



Evaluating an Omnichannel Strategy for Medical Device Promotion via a Physician-Learning Platform: The Hidoc Dr. Experience

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Abstract

Background: Medical device companies increasingly rely on digital channels to engage healthcare professionals (HCPs). Evidence about the real-world effectiveness of large-scale omnichannel initiatives aimed at Indian clinicians remains limited. **Objective:** To evaluate the performance of a three-month omnichannel digital campaign delivered through a physician learning platform, Hidoc Dr., designed to generate equipment demonstration leads for a medical device manufacturer.

Methods: We retrospectively analysed campaign analytics (July–September 2024) from Hidoc Dr.’s dashboard. Primary outcomes included unique reach, impressions, clicks, click-through rate (CTR), and verified leads.

Results: The campaign reached 62,769 unique HCPs, delivered 392,203 impressions, and generated 34,281 clicks, yielding a 9.0% CTR and 52 tele-verified high-quality leads. These performance indicators exceed typical CTRs reported for health-related email or social media outreach (2–6%).

Conclusion: An omnichannel strategy anchored in an educational HCP platform like Hidoc Dr. can deliver superior engagement and lead-conversion metrics compared with conventional single-channel tactics. Key factors included audience segmentation, content credibility, and integration of survey, microsite, and direct-messaging touchpoints.

Introduction

In India, digital transformation is steadily reshaping how pharmaceutical and medical device companies engage with healthcare professionals (HCPs). Traditional face-to-face interactions are now frequently supplemented by e-detailing, mobile-based platforms, webinars, and social media outreach. (1) These channels offer opportunities to deliver scientific information more efficiently, especially in geographies where in-person detailing may be logistically challenging. As a result, digital communication is becoming an increasingly important part of medical marketing and continuing medical education (CME) strategies in India. (2)

However, despite the growing reliance on digital outreach, there is a distinct lack of published data evaluating the effectiveness of omnichannel engagement models tailored to Indian HCPs. Most available reports focus on single-channel initiatives, with little insight into how integrated, multi-touchpoint approaches perform in real-world clinical environments. Furthermore, studies specifically assessing the impact of such strategies on the awareness or adoption of medical devices remain limited.(3)

This study examines the implementation and outcomes of a real-world omnichannel campaign conducted through Hidoc Dr. India’s largest physician learning and engagement platform with over 900,000 verified doctors. Designed to reach surgical specialists, the campaign leveraged multiple digital formats within a single, trusted platform to enhance message delivery, promote clinical awareness, and encourage meaningful engagement with evidence-based content related to medical devices.

Materials and Methods

Study Design and Setting

We conducted a retrospective observational analysis of aggregate campaign data collected via **Hidoc Dr.** between July and September 2024. The platform, available via web and mobile, provides daily news updates, CME modules, and clinical case discussions tailored for Indian HCPs.

The campaign sponsor a medical device manufacturer specializes in minimally invasive endoscopic imaging systems. The target audience included urologists, gynaecologists, nephrologists, and other surgical specialists planning equipment upgrades.

Campaign Architecture

The campaign utilized Hidoc Dr.'s infrastructure to run a structured three-phase funnel:

1. **Awareness Phase (July):** In-app banner surveys collected interest data and HCP consent.
2. **Consideration Phase (August):** A dedicated microsite embedded within Hidoc Dr. shared educational content and videos.
3. **Conversion Phase (September):** Weekly touchpoints via email, SMS, push notifications, and WhatsApp nudged HCPs to request product demos.

Hidoc Dr.'s internal tele-calling team followed up with each demo submission to verify authenticity and decision-making authority.

Metrics and Data Sources

Campaign analytics were extracted from Hidoc Dr.'s campaign dashboard and included:

- Unique Reach
- Total Impressions
- Click-Through Rate (CTR)
- Tele-Verified Leads

Comparator Benchmarks

CTR data were compared with digital outreach benchmarks from PubMed-indexed studies (e.g., CRC screening, research innovation emails, etc.) showing CTRs ranging between 2–7%.

Results

Audience Reach and Engagement

Across three months, the campaign reached 62 769 unique clinicians and delivered 392 203 impressions, reflecting an average frequency of 6.2 exposures per HCP. Total clicks numbered 34 281, yielding an overall CTR of 9.0 % .

By specialty segmentation (available for reach but not impressions), urologists comprised 46 % of the audience, gynaecologists 34 %, nephrologists 11 % and other surgical specialists 9 %.

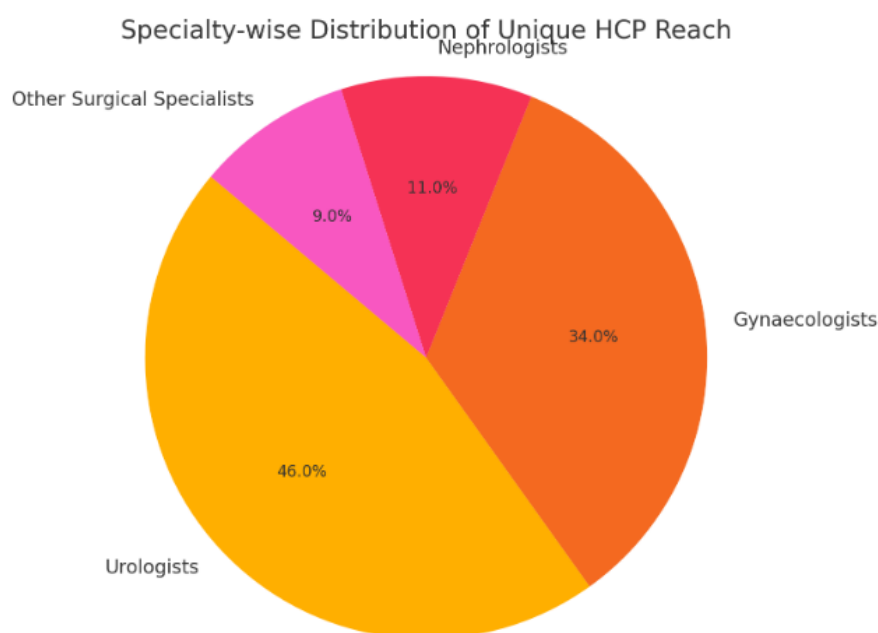


Figure 1. Specialty-wise Distribution of Unique HCP Reach

Lead Generation and Verification

Fifty-two HCPs (0.15 % of total reach; 0.152 % of clicks) completed the demo-request form and were successfully contacted by phone. Verification confirmed that all 52 were decision-makers intending to evaluate new endo-vision equipment within the next six months. No fraudulent or duplicate submissions were detected .

Comparative Performance

Figure 1 juxtaposes the campaign's CTR with median values reported in recent literature. While typical email or mixed-media CTRs cluster between 2 % and 6 %, the present initiative achieved 9 %, representing a relative uplift of 50 %–350 %. Published omnichannel case studies outside healthcare (e.g., dentistry customer-journey analysis) similarly note performance gains when cohesive messaging is orchestrated across touchpoints.

Table 1. Key Campaign Performance Metrics (July–September 2024)

Metric	Value
Unique Reach	62,769
Total Impressions	392,203
Total Clicks	34,281
Click-Through Rate (CTR)	9.0%
Tele-Verified Leads	52

Discussion

Principal Findings

This analysis demonstrates that a physician-learning platform can serve as an effective hub for omnichannel engagement, delivering both breadth (62 k HCPs) and depth (9 % CTR, 52 qualified leads) within a short time-frame. Three factors likely contributed:

1. **Contextual credibility:** Embedding messages within an environment dedicated to clinical education aligns with Self-Determination Theory's competence and relevance drivers, enhancing click propensity. Prior work shows that physicians value convenience and informative content in e-detailing.
2. **Multi-modal reinforcement:** Email reminders complemented in-app banners and push notifications, consistent with omnichannel principles that varied but harmonised touchpoints accelerate movement along the awareness-consideration-conversion funnel.
3. **Segmentation and tele-verification:** Real-time survey data enabled granular targeting, while human follow-up ensured lead authenticity, a step often omitted in purely digital funnels.

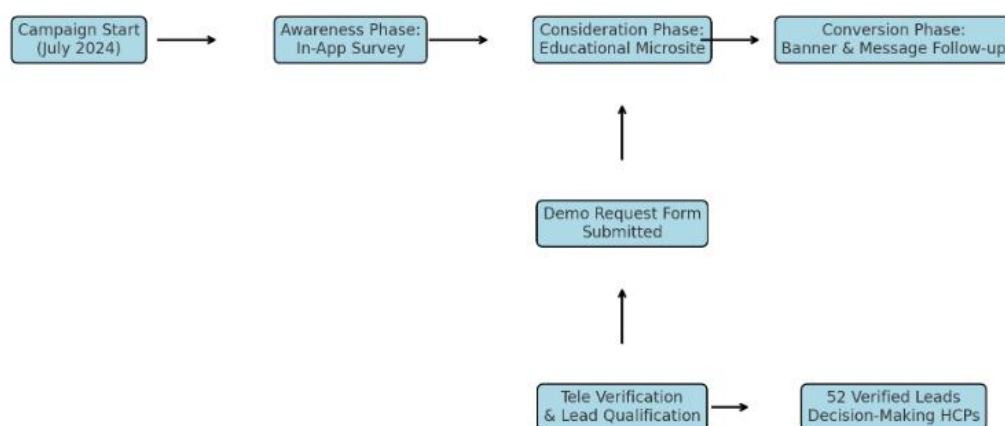


Figure 2. Flowchart of Campaign Funnel on the Platform

Implications for Medical-Device Marketing

Our findings suggest that educationally anchored omnichannel frameworks may shorten the “awareness-to-trial” cycle for high-involvement capital equipment by:

- Positioning the manufacturer as a knowledge partner rather than a vendor,
- Exploiting the Platform’s analytics to iterate content quickly, and
- Leveraging existing trust to overcome adoption inertia.

From a cost-utility standpoint, the Platform delivered approximately one verified lead per 755 impressions an efficiency metric favourable to typical field-sales call conversions (often <1 % success per cold call) reported in grey literature.

Strengths and Limitations

Strengths include real-world data, full-cycle lead verification and integration of multiple digital channels. Limitations encompass the lack of a contemporaneous control group, absence of cost data and reliance on aggregate rather than individual-level analytics. Furthermore, generalisability may be constrained to markets where similar physician-learning ecosystems exist.

Future Research

Prospective studies could randomise HCP clusters to single- versus multi-channel arms, incorporate return-on-investment analyses and trace the downstream influence on actual device procurement. Qualitative interviews could unpack clinician perceptions of educational versus promotional framing.

Conclusion

This study demonstrates that an omnichannel marketing strategy executed through Hidoc Dr., a trusted physician-learning platform in India, can effectively engage surgical specialists and drive measurable outcomes. With a strong click-through rate (CTR) of 9.0% and the generation of qualified business leads, the campaign illustrates how integrating high-science content within a clinically credible digital ecosystem can support both educational and commercial objectives in the medical device space.

The success of this campaign highlights the growing importance of strategically aligned, physician-focused digital platforms in India's evolving healthcare communication landscape.⁽³⁾ By combining academic credibility with technological reach, Hidoc Dr. offers a scalable model for future omnichannel initiatives aiming to influence clinical decision-making and promote advanced medical technologies without compromising professional trust. These findings underscore the potential of such platforms to bridge gaps in awareness and accelerate the adoption of high-value interventions among Indian HCPs.

References:

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