



Triggered Email Program Brings Net New Referrals to Oncology Center


Major medical center drove 159 net new patient referrals to their oncology service line with IQVIA's physician research behavior triggered emails.

Background


Our client is a top treatment, research, and academic facility dedicated to making a difference in the lives of people with cancer, diabetes, and other life-threatening illnesses.

The Oncology Center wanted a proactive solution to address the low referral rate in their oncology specialty service lines, specifically Radiation Oncology and Oncology specialties of interest. They worked with IQVIA Digital to identify priority providers researching medically relevant information and deliver timely and highly relevant content to increase referral behavior.

Opportunity



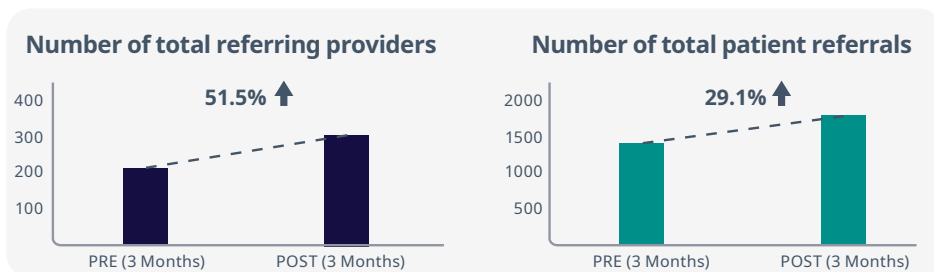
Identify when/where the health system marketer can engage intelligently with high-value providers



Provide a personalized, omnichannel experience to drive service line growth

Results


Of those receiving AIM XR triggered emails, we observed **159 net new patient referrals** from **123 net new referring physicians** in the Oncology Center's specialties of interest. Other net impact from the campaign include:




159
NET NEW PATIENT REFERRALS
from 123 net new referring physicians



51.5% increase in total referring providers who received a triggered email



34% of referring physicians only referred after receiving a triggered email



29.1% lift in total patient referrals by providers who received a triggered email

Approach

Email campaign period: June 2021 to February 2022

Behavior observation period: January 2021 to January 2022

1. Leverage privacy-optimized claims data to reach the most relevant referring physicians.
2. Build a custom series of emails triggered by AIM XR, which provides daily provider-level research insights, with prominent call-to-actions for referral to the center's Oncology service line.
3. Analyze claims data over the observation period to understand the net impact of triggered emails on physician-referring behaviors.

AIM XR deterministically identifies physicians visiting medical websites in real-time, without requiring registration. Research activity is contextualized daily to deliver brand indication, disease, and competitor insights at the NPI level.*

*94% of US-based HCPs are opted in and are AIM XR tagged.

SIGNIFICANCE

With IQVIA's unique approach to intelligent and personalized engagement, the Oncology Center reached priority providers researching medically relevant information and delivered timely content with triggered emails. Given the significant growth in two unique specialties of interest, Radiation Oncology and Oncology, through net new patient referrals and referring physicians, the Oncology Center decided to continue our bespoke program to maximize momentum.



IQVIA Digital powers exceptional brand experiences, delivering innovative solutions based on a customer-first, insights-driven, and integrated omnichannel vision. We provide authenticated, privacy-enhanced data and analytics, innovative fit-for-purpose healthcare technology, and the expertise to enable an effective and adaptable marketing model that drives better quality of care and patient outcomes. IQVIA is the leading global provider of data, advanced analytics, technology solutions and clinical research services for the life sciences industry.

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