

DOCTIVITY SUCCESS DATA

CLIENT: Hackensack Meridian Health

PRODUCT: Doctivity Fast Fact

SEGMENT: Proven results from distribution of referring physician Fast Facts

RESULTS INCLUDE:

Colorectal Surgery – Fast Fact was mailed in early 2017 when Doctivity first engaged with HMH. At that time, the practice was not doing any referral tracking. Doctivity worked with the office staff to manually start tracking referrals. Additionally, a revised Fast Fact was completed in early 2018 to focus on his surgical capabilities. This piece was (and is currently being utilized) by the liaison to target splitter offices to drive more surgical volume.

- Results from March 2017 through March 2018:
 - **124 physician referrals** were recipients of the Fast Fact campaign
- The first Fast Fact was distributed in February 2017. By May 2017, monthly **RVUs doubled** from 2017 and surgical **volume increased 33%** from the same time frame from the previous year.
- RVUs have continued on an aggressive trajectory

Urogynecology – The new physician started at SOMC on October 1, and her referring physician Fast Fact was in the market the week of October 9.

- Results after the first six months of manual referral tracking, 30 out of 124 recipients of the mailer referred patients – for a **return of 27%**.
- In June 2018, the practice manager printed and mailed 300 more Fast Facts to target a market that recently lost its urogynecologist because “the Fast Facts are such a great marketing tool.”

Hematology Oncology – The new physician started in March 2017 and had a strong first few months. However, from July to October her productivity went from the high 400s monthly RVUs to as low as 170 RVUs. At the end of October, another **Fast Fact mailing and liaisons strategy was completed and November’s RVUs were back to 400.**

Breast Surgery – Two Fast Fact mailings were completed for this existing physician – once at the beginning of our engagement in early 2017 and again in fall of 2017 when the doctor came back from leave. The physician achieved Doctivity productivity targets at both 6 and 12 months. Additionally, the physician liaisons have requested and utilized Dr. Tamaro’s Fast Fact as promotion while in offices.

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