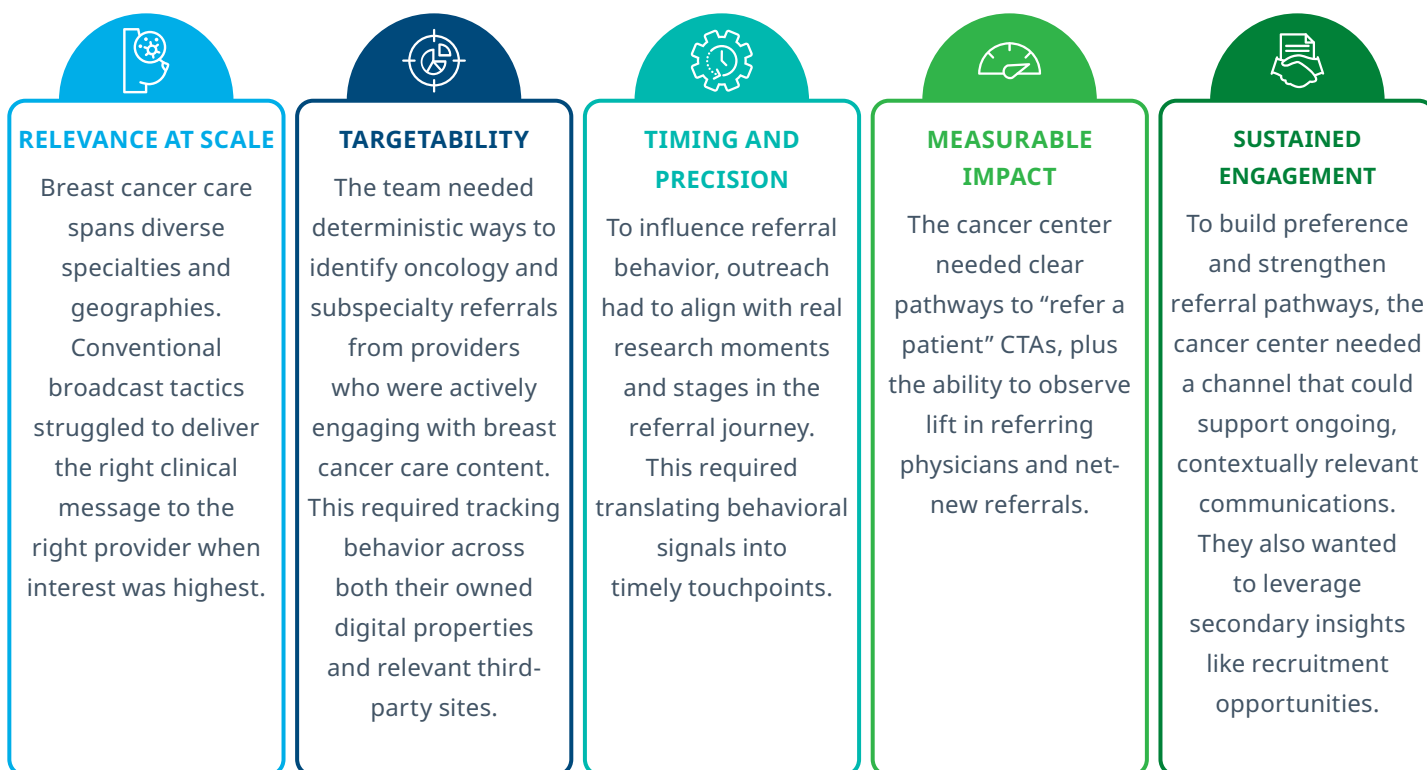
Triggered Email Drives Referral Growth for California-Based Cancer Center Breast Cancer Program

Headquartered in California, this organization operates a national network of oncology-focused hospitals, including cancer centers spanning four states. It is consistently recognized among the nation's top cancer hospitals by U.S. News & World Report.

To expand referrals for its Breast Cancer Program, the organization needed a way to identify the right providers and reach out with custom messaging based on where a provider was in their referral journey. By pairing the innovative use of data with timely, behavior-based outreach, they aimed to bridge the gap between physician research and referral action.

Challenge: The health system needed a scalable way to deterministically identify high-value referring providers and deliver timely, journey-based messaging that could influence referral behavior and be measured

For this cancer center, increasing referrals to its Breast Cancer Program required solving several challenges:



The approach: Activating behavioral data with IQVIA's AIM Triggered Email Program

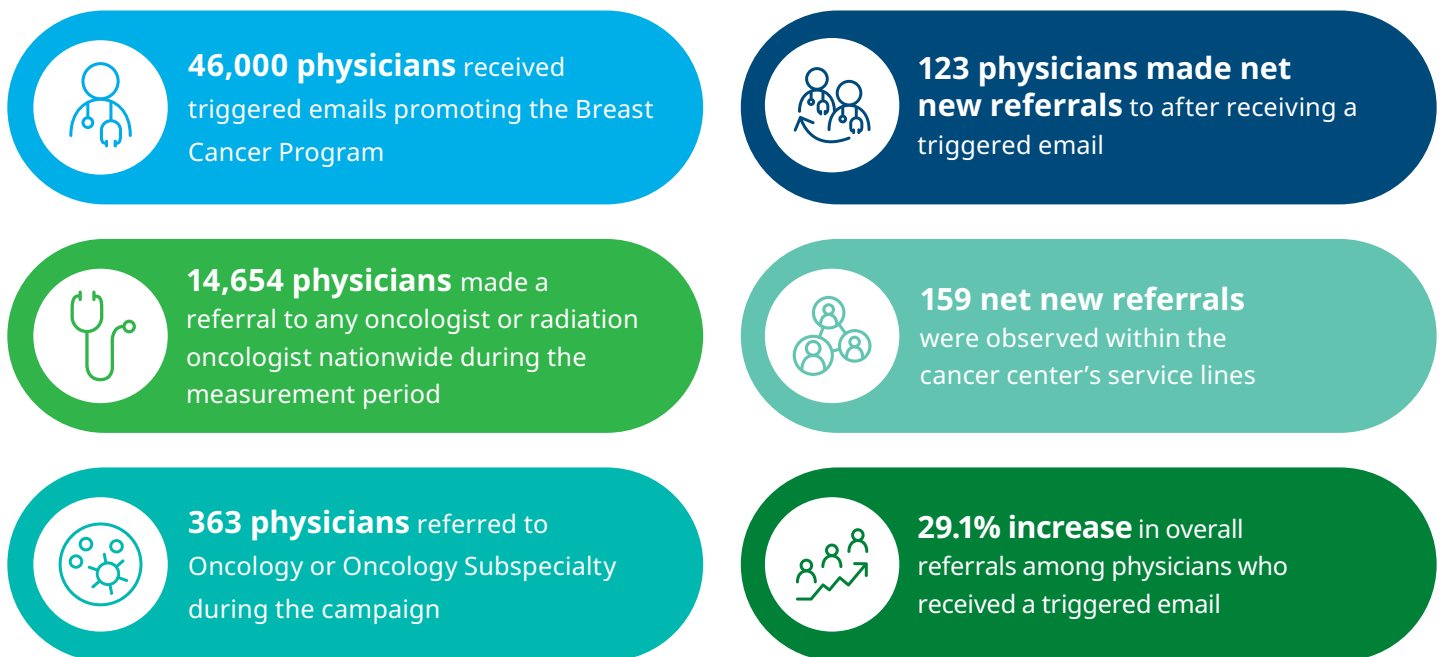
The cancer center partnered with IQVIA to deploy the AIM Triggered Email Program, using data-driven insights to reach highly specific physician targets at key points of their referral and research journeys. The strategy centered on three core elements:

- **Deterministic identification.** IQVIA's AIM Triggered Email Program identified oncology and specialty providers who were actively researching breast cancer topics. The technology tracked physician behavior on organization's website and a national network of medically relevant sites.
- **Behavioral triggers.** When a provider showed interest in breast cancer care, AIM triggered a targeted email within 24 hours. This ensured outreach happened at the moment of real intent.

- **Personalized, timely outreach.** Four campaign emails were sent to 46,000 physicians nationwide. Each message was tailored to promote the Breast Cancer Program and drive credibility and preference through expertise, innovation, and survival rates. Three emails included a clear "Refer a Patient" call to action, making it easy for interested physicians to take the next step.

By using AIM's advanced targeting, the cancer center addressed the challenge of engaging physicians with timely, relevant emails. Each message was directly connected to the provider's demonstrated interest in breast cancer care. This approach made outreach more meaningful and actionable.

The results: Measurable referral lift and new patient growth



Thanks to the AIM Trigger Program's use of behavioral data and precisely triggered emails, the cancer center saw a measurable lift in both new and existing referrals.

Create a scalable HCP targeting model with AIM XR

The success of the Breast Cancer Program demonstrates how IQVIA's AIM XR solution can measurably increase referrals to targeted specialties across a major health system. By leveraging deterministic identification, behavioral triggers, and first party data, AIM XR drove precise, personalized engagement with thousands of physicians at a meaningful time to influence referral

behavior. The campaign resulted in a 29.1% increase in overall referrals from physicians who received a triggered email.

This approach provides a scalable model for health systems seeking to improve physician engagement and referral growth by:



If you're ready to transform your healthcare marketing, [contact IQVIA to request a consultation or demo of AIM Trigger Programs](#). Discover how AIM XR can help you achieve smarter, more impactful HCP engagement and drive exceptional results for your organization.