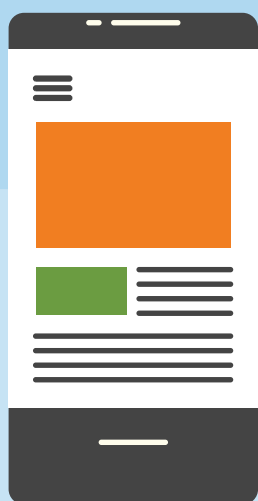


THE TOP 5

Digital Pain Points for Physicians (AND HOW TO FIX THEM)

Doctors are more connected than ever before, but the online experience has raised a new set of challenges. Below are five digital dilemmas that frustrate physicians — and how to solve them.



1 Unresponsive Websites

Physicians are often mobile-first; some are mobile-only. A sure recipe for physician frustration is finding that information they need isn't optimized for the device they spend the most time using.

FIX IT

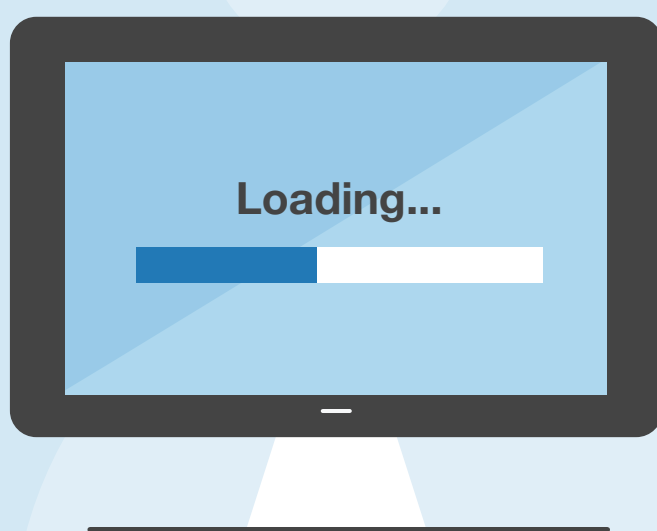
Consult with your digital team about testing content in multiple formats to ensure the best experience across devices.

2 Load Times

Clever content and exciting design are ineffective if a page takes too long to load, especially on hospital Wi-Fi networks.

FIX IT

If you're driving physicians to a landing page as part of a campaign, how well does it perform on Google's [PageSpeed Insights](#)? Improve results with cache optimization, correctly sized images and minimal redirects; they'll give your page a better chance at retaining users.



3 Online Reputation Management

Physicians know their online reputation is important, but may not understand how to impact and manage their listings.

FIX IT

Share [effective tactics for addressing online reviews](#) and handling social media posts to communicate that you're in this together. Encourage physicians to find and claim their [Doximity profile](#) to ensure that top Google search results contain up-to-date information.



4 The Right Content in the Wrong Place

Not all content is suited to the same platform. While emotionally charged patient stories might be appropriate for Facebook, updates on a new clinical trial would be better suited to Doximity.

FIX IT

Update your content strategy so that you're serving users the information they're looking for, where they're looking for it. Not sure how you should share physician-only content? Consider branching out to a more [tailored social media platform like Doximity](#), which physicians use to find the latest medical research and network with colleagues.



5 Generic Messaging

From wading through non-essential articles on social networking sites to being inundated with digital and direct mail requests, physicians are on the receiving end of mountains of unsolicited content.

FIX IT

Invest time and research in [personalizing your communications to physicians](#) and segmenting your audiences. Be sure to invest some time in creating enticing subject lines and eye-catching calls-to-action that encourage click-throughs. Ensuring relevance will result in better metrics and user experience.

