

Expanding Referral Networks and Engagement for a Top Children’s Hospital

A well-known children’s hospital wanted to increase awareness and referrals for its world-renowned pediatric oncology program. Despite strong clinical differentiation, the hospital faced a common challenge: strategically identifying the most relevant physicians to engage, and connecting with them in ways that would drive greater awareness, preference, and ultimately influence referral behaviors.

The hospital’s marketing team needed a strategic approach to engage physicians at meaningful moments — specifically, to intercept providers when they were actively researching oncology conditions and treatment options. By leveraging [IQVIA’s AIM XR Triggered Program](#), the hospital was able to precisely identify these high-value providers and deliver targeted, behavior-based emails within 24 hours of their demonstrated interest, aiming to influence referral decisions while the provider was considering patient care.

Strengthening Pediatric Oncology Referrals and Engagement

Awareness + Preference

11,981 DELIVERED
21,394 EMAILS
3,810 HCPs OPENED (32%)

Opens were **highest for Pediatric Emergency Med and Pediatric Surgeons**

Consideration + Interest

47% READ 1.4% CTR
21% SKIMMED 3.6% UNSUBSCRIBE
32% GLANCED*

Engagement rates look very positive, meeting or exceeding benchmarks

Conversion

98 CLICKS

Advanced Innate Cell Therapy email saw the **most clicks at 49 clicks**






31 net new referrals made by 23 net new referrers to oncology services within the prioritized specialties at the hospital

*Glanced: <2 seconds on email; Skimmed: 2-8 seconds on email; Read: >8 or more seconds on email.

The challenge: Breaking through the noise to reach the right referring providers

To drive greater awareness and influence referrals, the hospital set out to identify HCPs in relevant specialties such as pediatric critical care medicine, pediatric hematology-oncology, pediatric surgery and pediatric emergency medicine while also understanding their real-time behaviors across owned and third-party digital ecosystems. They could then trigger timely, relevant communications that would strengthen preference and drive new referral behavior.

Key goals for the program were to:

-  Capture referring providers researching pediatric oncology topics across the web and on the hospital's website
-  Drive awareness and preference for the pediatric oncology program among priority specialties and geographies
-  Trigger timely, contextually aligned HCP communications to increase engagement
-  Convert interest into referral actions, with clear pathways to "refer a patient" and program information
-  Identify secondary opportunities (e.g., recruitment insights) from observed HCP behavior






Meeting these goals required a solution that could translate real-time behavioral insights into targeted outreach. The hospital turned to IQVIA's Audience Identity Manager® XR (AIM XR) Triggered Program to make that possible.

The approach: Precision outreach with AIM XR

IQVIA's AIM XR Triggered Program was selected because it provided the precision and scale needed to identify and engage the right providers at the exact moment of pediatric oncology-related research.

AIM XR observed HCP research behavior across more than 5,000 medically relevant sites and on the hospital's own website, then deployed triggered emails within 24 hours based on contextual signals, drawing from a list of pre-defined keywords and topics (e.g., acute lymphoblastic leukemia, adolescent cancer, novel immunotherapy, etc.)

The geographic strategy combined national reach with local emphasis for certain specialties integral to pediatric oncology referral pathways, including:

-  PEDIATRIC HEMATOLOGY-ONCOLOGY
-  PEDIATRIC SURGERY
-  PEDIATRIC CRITICAL CARE MEDICINE
-  HEMATOLOGY
-  GENERAL PEDIATRICS (LIMITED A LOCAL, REFERRING CATCHMENT AREA)

By aligning creative and subject lines to high-intent topics and strengthening calls to action (e.g., refer-a-patient, thought leadership, find-a-physician), the hospital created applied awareness that translated into measurable engagement and downstream referral activity.

This combination of precise identification, timely outreach, and personalized messaging ensured that the hospital met providers where their interest was highest. By uniting contextual insights with clear referral pathways, AIM XR advanced awareness of the pediatric oncology program and also uncovered unexpected opportunities, such as provider interest in recruitment. The result was a scalable, data-driven model for strengthening both referral networks and organizational growth.



Results: Expanding referral Pathways with measurable impact

Results show how the AIM XR Trigger Program strengthened the awareness and preference of the pediatric oncology program, while creating new measurable referral growth.



Above AIM XR triggered email program benchmarks and consistent across priority HCP audiences.



Well under industry standards and showing sustained interest in pediatric oncology content.



Captured from the hospital's website, with top activity on the Cancer and Hematology landing page, Find a Doctor page, and notably, the Careers page — highlighting referral pathways as well as recruitment opportunities.

Looking ahead: Extending value across referrals and recruitment

The hospital plans to build on this initial program by exploring opportunities to extend the program for another six months. The plan is to refresh creative and implement stronger calls to action. Insights around high engagement on the careers pages also unlocked a secondary use case for AIM XR in supporting physician recruitment, thus future campaigns will incorporate additional referral links, thought leadership, and recruitment content.



If you're ready to transform your healthcare marketing, [contact IQVIA Health System Solutions](#) to discover how AIM XR can help you achieve smarter, more impactful HCP engagement and drive exceptional results for your organization.



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