Building a Successful Physician Email Program to Support Your Multi-Channel Strategy: Behind the Scenes with Johns Hopkins and DMD

Shannon Ciconte, Senior Director of Interactive Marketing, Johns Hopkins Health System
Therese Lockemy, Director of Internet Marketing & Social Engagement, Johns Hopkins Health System
Jerrad Rickard, Senior Director, Product Management & Marketing – Email, DMD Marketing
Agenda

- Johns Hopkins MCM Strategy and Research Behind It
- Email Campaign Performance: What We Know About Physicians
- “Best Practices” + Data Privacy & Regulatory Compliance
- What’s Next for Johns Hopkins
Learning Objectives

1. Learn how Johns Hopkins and DMD work together to target and expand physician reach to deliver an email marketing program that creates awareness of new service lines, augments referrals, and builds and maintains relationships with their target physician audience.

2. Acquire knowledge of the important role email serves in a multi-channel marketing strategy, as well as how email data, as both performance monitoring and as an audience identification source, and innovation can set an organization’s marketing efforts apart from its peers.

3. Understand why email best practices, simple on the surface but sometimes difficult to get right (especially technical considerations related to deliverability), are crucial to email marketing, as demonstrated by data-driven insights derived from more than 66,000 email campaigns.
Johns Hopkins Marketing Strategy
Value of Various Methods for Communications Between Johns Hopkins and Physicians

- Presentations by a Johns Hopkins Physician at a Conference in Your Specialty: 53.7%
- E-Newsletters Pertaining to Your Specialty: 42.3%
- Print Newsletters Pertaining to Your Specialty: 40.6%
- Downloadable .pdf Case Studies: 39.2%
- Johns Hopkins Website: 34.0%
- Video Case Presentations: 33.5%
- Emailed Information from Johns Hopkins: 33.3%
- Podcasts in Your Specialty: 28.7%
**Example Physician Journey**

**Target:** Physicians  
**Goal:** Drive awareness of Johns Hopkins services, research and other information specific to each physician specialty.

**Current Phase:** Using email, social and display, nurture target physicians through personalized marketing

<table>
<thead>
<tr>
<th>Target</th>
<th>Engage</th>
<th>Retarget</th>
<th>Engage</th>
<th>Target</th>
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</tr>
</thead>
<tbody>
<tr>
<td>42.3% indicated</td>
<td>eNewsletters were “very valuable” when specific to specialty</td>
<td>77.5% find Twitter to be</td>
<td>Physicians consistently open Johns Hopkins email at rates greater than</td>
<td>53.7% “very valuable” – presentations by Johns Hopkins physicians at a</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>somewhat valuable to very</td>
<td>industry baseline</td>
<td>medical conference</td>
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<td></td>
<td></td>
<td>valuable</td>
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*Data from Johns Hopkins physicians research survey.*
Current Email Plan
Email Address as Digital Fingerprint
Johns Hopkins Email: Overall Performance

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<td>Total Emails Sent</td>
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Data based on email campaigns from January 2018-March 2019
## Johns Hopkins Email: Overall Performance

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**Email addresses are:**
- 100% first-party sourced and opted in
- Validated and authenticated
- Data privacy and regulatory compliant

Data based on email campaigns from January 2018-March 2019
Email Deployments Against Baseline

Johns Hopkins Open Rates vs Academic Medical Center Industry Baseline

Opens % Change

Data based on email campaigns from January 2018-March 2019
Email Deployments Against Baseline

Johns Hopkins Click Rates vs Academic Medical Center Industry Baseline

Clicks % Change

Data based on email campaigns from January 2018-March 2019
Email Performance for Select Specialties

**Email Metrics – Unique Sends**
*Johns Hopkins Select Specialties*

- Total Clicks %
- Total Opens %
- Total Sent

- Psych: 11.2%
- Pulmonary: 12.9%
- Urology: 13.0%

**Email Metrics – All Sends**
*Johns Hopkins Select Specialties*

- Unique Click %
- Unique Open %
- Unique Sent

- Psych: 15.3%
- Pulmonary: 32,289
- Urology: 11.0%

Data based on email campaigns from January 2018-March 2019
Perceived Value of Topics vs Actual Value

Data based on email campaigns from January 2018 - March 2019
Personalized Content: Subject Lines

Data based on email campaigns from January 2018-March 2018

In 24 of 38 cases (63%) adding the HCP name to the subject line lead to better open rates.

The median gain in open rate from using a personalized subject line is 0.3%
Personalized Content: Dynamic vs Static Emails

Open Rates of Dynamic vs Static Emails

- **Heart & Vascular**
  - Email with Dynamic Content: 19.54%
  - Email without Dynamic Content: 15.70%

- **Psychiatry Specialty**
  - Email with Dynamic Content: 20.41%
  - Email without Dynamic Content: 13.66%

- **Ortho**
  - Email with Dynamic Content: 17.32%
  - Email without Dynamic Content: 14.76%

Data based on email campaigns from January 2018-March 2018
Keys to Ongoing Success in Email Campaigns

- Establish Goals & KPIs
- Don’t Undervalue Good Design & Code
- Create Meaningful Tests
- Use Email to Build/Maintain Physician Relationships
Establish Goals & KPIs

<table>
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<th>OPEN RATE</th>
<th>READ RATE</th>
<th>CLICK RATE</th>
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</table>
| • Always Important First Step  
• Measurement of your subject line  
• Best first step in testing | • Effective measure of content relevance  
• Measures brand affinity  
• Important KPI if web traffic is not desired outcome | • Effective measure CTA type/placement  
• Important KPI if web traffic is desired outcome  
• Measures article relevance (newsletter) |
# Create Meaningful Tests

## Test only 1 variable

- Start with subject line
- Ensure a large enough test and control group

## Test meaningful differences

- Test emotions of subject lines not just one different word
- Test content types video/text

## Test ideas

- Subject line, pre-header
- Images or no images
- CTA color
- CTA text
- Personalization
- Time of day/day of week
Don’t Undervalue Good Design & Code
Use Email to Build/Maintain Physician Relationships

Ideal cadence is 1 to 2 touches per month/segment

*Remain top of mind by delivering valuable content consistently throughout the year*
Best Practices: Subject Lines and Preheaders

**Subject Line**
- 45-85 characters
- Personalize when possible and appropriate
- Incent subscriber to take action
- Front load with key information

**Preheader**
- 45-75 characters
- Complements the subject line
- Front load with key information
Best Practices: CTAs

- Use code to display buttons, not images
- Big enough for 1-handed tap
- Use contrasting colors
- Focus on one CTA per email
Changing Legal Landscape

Data Privacy Laws in the U.S.
### What’s Next for Johns Hopkins

<table>
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<th>Send-Time Optimization (STO)</th>
<th>Social Identity</th>
<th>Deepen Personalized Marketing</th>
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</thead>
<tbody>
<tr>
<td>Emails sent based on past or predicted open and click behavior</td>
<td>Using Email Address as the identifier, create Custom Audiences for 1:1 targeting</td>
<td>Dynamic content tailored to each healthcare provider</td>
</tr>
</tbody>
</table>
Target: Physicians

Goal: **Drive awareness of Johns Hopkins services, research and other information, personalized by each physician’s unique behaviors and preferences**

Future Phase: Data and insights drive the experience for physicians throughout the MCM strategy.

- **Cardiologist**
- Prefers email, web articles
- Reads mostly about new treatments
- Most likely to click on re-targeted social ads

**Example Future Journey for Physicians**

<table>
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<th>Partner Email</th>
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**Target at Optimal Times, Channels**

**Engage Through Personalized Content**
Three Key Take-Aways

1. Digital identification – reliable and at the unique level – is the key to provide meaningful insights to inform and optimize your marketing strategies.

2. Always be innovating. Digital marketing is changing at a rapid rate – from technology to legislation. The ability to rely on what has worked in the past no longer exists.

3. Surround yourself with reliable friends. Expecting to run every element of a MCM strategy is a complex and expensive endeavor. With the right set of partners, you’ll have the skills and expertise to achieve your goals.
Questions?

Please be sure to complete the session evaluation on the mobile app!
Speaker Biography

Shannon Ciconte
Senior Director of Interactive Marketing
Johns Hopkins Health System
scicont1@jhmi.edu
Speaker Biography

Therese Lockemy
Director of Internet Marketing & Social Engagement
Johns Hopkins Health System
Tlockem1@jhmi.edu
Jerrad Rickard
Senior Director, Product Management & Marketing – Email
DMD Marketing
jrickard@dmdconnects.com

With his vast experience in email marketing, automation, and analytics, Jerrad Rickard is the Director of Email Development at DMD. Jerrad’s knowledge of “all things email” encompasses managing email deployments, establishing email marketing automation programs, and leading creative design for digital campaigns. In his 14-plus years in healthcare marketing, Jerrad has developed and deployed thousands of successful email campaigns. Jerrad earned a Bachelor’s of Fine Arts in Web Page, Digital/Multimedia and Information Resources Design from The Illinois Institute of Art–Chicago.
Creative Examples: Social

Sponsored posts on:

Facebook

Elevating the success of knee replacements so that the knee becomes the patient’s “forgotten joint” is the goal of orthopaedic surgeon Julius Oni. He has a passion for improving joint replacement surgery to help better patients’ lives.

LinkedIn

Psychiatry researchers have developed a robust genetic mouse model of bipolar disorder — one that mimics symptoms and responds to treatment.

Twitter

Discover how, with proper rehabilitation care, the Johns Hopkins rehabilitation program helped a patient overcome challenges after a right below-the-knee transfemoral amputation.
Email Deliverability Considerations

- Deliverability is the likelihood of email being delivered to an inbox.
- Effective deliverability – ensuring emails are sent to the inbox and not spam or promo folders – is both art and science.


Deliverability Checklist
- Daily monitoring
  - Return Path Sender Score
  - eData Solutions
  - Monitor blacklists daily
  - Track in a spreadsheet for trends
- Use the right tools
  - Litmus
  - Email on Acid
- Engage the right partner
DMD Resources

Blog

DMD Intelligence

Gmail: Strategies To Get Past Inbox Filtering
by Jerad Rickard, Director of Product Management: Email on Apr 25, 2019

Do Privacy Rights Matter To You?
by Roger Korman, President on Jun 20, 2019

6 Questions to Ask When Buying a Physician Email List
by Jerad Rickard, Director of Product Management: Email on Jul 25, 2019

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