

CASE STUDY

SK&A Physician Email Addresses Drive New Memberships for Doctor Social Media Website

Company

Doximity Corporation, San Mateo, Calif.

Industry

Technology/Social Media

Challenge

Doximity Corporation, a social media website exclusively for physicians that allows users to connect with colleagues, reconnect with schoolmates and friends; find each others' professional contact information; and send HIPAA-compliant messages, launched in April 2010. In creating the largest real-name medical network, Doximity designed the website to allow users to communicate with fellow doctors. When users submit name requests for schoolmates, colleagues and friends, Doximity matches the names with its internal list of NPI numbers. To create this comprehensive and up-to-date list of physician contact information, Doximity needed to find a healthcare data provider that could match the NPI numbers with email addresses.

Solution

In 2010, Doximity Founder Jeff Tangney met Dave Escalante, Vice President & General Manager, SK&A & OneKey. After learning about SK&A and its unique telephone-verification process, Tangney contacted SK&A sales rep Debra Goldman to sample its data quality. When new Doximity members fill out their profiles, dropdown menus prompt them to add their practice specialties, training, and work history to drive referrals and promote business. Doximity purchased a list of 10,000 hospital and group practice names from SK&A to import into its profile directories to support this function.

Tangney was satisfied with the quality of the sample list and pursued the email matching project with SK&A. Doximity set up a schedule to send SK&A 15,000 NPI numbers of users' name requests every two weeks throughout 2011. SK&A then matched the NPI numbers to its physician email database. These email addresses were used to send invite requests to potential members.

Results

The email matching project has worked out "really well," according to Tangney. So far, at least one-third of all the NPI numbers submitted by Doximity have matched current email addresses in SK&A's physician email database, significantly driving new memberships for the website. "The bounce rates were really low," said Tangney. "SK&A does a good job of maintaining real email addresses. The acceptance rate of member invites is also very good. This is on par with our expectations."

"SK&A is a delight to work with," continued Tangney. "Dave Escalante is very knowledgeable about the market and an expert in the field—he understands what's real and what's not in the data industry. He's been a great business advisor to us."

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Doximity Corporation