

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

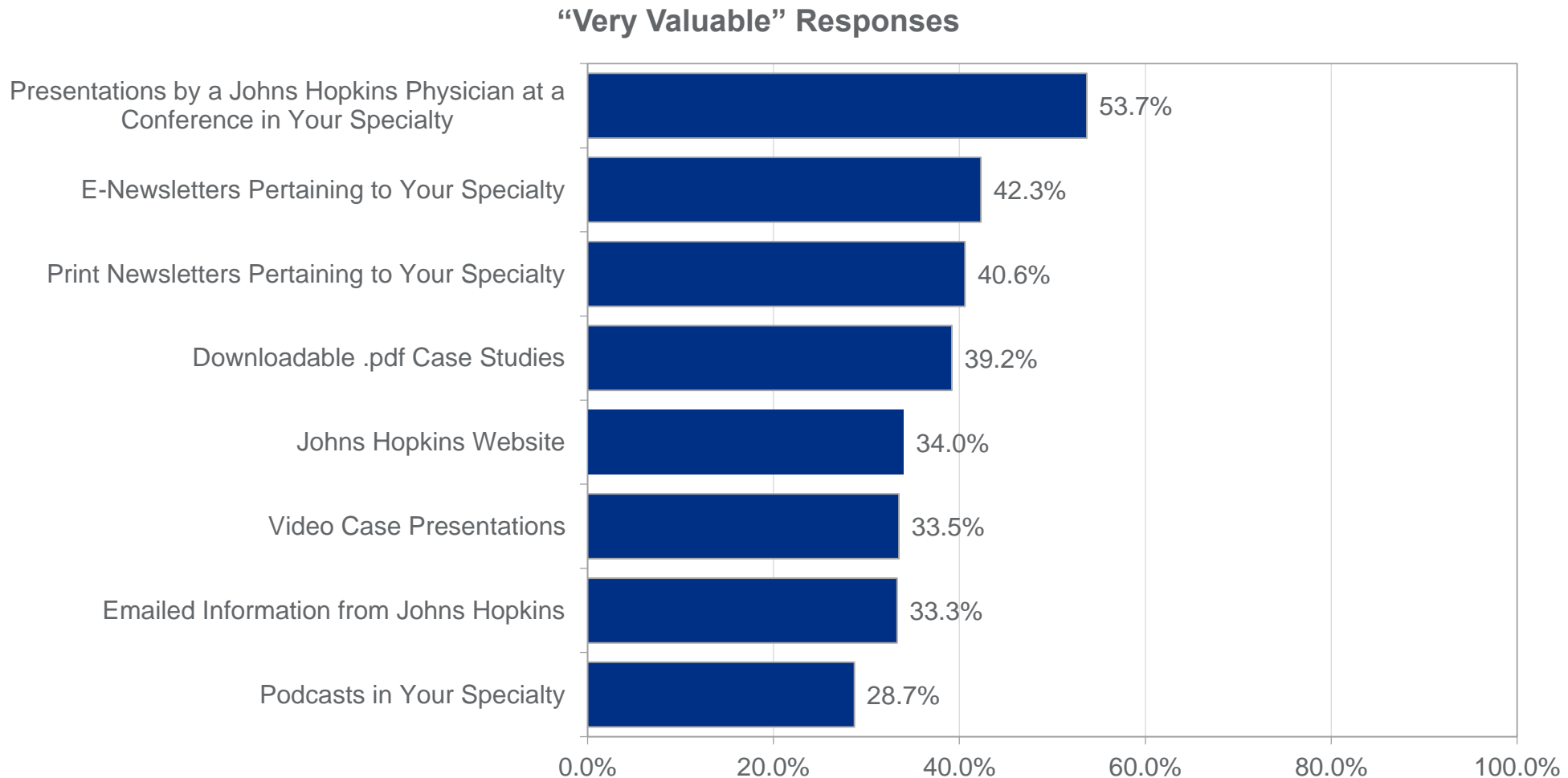
Learning Objectives

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

Johns Hopkins Marketing Goals

Value of Various Methods for Communications Between Johns Hopkins and Physicians





Example Physician Journey



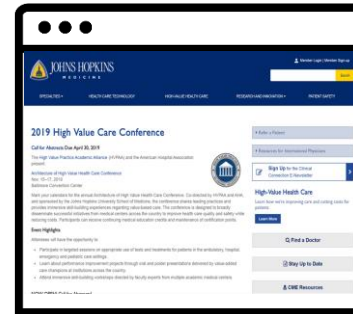
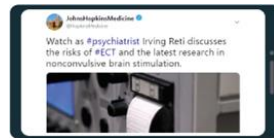
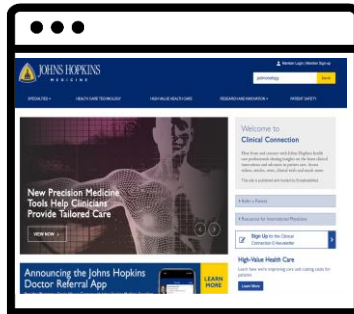
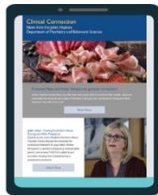
Target:
Physicians

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



Partner Email



Subscriber Email



Target

42.3% indicated eNewsletters were “very valuable” when specific to specialty

Engage

Retarget

77.5% find Twitter to be somewhat valuable to very valuable

Engage

Target

Physicians consistently open Johns Hopkins email at rates greater than industry baseline

Engage

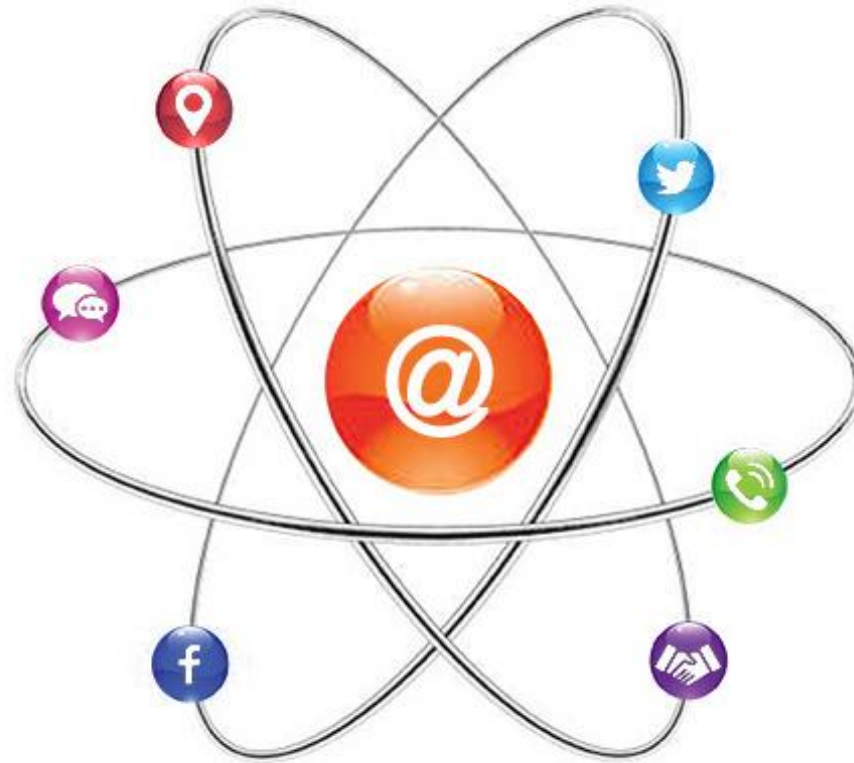
53.7% “very valuable” – presentations by Johns Hopkins physicians at a medical conference

*Data from Johns Hopkins physicians research survey.

Current Email Plan



Email Address as Digital Fingerprint



Johns Hopkins Email: Overall Performance

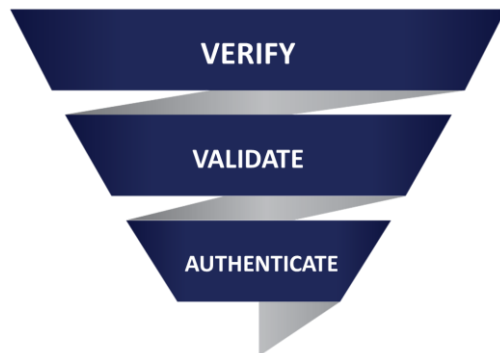


936,613 Total Emails Sent	299,645 Total Physicians	13.87% Average Open Rate	10.17% Average CTO Rate	66.40% Average Read Rate
-------------------------------------	------------------------------------	------------------------------------	-----------------------------------	------------------------------------

Johns Hopkins Email: Overall Performance



936,613 Total Emails Sent	299,645 Total Physicians	13.87% Average Open Rate	10.17% Average CTO Rate	66.40% Average Read Rate
-------------------------------------	------------------------------------	------------------------------------	-----------------------------------	------------------------------------



Johns Hopkins Email: Overall Performance

936,613

Total Emails Sent

299,645

Total Physicians

13.87%

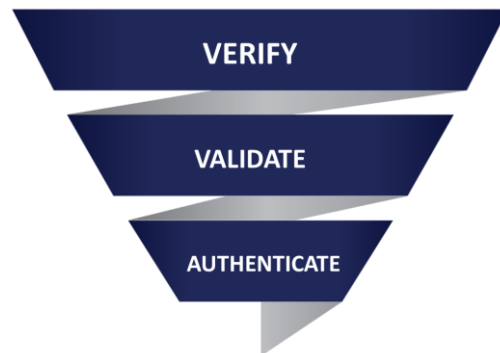
Average Open Rate

10.17%

Average CTO Rate

66.40%

Average Read Rate



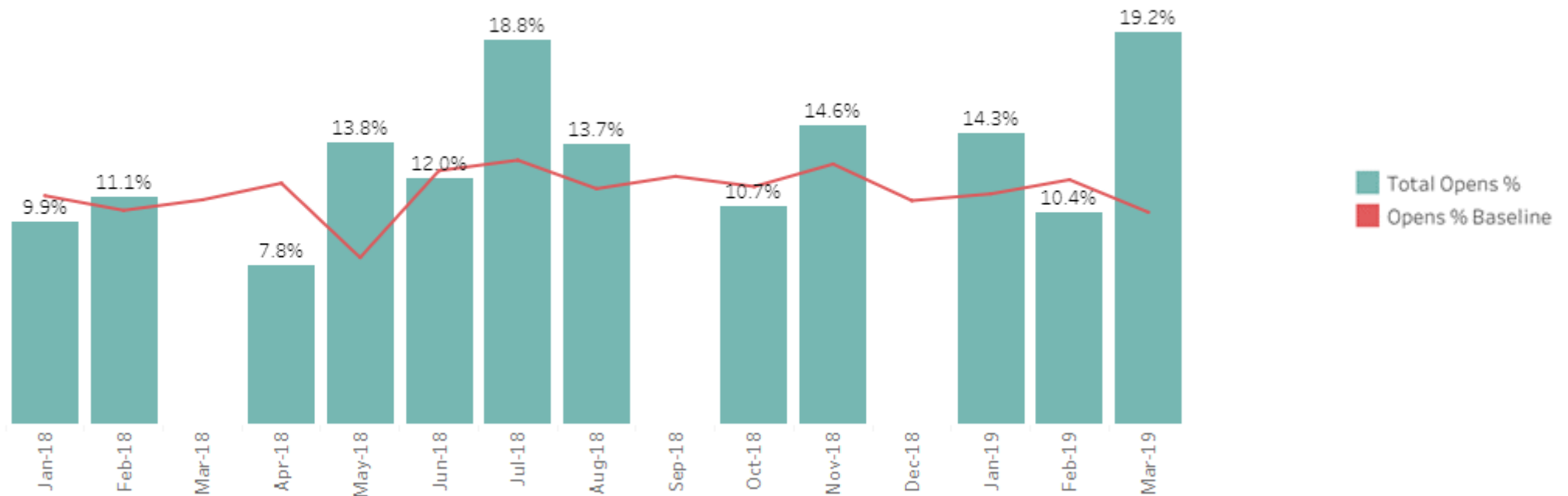
Email addresses are:

- 100% first-party sourced and opted in
- Validated and authenticated
- Data privacy and regulatory compliant

Email Deployments Against Baseline

Johns Hopkins Open Rates vs Academic Medical Center Industry Baseline

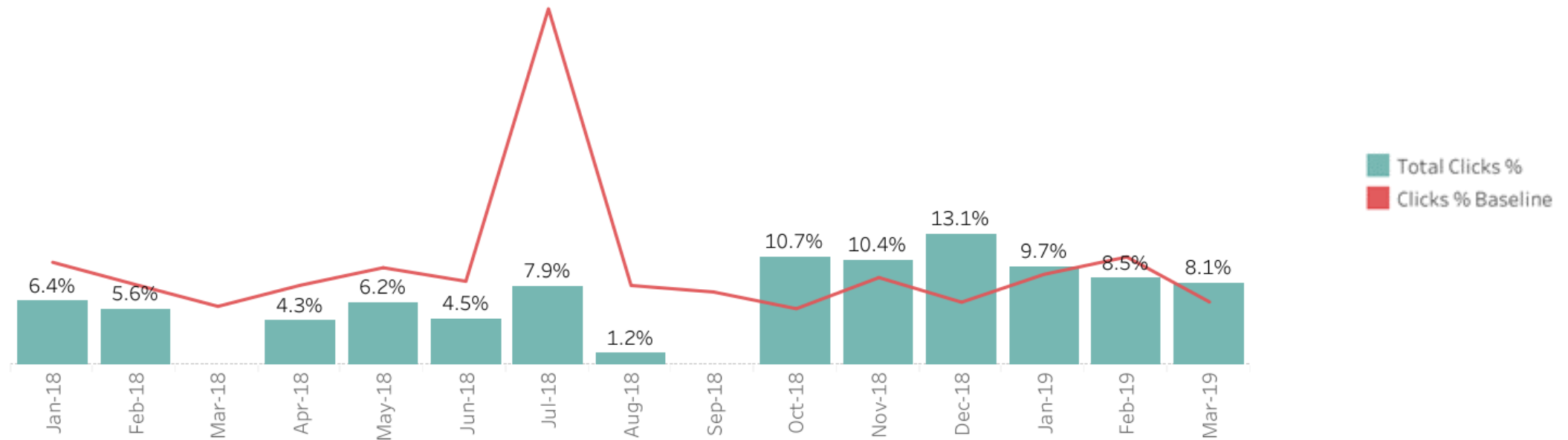
Opens % Change



Email Deployments Against Baseline

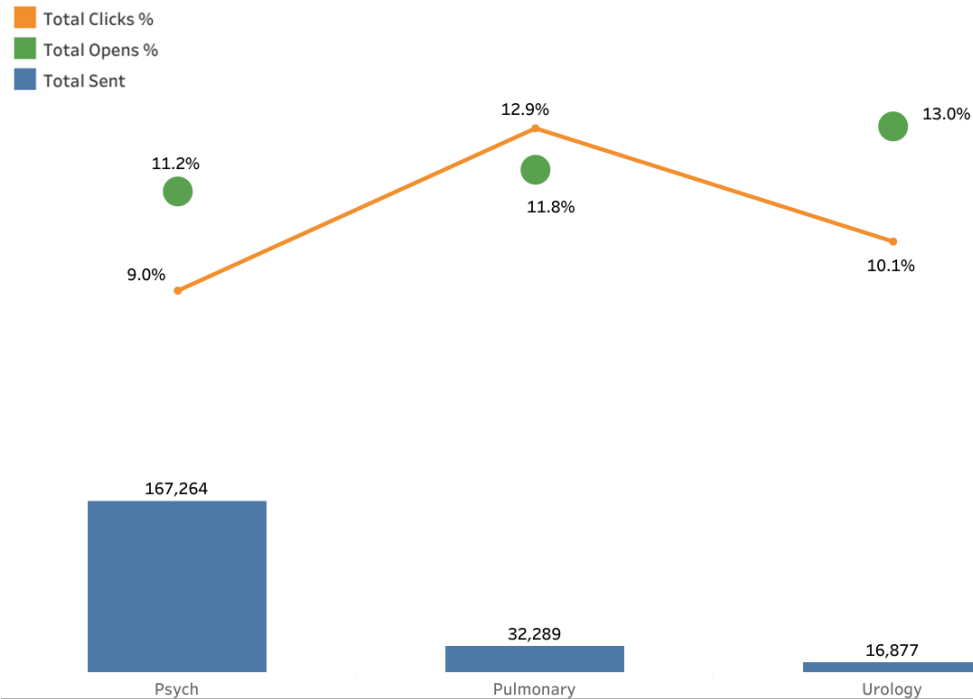
Johns Hopkins Click Rates vs Academic Medical Center Industry Baseline

Clicks % Change

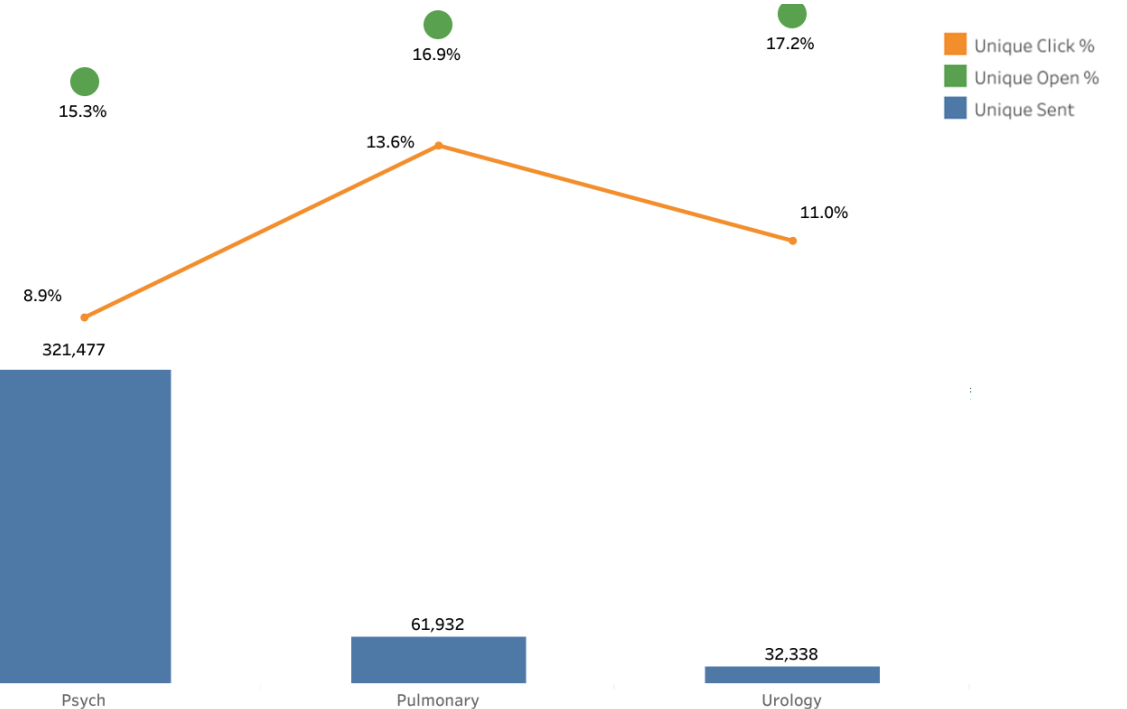


Email Performance for Select Specialties

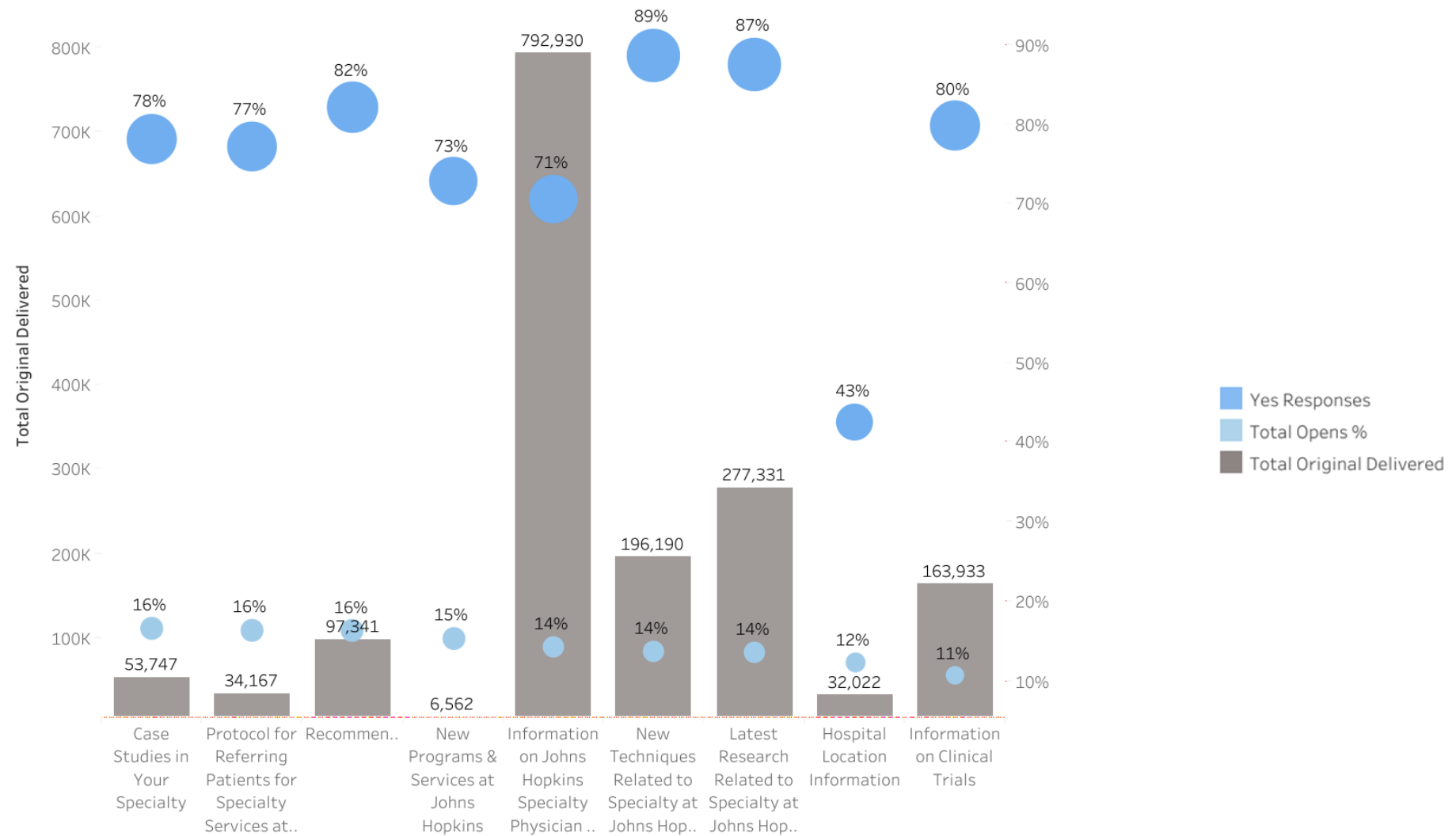
Email Metrics – Unique Sends *Johns Hopkins Select Specialties*



Email Metrics – All Sends *Johns Hopkins Select Specialties*



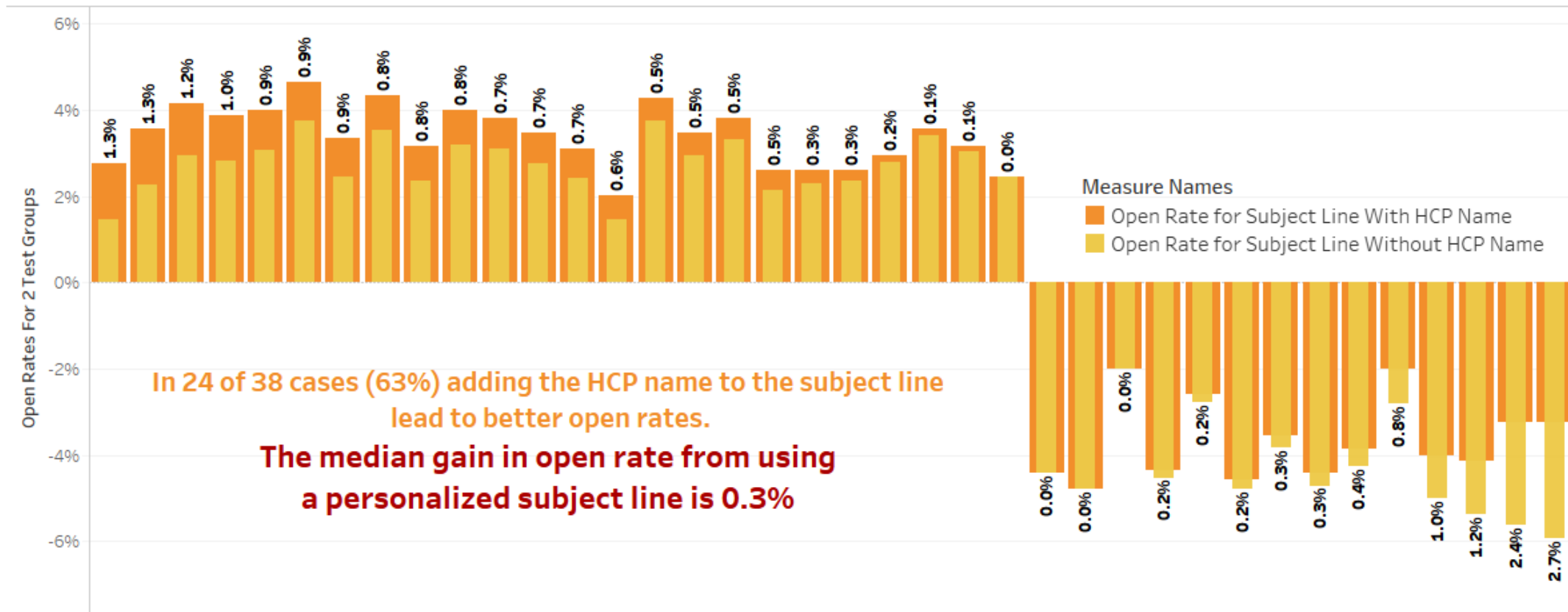
Perceived Value of Topics vs Actual Value



Data based on email campaigns
from January 2018-March 2019

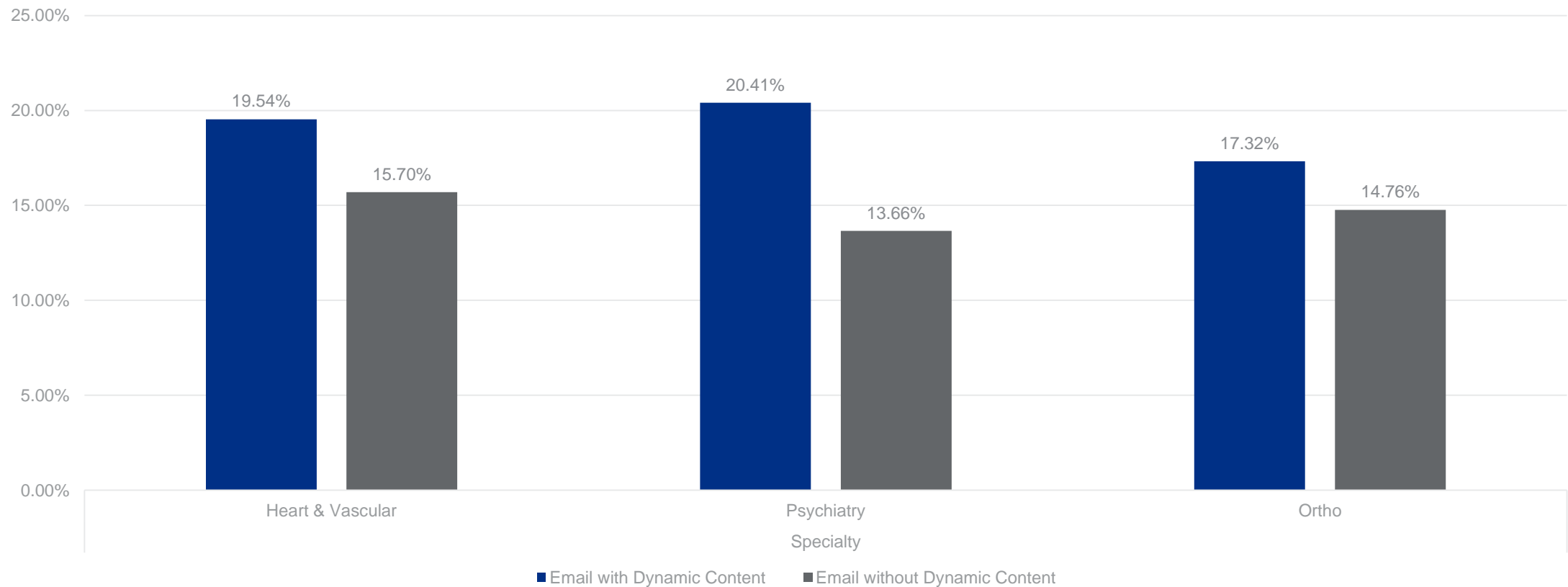
Personalized Content: Subject Lines

HCP Name vs No Personalization -
adding the HCP name in the subject line may help improve open rates



Personalized Content: Dynamic vs Static Emails

Open Rates of Dynamic vs Static Emails



Keys to Ongoing Success in Email Campaigns

**Establish Goals &
KPIs**

**Create Meaningful
Tests**

**Don't Undervalue
Good Design &
Code**

**Use Email to
Build/Maintain
Physician
Relationships**

Establish Goals & KPIs

OPEN RATE

- Always Important First Step
- Measurement of your subject line
- Best first step in testing

READ RATE

- Effective measure of content relevance
- Measures brand affinity
- Important KPI if web traffic is not desired outcome

CLICK RATE

- 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

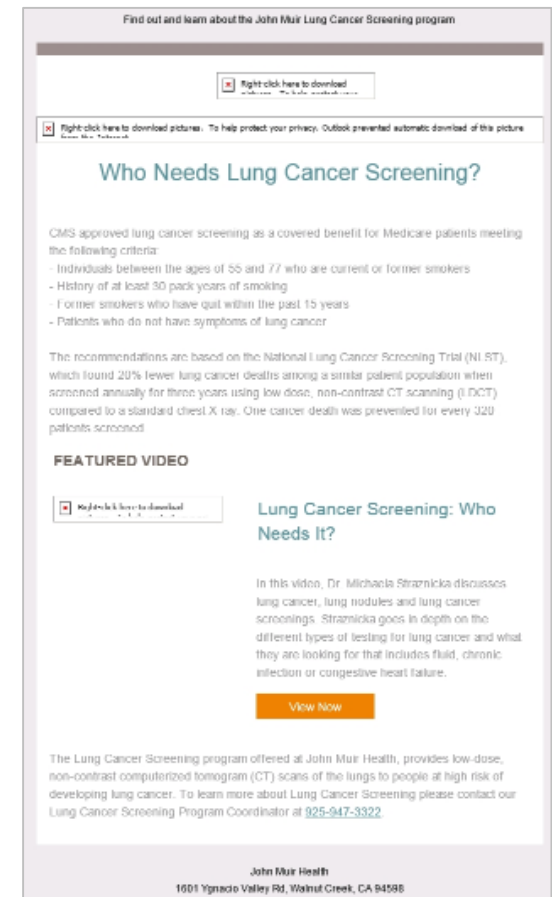
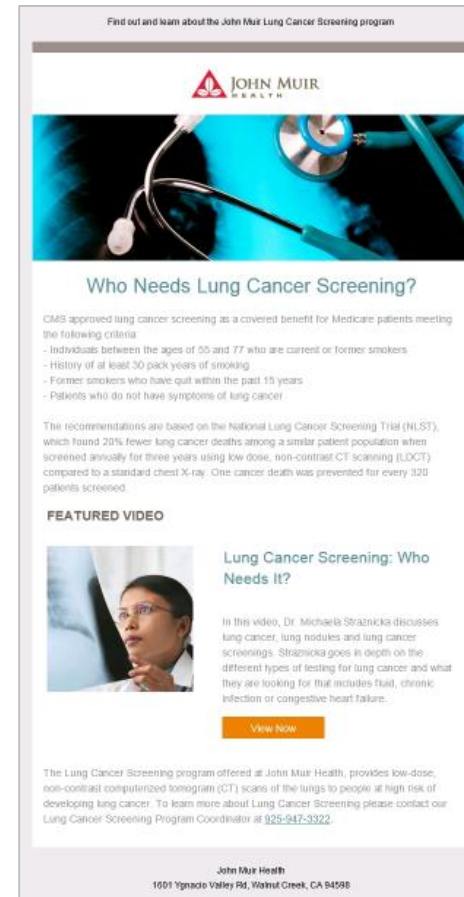
Test meaningful differences

- 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

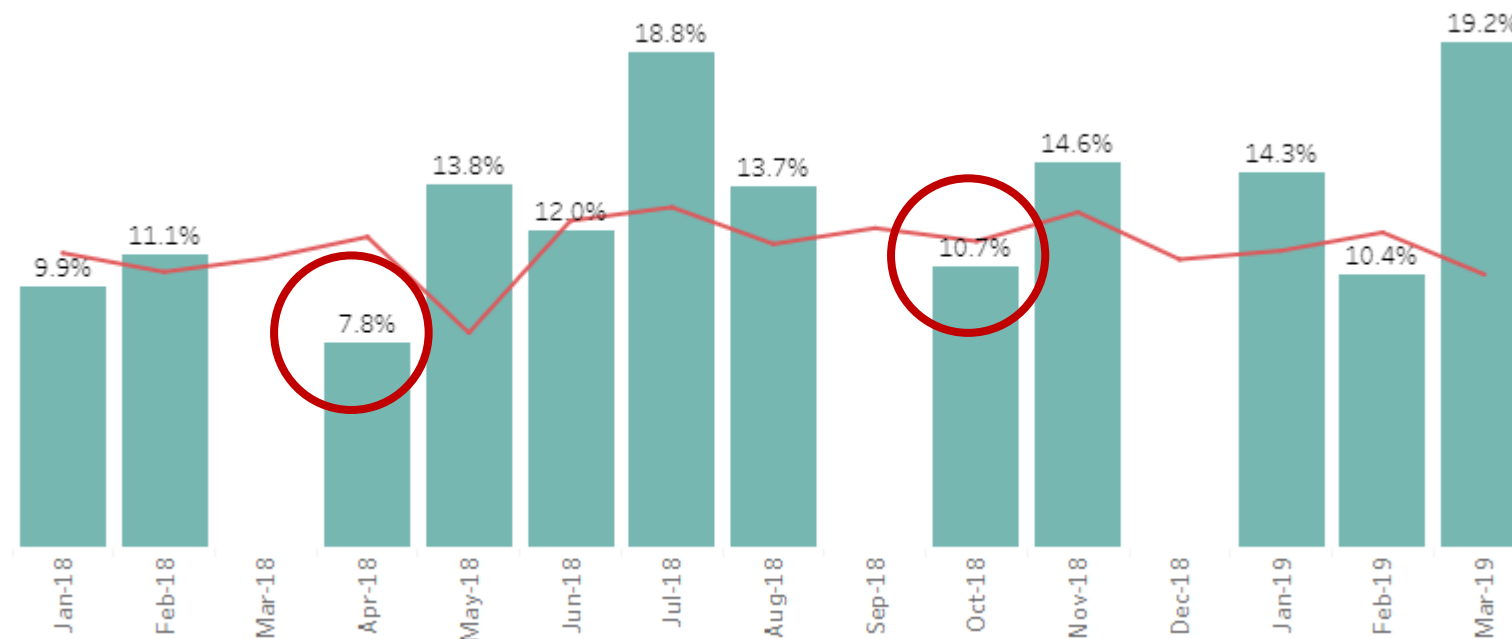
Don't Undervalue Good Design & Code



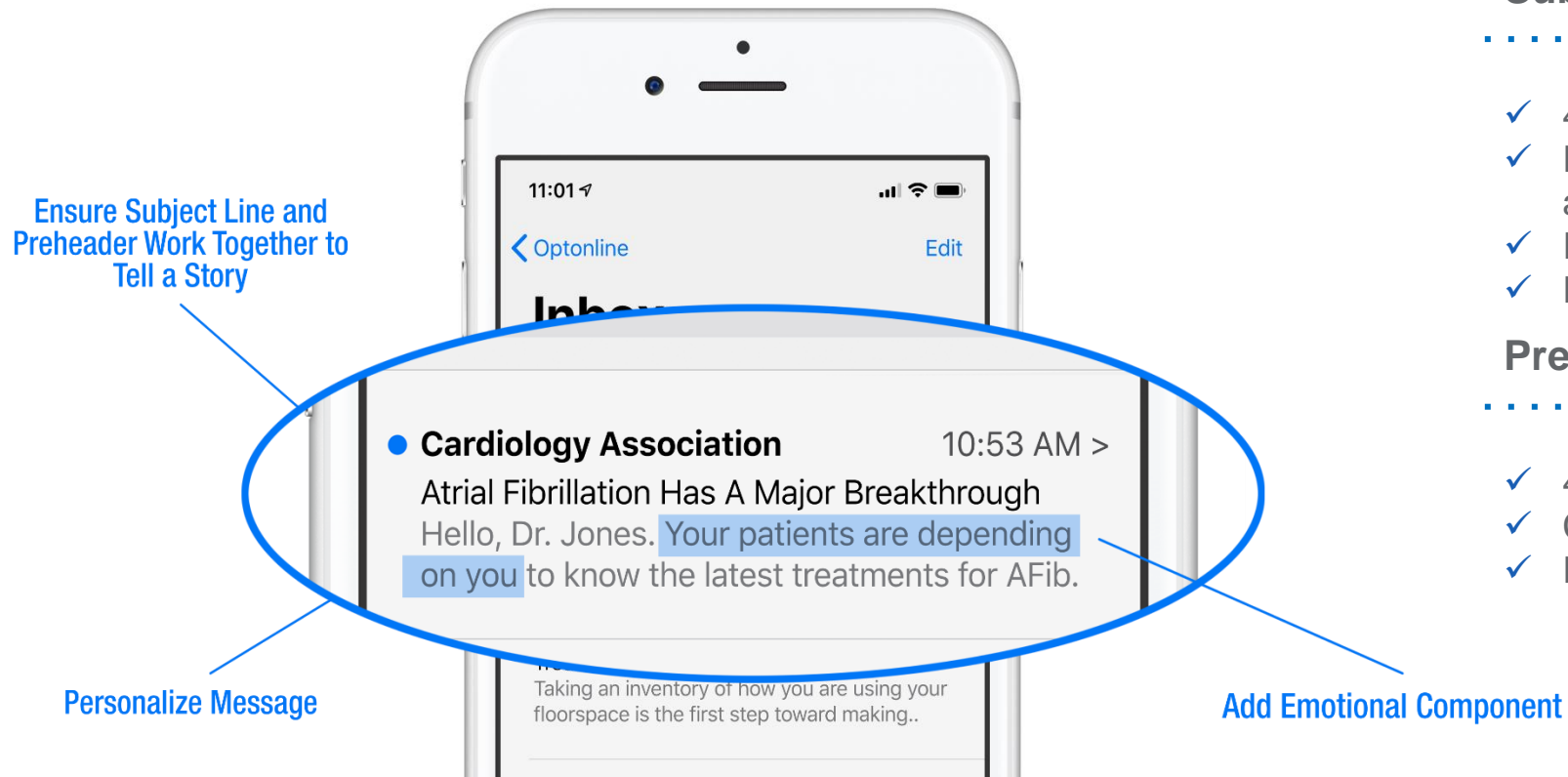
Use Email to Build/Maintain Physician Relationships

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



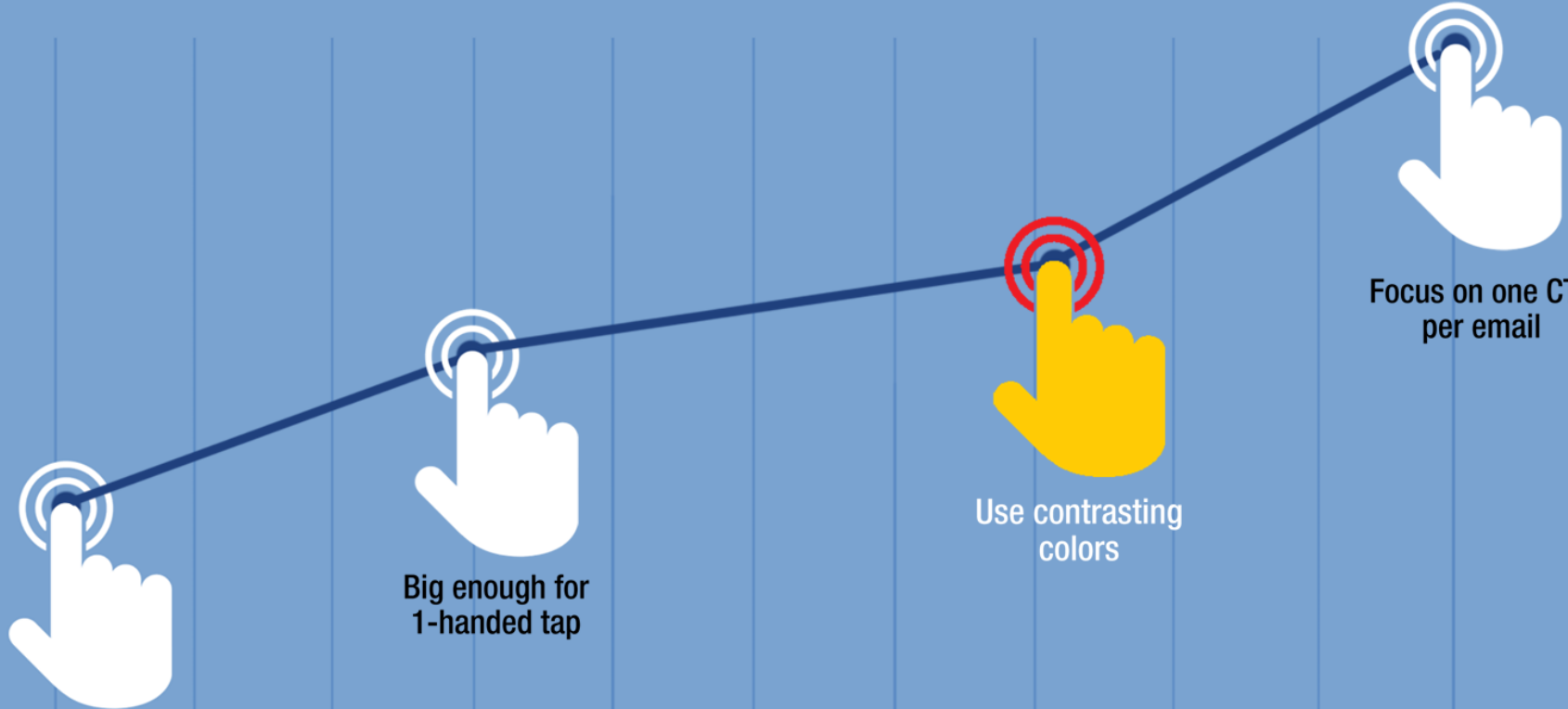
Subject Line

- ✓ 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



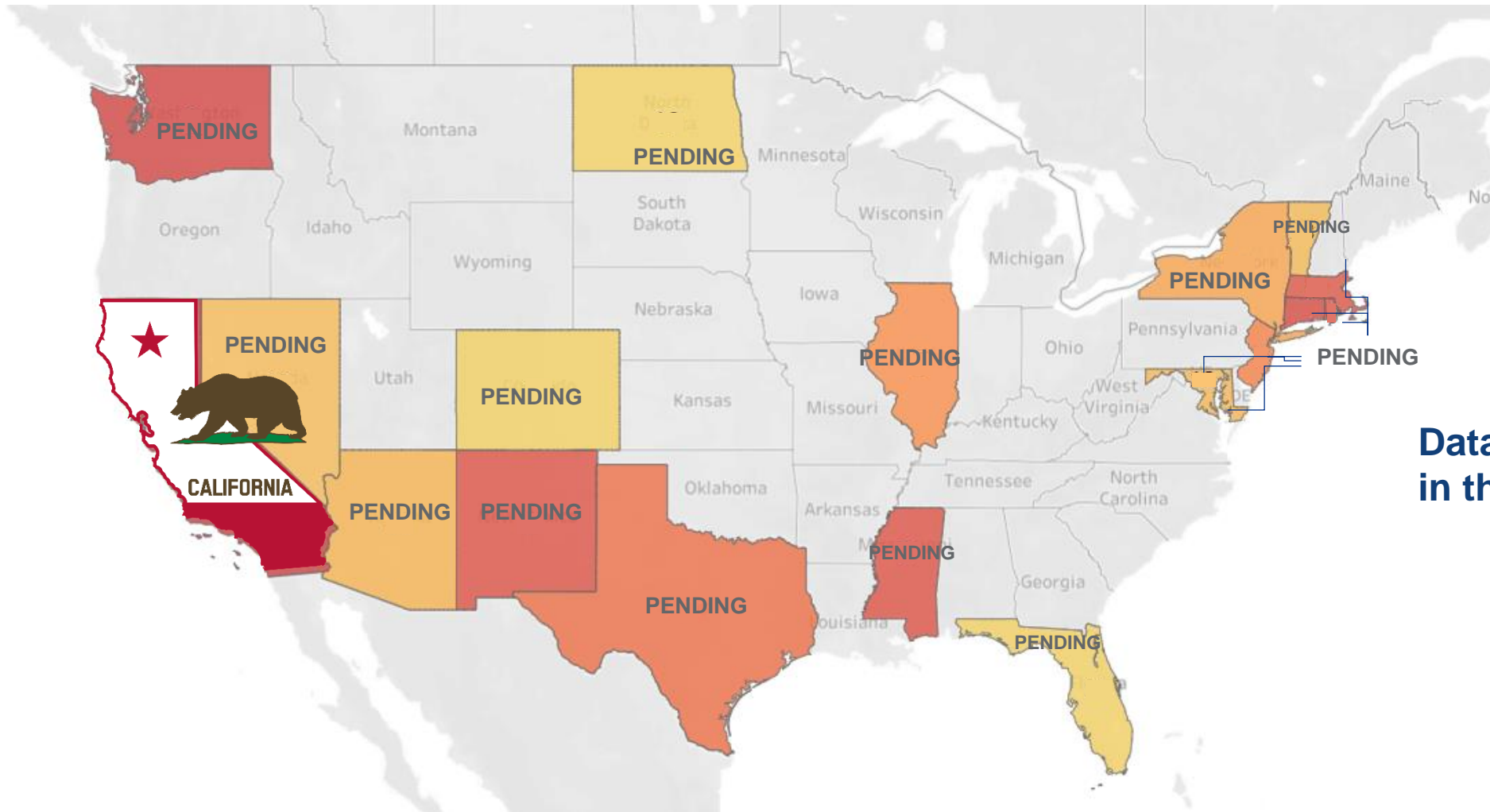
Use code to display
buttons, not images

Big enough for
1-handed tap

Use contrasting
colors

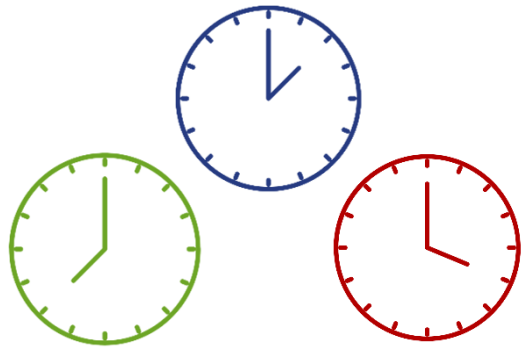
Focus on one CTA
per email

Changing Legal Landscape



**Data Privacy Laws
in the U.S.**

What's Next for Johns Hopkins



Send-Time Optimization (STO)

Emails sent based on past or predicted open and click behavior



Match of Target Physicians

Social Identity

Using Email Address as the identifier, create Custom Audiences for 1:1 targeting



Deepen Personalized Marketing

Dynamic content tailored to each healthcare provider



Example Future Journey for Physicians



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.



Partner Email



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



Subscriber Email



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!



Society for Health Care
Strategy & Market
DevelopmentSM

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

Speaker Biography

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.




DMD
Connecting Healthcare



Creative Examples: Email

Clinical Connection
News from Johns Hopkins
GYNOB



Fetoscopic Spina Bifida Surgery

Johns Hopkins maternal-fetal medicine specialists have begun in utero spina bifida surgeries that are minimally invasive to the mother's uterus. The technique uses a small laparoscopic instrument, known as a fetoscope, to perform the repair and avoids the risks associated with cutting open the uterus.

[Read More](#)

New Center to Take Multidisciplinary Approach to Endometriosis

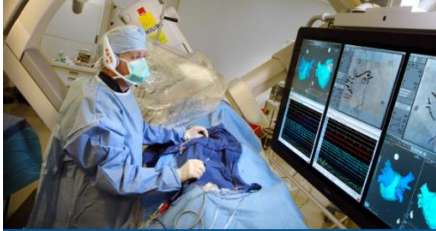
Karen Wang and other specialists at Johns Hopkins are creating a virtual multidisciplinary center specifically for treating endometriosis and its associated symptoms.

"Our ideal would be to build collaborations with different specialties to attack this condition from a variety of viewpoints that are individualized to the specific patient," she says.



Meet our team

The distinguished faculty of the Johns Hopkins Department of Gynecology and Obstetrics provide women with compassionate, research-based care at every stage of life. Led by Dr. Andrew Satin, our team of highly trained experts is advancing the field of gynecology and obstetrics through remarkable patient care, trailblazing research and comprehensive training of the next generation of women's health leaders.




Clinical Connection
News from Johns Hopkins
Heart and Vascular Institute

[Sign Up for the Clinical Connection E-Newsletter](#)

New Hope for Patients with Thoracoabdominal Aortic Aneurysms (TAAAs)



- Patients with TAAAs encompassing the abdomen and chest can now be treated in a minimally invasive way at Johns Hopkins.
- A new stent graft system allows surgeons to repair the aorta without "turning off the faucet," says James Black, chief of the Division of Vascular Surgery and Endovascular Therapy.

[Learn More](#)

Clinical Connection
News from Johns Hopkins
Orthopaedics Surgery

[Sign Up for the Clinical Connection E-Newsletter](#)

2018 Orthopaedic Published Research




The Department of Orthopaedic Surgery's researchers conduct basic and translational research in topics that represent the great diversity of problems that impact the musculoskeletal system. Every year, our team continues to publish research findings in addition to being editors of chapters in clinical research books.

To learn more about some of our publications, [click here](#) and choose the Orthopaedic Published Research tab on the page.

[Read More](#)

Clinical Connection
News from the Johns Hopkins
Department of Psychiatry and Behavioral Sciences



Processed Meats and Mania: Glimpse into gut-brain connection?

Johns Hopkins researchers say that their new study adds to evidence that certain diets and potentially the amounts and types of bacteria in the gut may contribute to mania and other disorders that affect the brain.

[Read More](#)

Q&A Video: Treating Psychiatric Illness During and After Pregnancy

Experts at the Johns Hopkins Women's Mood Disorder Center discuss the rationale for continuing treatment for psychiatric illness throughout a woman's pregnancy and perinatal period, and answer FAQ from patients and providers ranging from breastfeeding to postpartum psychosis.



Q&A Video: Brain Stimulation Treatment Modalities

Johns Hopkins Brain Stimulation Program director answers FAQ from patients and providers ranging from the characteristics of electroconvulsive therapy and transcranial magnetic stimulation to how to minimize side effects and manage a patient's medication.

Creative Examples: Social

Sponsored posts on:

Facebook



Johns Hopkins Medicine

Sponsored · 🌐



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.

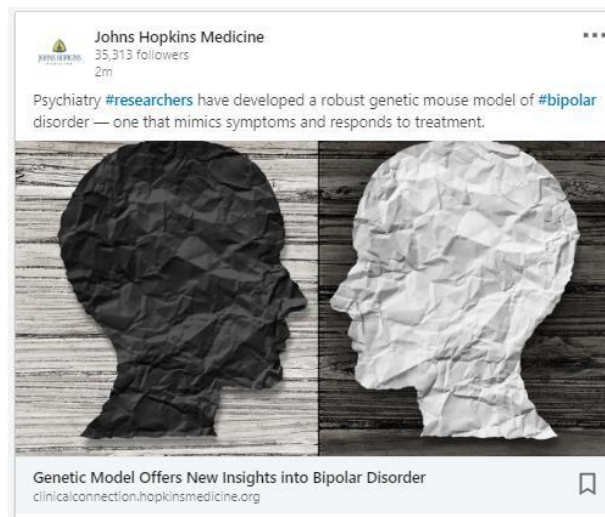


CLINICALCONNECTION.HOPK...

Improve Knee Replacements

LEARN MORE

LinkedIn



Twitter



JohnsHopkinsMedicine · @HopkinsMedicine · Jan 04

Discover how, with proper rehabilitation care, the Johns Hopkins [#rehabilitation](#) program helped a patient overcome challenges after a right-below-the-knee transtibial [#amputation](#). [@HopkinsRehab](#)



Lower Leg Amputation Rehab

[clinicalconnection.hopkinsmedicine.org](#)

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.
- Watch an on-demand webinar from DMD:
<http://bit.ly/2OdzUMj>

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 Jerrad 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 Jerrad Rickard, Director of Product Management: Email on Jul 25, 2019



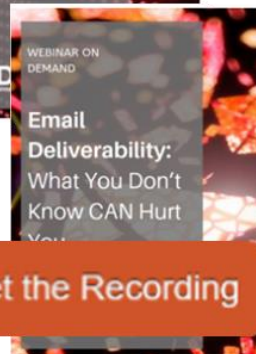
Videos



DMD MINUTE
Responsible Email Opt-In



Webinars



Get the Recording



eBooks & More

