

# Johns Hopkins Medicine Increases Oncology Referrals with Smarter Physician Engagement

Today's healthcare ecosystem poses a key challenge for marketers: reaching busy physicians at the precise moments they're researching treatment options for their patients. With increasing patient panels and limited time, effective communication strategies for physicians demand personalized, timely communication.



Johns Hopkins Medicine recognized this shift while working to increase patient referrals to their Proton Therapy Center. Proton therapy, a highly specialized cancer treatment, requires targeting the right referring physicians at the right time to connect patients with this potentially life-changing treatment option.

## The challenges: Overcoming barriers to effective HCP marketing

For Johns Hopkins Medicine, driving new patient referrals to their Proton Therapy Center presented several challenges, including:

### Complexity

Many high-value medical treatments are complex and require detailed discussions for healthcare professionals to fully understand their benefits and appropriate patient applications.

### Targetability

Johns Hopkins Medicine effectively uses broadcast emails to keep physicians informed about service line news and updates. AIM XR enhanced this approach by adding a personalized and tailored approach, ensuring that highly specific messages reach physicians with relevant clinical interests at the most opportune times.

### Precision

With a treatment as complex as proton therapy, effective physician engagement required identifying physicians at the precise moments they are actively researching treatment options. This timing is crucial, as it significantly impacts referral decisions, ensuring that physicians receive relevant information when they need it most.

### Engagement

Johns Hopkins Medicine sought to establish long-term referring relationships with physicians who hadn't previously referred — not just for proton therapy but across all service lines. Email outreach enables health systems to have a more long-form engagement with physicians, intended to educate and change their behavior through detailed, clinical content.



## The approach: Leveraging IQVIA's Audience Identity Manager® XR (AIM XR)

Johns Hopkins Medicine used IQVIA's Audience Identity Manager® XR (AIM XR) solution to generate referrals by connecting with the right physicians during their research process and allowing for a customized and impactful journey of email communications that deliver focused education precisely when it matters most.

### Deterministic identification



Drawing from AIM XR's deterministic identification of more than 1.4 million HCPs, Johns Hopkins Medicine precisely identified specialists of interest researching diagnoses and treatments related to proton therapy in the northeast. Our patented tagging methodology ensures provider identity with accuracy.

### Behavioral triggers



AIM XR provides 350 million monthly trigger opportunities across more than 5,800 medically relevant websites and Johns Hopkins Medicine web property activity. Drawing from this IQVIA provider research ecosystem data, Johns Hopkins Medicine identified 15,901 physicians actively researching proton therapy treatment or cancer types that can be treated with proton therapy.

### Personalized email campaigns



Johns Hopkins Medicine created personalized email campaigns triggered by web research activity and IQVIA ecosystem data. Four campaign arms were sent targeting breast, CNS, prostate and thoracic cancer with three emails sent per campaign arm.

## THE RESULTS: DRIVING REFERRALS AND ACHIEVING HIGH ROI



Johns Hopkins Medicine provided IQVIA with a proton therapy-specific net income per patient derived from a 12-month period ending in December 2023. The number of net new patient referrals x the net income per patient = ROI.



Return  
on investment  
**22:1** ROI



Johns Hopkins Medicine saw outstanding results for their Proton Therapy Center campaign. Using IQVIA AIM XR, key quantitative outcomes included:

- **31 physicians:** Observed making referrals to Johns Hopkins Medicine's proton therapy treatment specialties during the time of the triggered mail program
- **28 net new physicians referring:** These physicians made 28 referrals to proton therapy services after receiving triggered emails. The physicians hadn't referred into proton therapy services in the previous 12 months

AIM XR's deterministic identification and behavioral triggers enabled precise targeting, fostering meaningful connections with HCPs. The campaign highlighted the value of personalized, timely communications in influencing physician decision-making.

By delivering well-timed, relevant content based on HCP behavior, AIM XR enabled Johns Hopkins Medicine to effectively engage physicians at critical moments of interest, driving both referrals and revenue.



# Transforming HCP marketing with AIM XR

The approach offers a scalable framework for hospitals and health systems aiming to enhance HCP engagement, including:



**Expanding target audiences:** Broaden the reach to include more HCPs and potential referring physicians to drive additional referrals and revenue.



**Enhancing personalization:** Leverage AIM XR's insights to deliver customized, contextually relevant messages tailored to HCPs' specialties and interests.



**Optimizing campaign strategies:** Use A/B testing and continuous monitoring to refine messaging, channels and timing for maximum impact.



**Leveraging cross-channel engagement:** Coordinate efforts across digital, email and in-person channels to create a cohesive experience.



**Measuring and reporting outcomes:** Regularly analyze ROI and engagement metrics to refine strategies and demonstrate value.

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.

