



Driving Referrals Through Smarter Physician Engagement

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M E D I C I N E

Introductions



Kathleen Allenbaugh

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Johns Hopkins Medicine



Azmina Rahemanji

Strategic Marketing
Johns Hopkins Medicine



Stacy Compt

Client Success Leader
IQVIA Health System Solutions

About Johns Hopkins Medicine

Johns Hopkins Medicine



Quick Facts

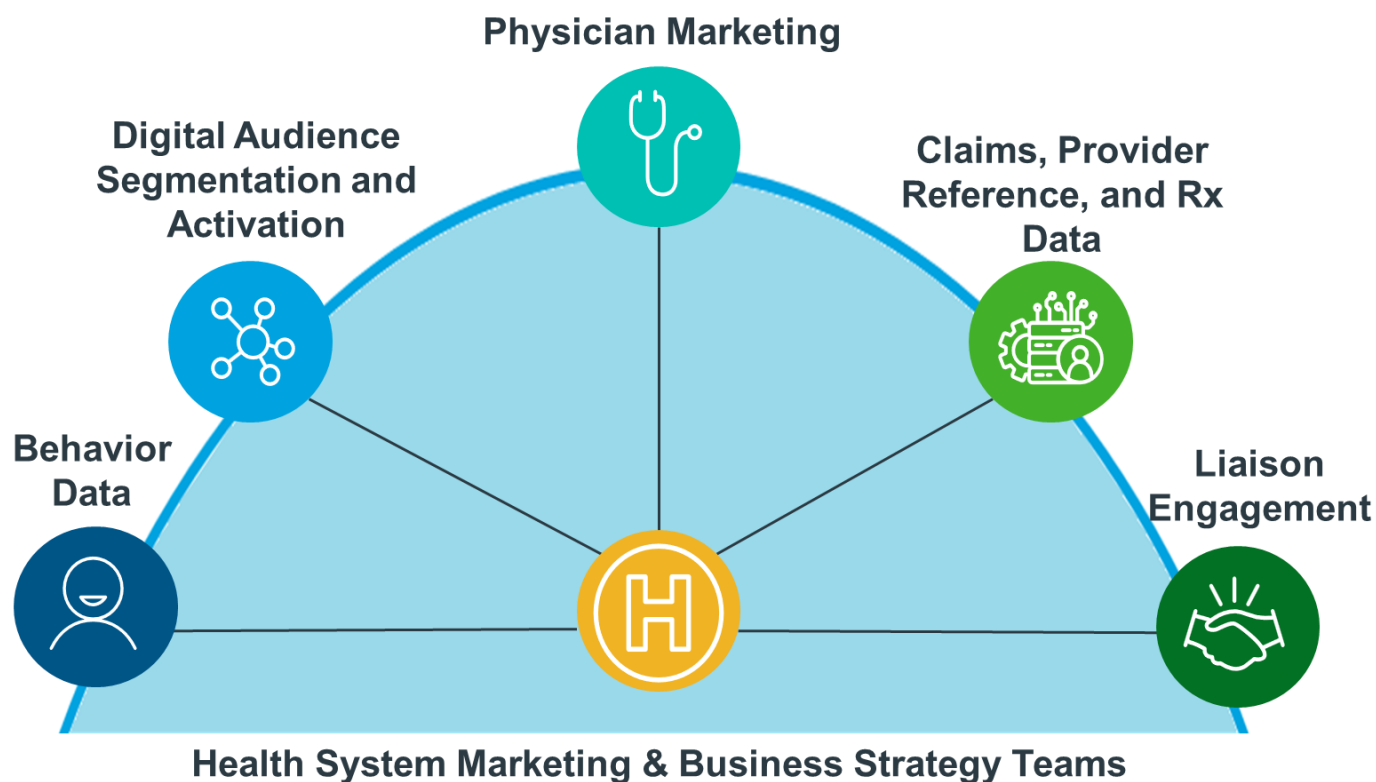
- Consistently among the top US hospitals
- Includes 6 hospitals, 4 surgical centers, 39 outpatient locations and 6 ambulatory surgery centers.
- Renowned for specialty and subspecialty care
- Pioneers in medical research and clinical trials.
- Community Focus: Extensive community health initiatives and outpatient services.

Our Mission

The mission of Johns Hopkins Medicine is to improve the health of the community and the world by setting the standard of excellence in medical education, research, and clinical care.

About IQVIA

Health System Solutions



Quick Facts

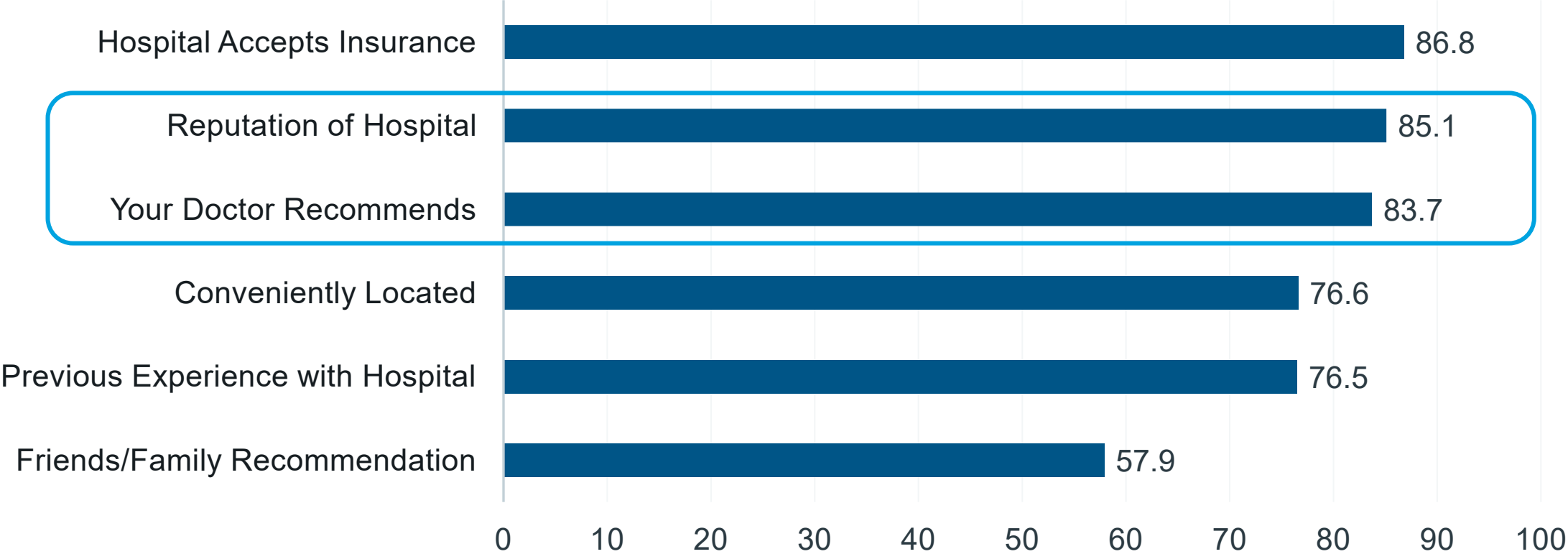
- Global leader in healthcare data
- National leader in physician data
- 90,000 employees across 100 countries
- Partnered with 16 of the top 20 U.S. News & World Report-ranked hospitals and health systems

Work with JHM

- Partner since 2017
- Broadcast Email, AIM Trigger Programs, Social & Programmatic Audiences
- Supporting all adult & peds service lines
- Supporting strategic priorities for Referral, Reputation/USN&WR, CME


Importance of Physician Marketing

How important would the following factors be to you when selecting a health care facility?



High-Value Physician Influence

What stands between the patient and the referral? Patients have choices but look to their physician as the authority on their next action.



One of the key findings of a recent study done by the ABIMF showed that ***“the public has greater trust in physicians than they do in the health care system as a whole”*** (64% completely/somewhat trust).*

*American Board of Internal Medicine Foundation (ABIM) commissioned NORC at the University of Chicago to conduct surveys of trust in the U.S. health care system among the public and physicians.

Johns Hopkins Medicine Physician Marketing Strategy



Opportunities



Competitive Environment

AMCs compete nationally for advanced services, while regional health systems are becoming more sophisticated in their approach to care.



Strategic Approach

Physician marketing is a priority and requires a targeted approach. Reputation alone does not create the necessary leads in this environment.

*Understanding
opportunities
and your
competitors
informs how
you differentiate
your
organization.*

JHM Physician Strategy

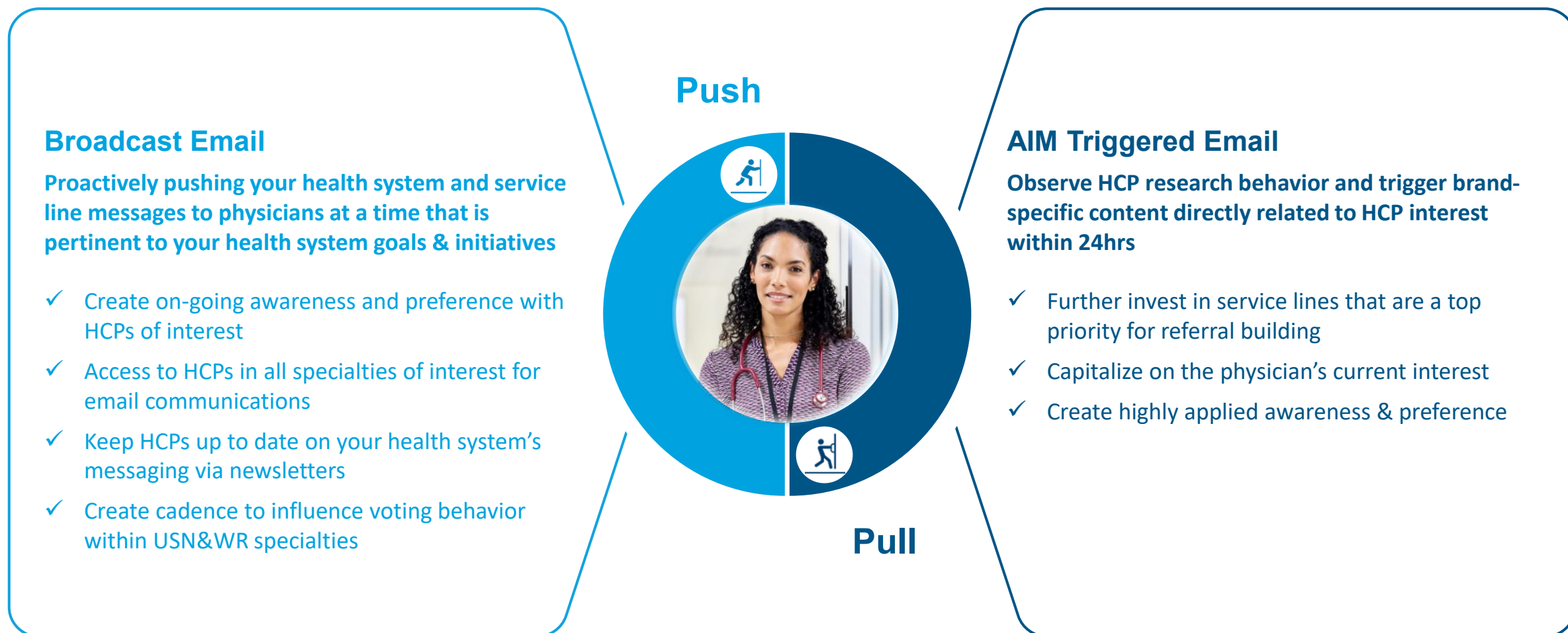
- Every service line is evaluated for a physician marketing angle
- Constant relationship building and management with physicians and service line leaders
- Build a referral strategy:
 - Understand the value your service offers
 - Understand the physician specialties most likely to refer
- Develop a model for general provider awareness
- Develop targeted marketing approach to maximize referrals
- Manage leakage

Being strategically focused provides the opportunity to be business partners who work with departments to grow revenue.

Strategic Physician Engagement



The Push & Pull of Physician Marketing




Your Health System Message In HCPs Hands At High-Value Diagnosing and Treatment Windows

IQVIA Provider Research Ecosystem

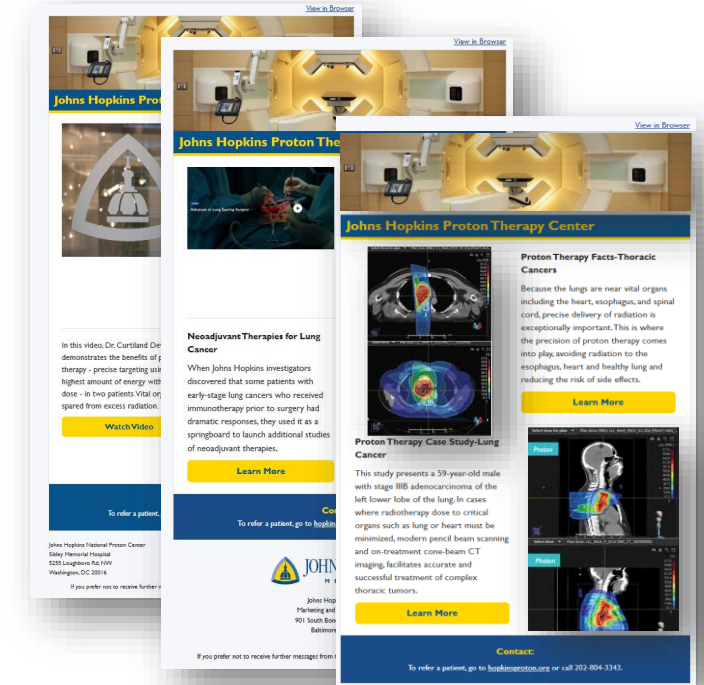


Client Program Related Physician Research Activity Identified



- Provider:
 - Dr. Jane Smith
- Specialty:
 - Radiation Oncologist
- Research:
 - Adenocarcinoma treatment
- Activity Date:
 - April 30, 2025

Client Trigger Program Deploys Within 24 hours of Research Activity



JHM Proton Therapy Drip Program

Enabling Health Systems To Engage With Referring Physicians When They Are Making Critical Treatment Decisions For Their Patients



Dr. Smith is consulting her patient on her thoracic cancer diagnosis. Her patient is currently in chemotherapy and has already gone through radiation. Part of her patient's left lung has been removed, and traditional photon therapy would expose her heart and spine.



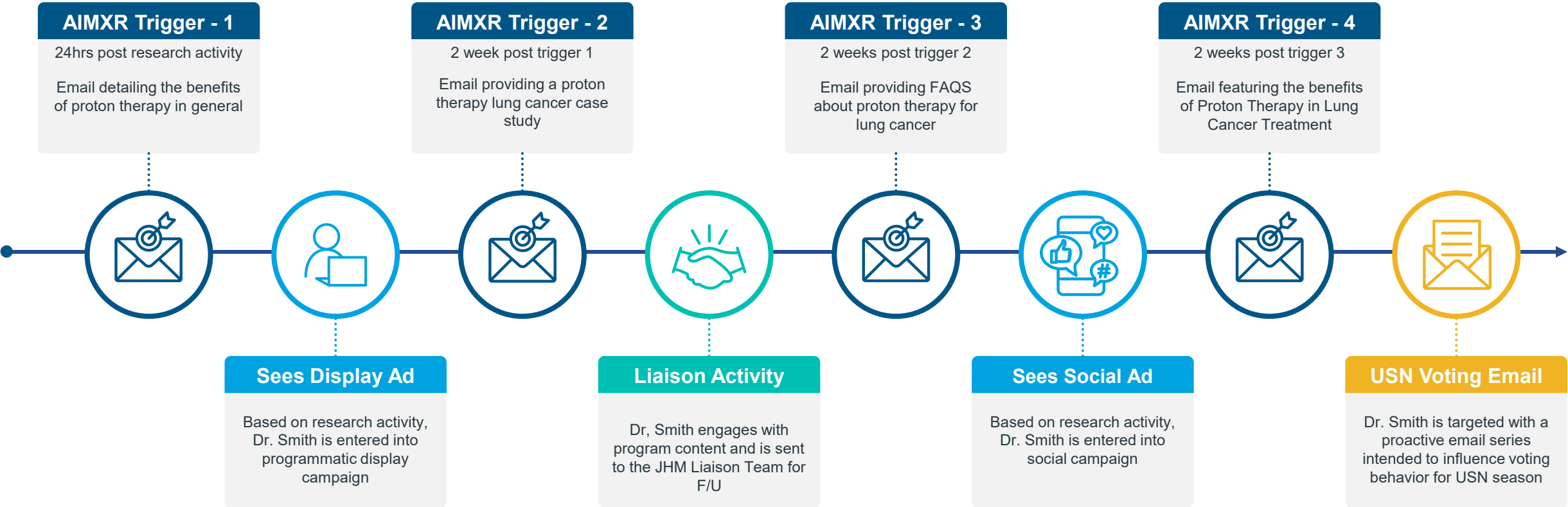
Dr. Smith uses professional research sites to investigate treatment options and recent studies. While researching, she comes across an article on a journal site related to Proton Therapy, which spares vital organs from exit dose radiation specifically Thoracic Cancer .



IQVIA's AIM readers identify that Dr. Smith is consuming clinical content contextualized within the Johns Hopkins Medicine program. This activity identifies Dr. Smith's entry into the program receiving the first email within 24 hours.

Provider Communication Evolution

Dr. Smith is exploring online options for her patient with thoracic cancer, allowing Johns Hopkins to enhance awareness, preference, and referral activities. Moving forward, additional channels can be added to create a comprehensive surround sound effect.



Johns Hopkins Medicine AIM XR Programs and Case Study



JHM AIM XR Trigger Programs

Proton Therapy

- Washington, DC
- Regional Targeting
- At the time, PT was a new technology
- Lack of understanding among referring MDs
- Minimal research on effectiveness



VS

Hepatobiliary and Pancreatic Surgery

- Baltimore, MD
- National Targeting
- Highly competitive regionally
- Showcasing expertise on an existing treatment option
- Highlight advanced multi-disciplinary treatments

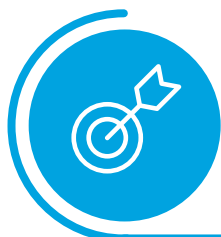


Despite the differences between two initiatives and treatments, the common threads were:

- Importance of physician awareness and subsequent referrals
- Importance of aligning messaging to a clinical/current patient interest
- Importance of having a longer dialogue than is possible via most physician targeting options

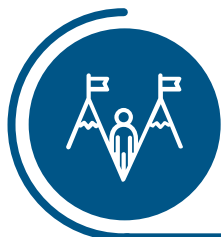
Case Study: Proton Therapy AIM XR Program

Smart, Data-Driven, Effective Physician Marketing



Objectives

- Drive awareness of Proton Therapy and its effectiveness
- Establish JHM as treatment center of choice for Proton Therapy
- Drive new patient referrals to the new JHM Proton Therapy Center



Challenge

- Proton Therapy is a highly specialized treatment option for patients with certain types of cancers. At the time, there was minimal education about its effectiveness, so physicians were hesitant to refer.



Strategy

- Six-month IQVIA AIMXR triggered email campaign; targeting specialists of interest researching diagnoses and treatments related to Proton Therapy across the mid-Atlantic.

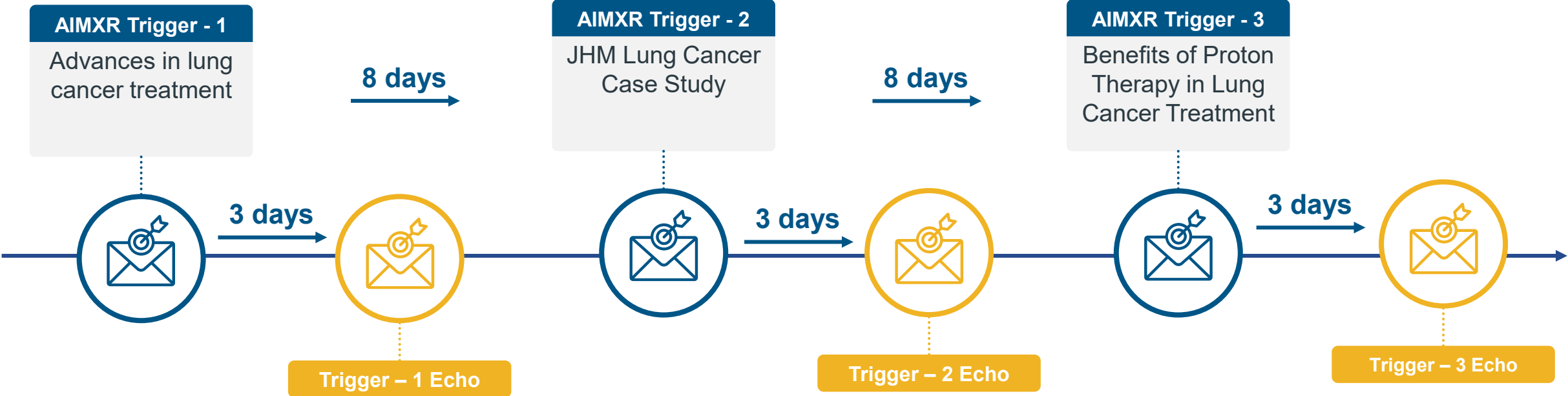


Campaign Details

- 4 email streams deployed with 3 emails sent per stream - breast, CNS, prostate and thoracic cancer
- Physician Liaison activities in concert
- Physician leadership follow up engagement via call or email to high-value and highly engaged recipients

Case Study: Proton Therapy AIM XR Program


Sample Flow: Thoracic Cancer Stream



Case Study: Proton Therapy AIM XR Program

Sample Flow: Thoracic Cancer Creatives

[View in Browser](#)



Johns Hopkins Proton Therapy Center

Advances in Lung Sparing Cancer Surgeries:


Dr. Stephen Broderick discusses advanced surgical procedures and the benefits to lung cancer patients, especially those with compromised pulmonary function, the elderly and former smokers.

[Watch Video](#)


Neoadjuvant Therapies for Lung Cancer

When Johns Hopkins investigators discovered that some patients with early-stage lung cancers who received immunotherapy prior to surgery had dramatic responses, they used it as a springboard to launch additional studies of neoadjuvant therapies.

[Learn More](#)




Contact:
To refer a patient, go to hopkinsproton.org or call 202-804-3343.

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Johns Hopkins Proton Therapy Center

Proton Therapy Facts-Thoracic Cancers


Because the lungs are near vital organs including the heart, esophagus, and spinal cord, precise delivery of radiation is exceptionally important. This is where the precision of proton therapy comes into play, avoiding radiation to the esophagus, heart and healthy lung and reducing the risk of side effects.

[Learn More](#)

Proton Therapy Case Study-Lung Cancer


This study presents a 59-year-old male with stage IIIB adenocarcinoma of the left lower lobe of the lung. In cases where radiotherapy dose to critical organs such as lung or heart must be minimized, modern pencil beam scanning and on-treatment cone-beam CT imaging, facilitates accurate and successful treatment of complex thoracic tumors.

[Learn More](#)




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Johns Hopkins Proton Therapy Center




Because the lungs are near vital organs including the heart, esophagus and spinal cord, precise delivery of radiation is exceptionally important. Johns Hopkins' pencil beam scanning technology combined with the precision of image-guided therapy targets tumors with the highest amount of cancer killing energy with virtually no exit dose. Sparing adjacent vital organs reduces the risk of treatment related side effects including lung inflammation, scarring of the lungs, difficulties swallowing, heart complications and pain.

[Learn More](#)


In this video, Dr. Curtland Deville demonstrates the benefits of proton therapy - precise targeting using the highest amount of energy with no exit dose - in two patients. Vital organs are spared from excess radiation.

[Watch Video](#)



Contact:
To refer a patient, go to hopkinsproton.org or call 202-804-3343.

Johns Hopkins National Proton Center
Sibley Memorial Hospital
5255 Loughboro Rd, NW
Washington, DC 20016

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Case Study: Proton Therapy AIM XR Program

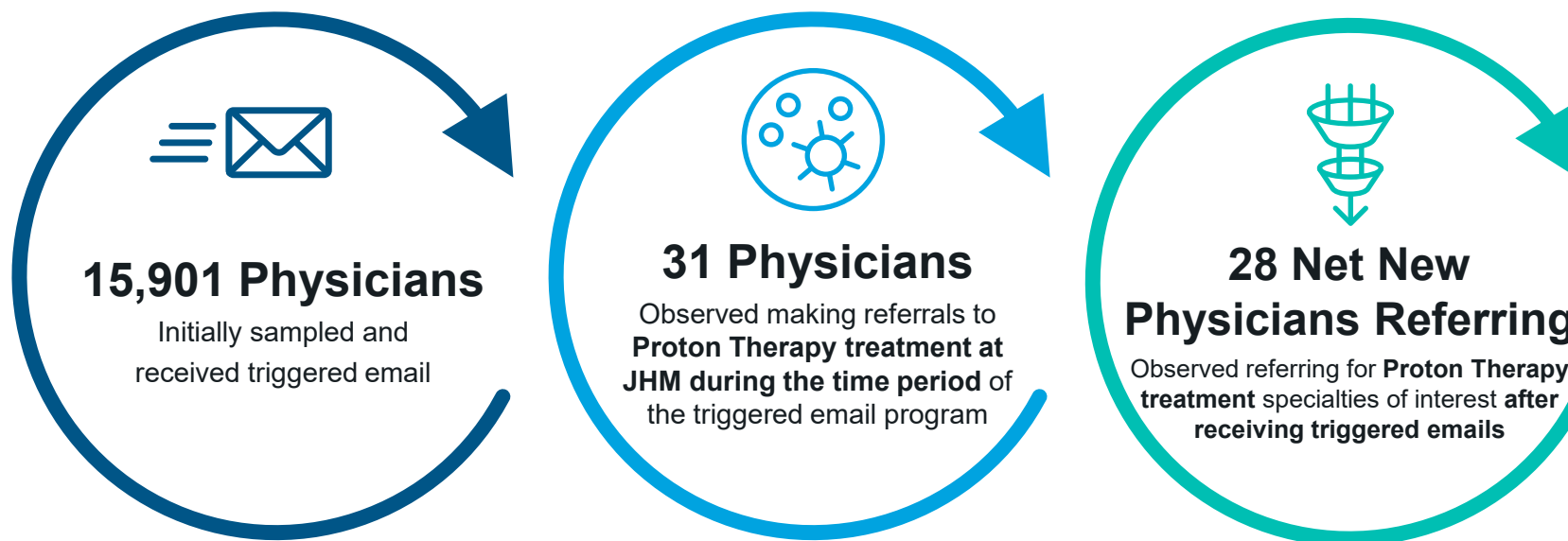
Campaign Engagement

- **15,901 physicians** were communicated by the JHM Proton Therapy AIMXR triggered email campaign
- **49%** of targets came from industry publication websites
- Top three specialties for engagement: **General Practitioners, OB/GYNs, Hem/Med Oncs**

Calculating Return On Investment

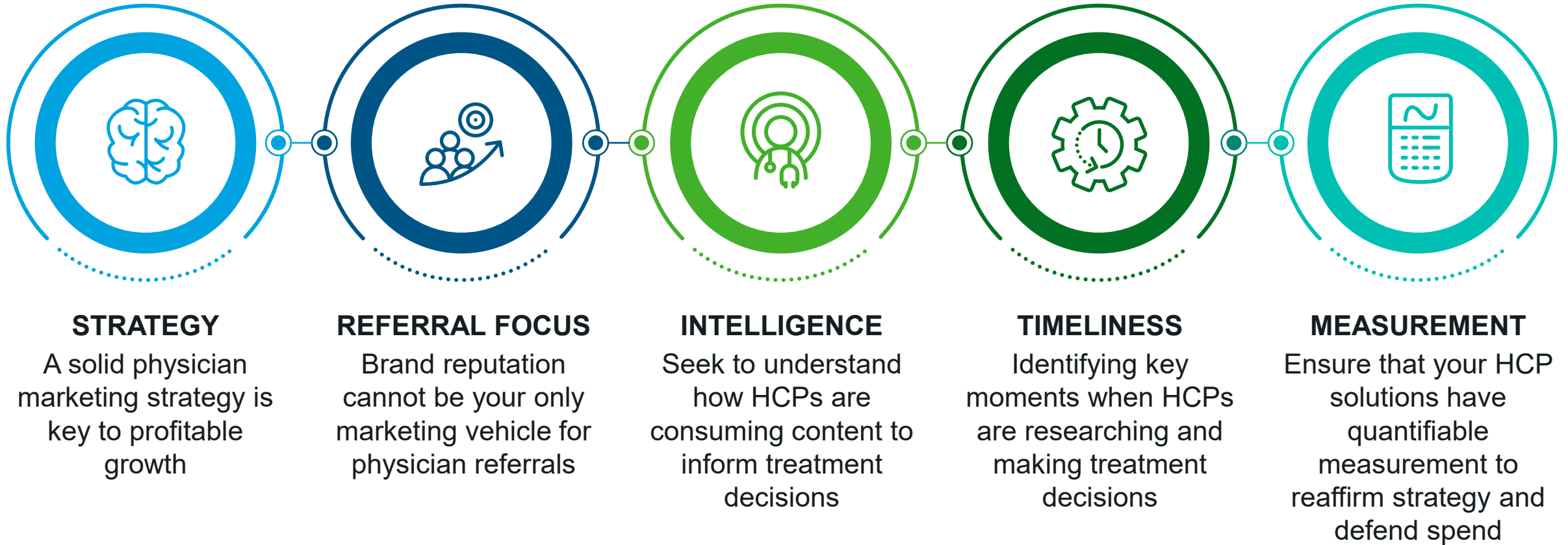
- Subspecialist engagement = 2,751
- # net new patient referrals x \$ net income per patient = **ROI**
- JHM provided IQVIA with a Proton Therapy specific net income per patient derived from a 12-month period ending in December 2023

Case Study: Proton Therapy AIM XR Program



22:1 ROI

Key Takeaways



Thank You!
What questions do you have?



Download the Case Study



Case Study



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.

Disclaimer

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