

Digitalization is Transforming the Email Behavior *of* Healthcare Providers



Table Of Contents

Introduction	01
Use Of Email Devices By Doctors And Dentists	01
The Most Preferred Email Client	02
Physician's Top Email Clients	03
Dentist's Top Email Client	04
Key Elements Of Designing Email Campaigns Based On Device Type	05
Responsive Design Is Must	05
Keep The Navigation Simple	05
Be Clear And Concise	05
Provide A Rich Email Experience	06
Email Behavior Percentage By Platform	06
Email Behavior Percentage By Speciality	07
Glancers	07
Skimmers	07
Readers	07
The Concluding Note	08

Introduction

The healthcare industry has been a slow learner as far as embracing digital marketing is concerned. But, determined to discontinue the same trend, the domain seems to buckle up its speed in the recent year trying to stay updated with latest trends and innovations.

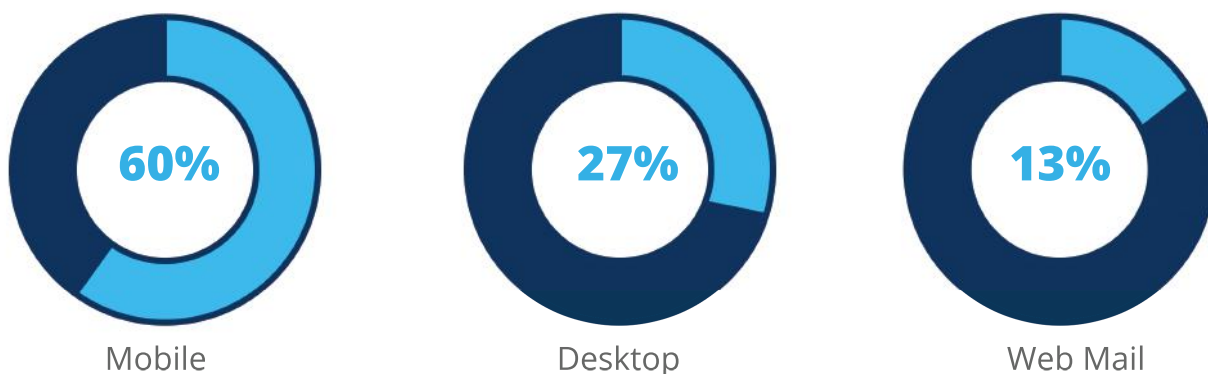
Among its many tools, email marketing is considered to be the most popular and proven channel for marketers to reach their targeted audience working in the healthcare industry. However, with the increasing use of mobile devices, the consumption of emails by healthcare providers has changed considerably. The percentage of mobile users has left behind the number of desktop users with more than 50 percent of emails being consumed on mobile devices.

The purpose of this document is to illuminate the growing importance of mobile device as a medium of email consumption and how it is influencing the email behavior of healthcare providers. The facts discussed here will be a great lesson for marketers wanting to target this sector. A detailed understanding of current marketing strategies and trends that are in high demand these days will help healthcare marketers leverage every opportunity that comes on their way in the best possible way.

Use Of Email Devices By Doctors and Dentists

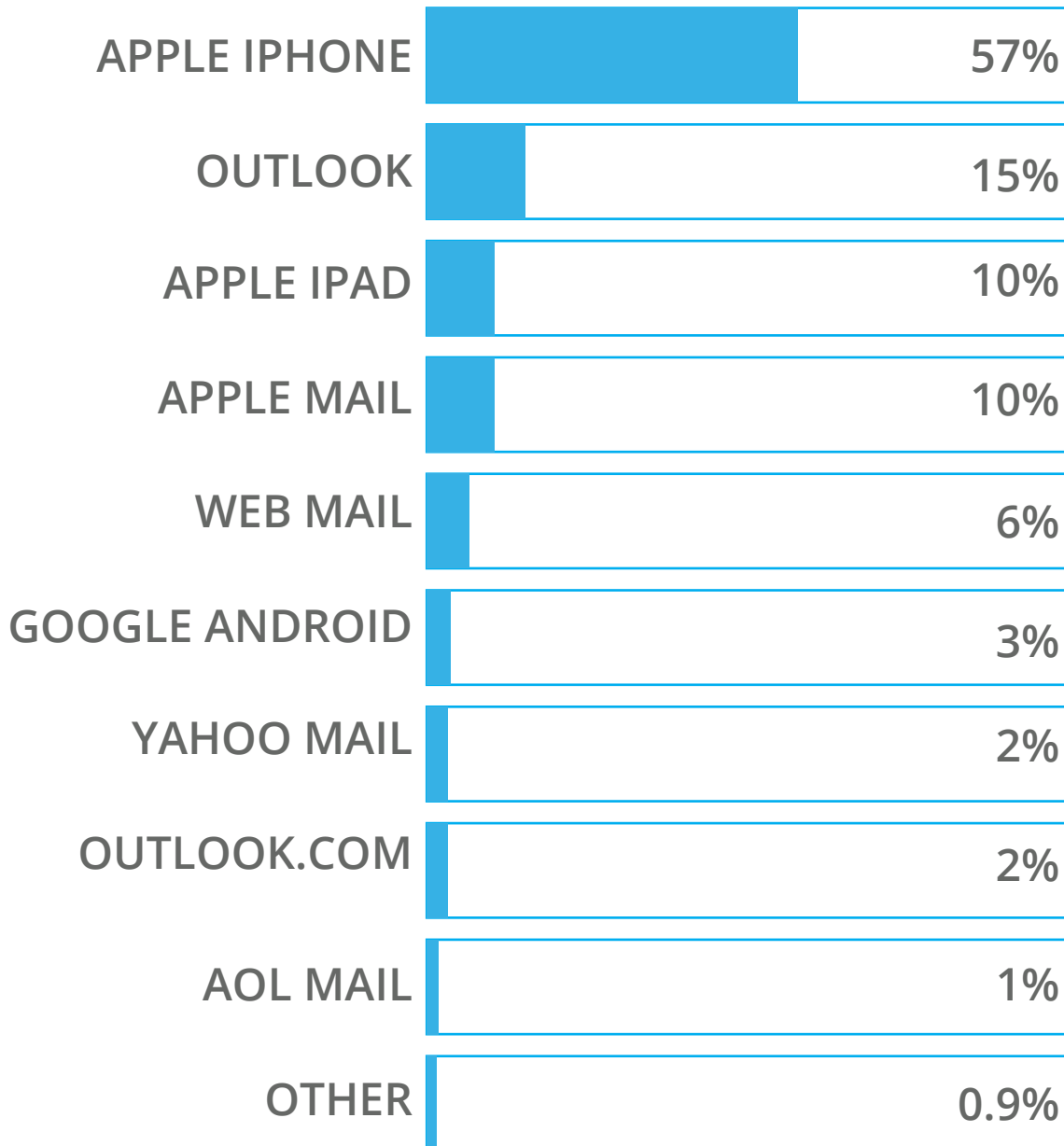
According to Campaign Monitor, about 53 percent of emails are opened on mobile devices with iPhone being the most commonly used mobile device to open an email for the first time. Several studies and market surveys have revealed that a majority of doctors and other healthcare providers use mobile devices to view open their inboxes.

Percentage of doctors and dentists consuming emails on different devices:



The Most Preferred Email Client

Although a 2014 ComScore study reports that 52.5 percent of smartphone users opt for Android while Apple being the choice of only 41.4 percent users, the statistics in the healthcare sector reflects a complete opposite scenario. In this digitally upgrading sector, more than 50 percent of doctors and dentists use Apple iPhone app to access their emails. They prefer Apple over others, especially iOS 7 and 8 versions.



Physician's Top Email Clients

Considering the above numbers, the Apple iPhone email client seems to be the clear winner as it is the first choice of almost all types of doctors. But there are few exceptions too, as when it comes to the preference of cardiologists and pharmacists they seem to prefer using Outlook more than anything else.

Preference differs based on speciality:

Anesthesiologist	Apple Iphone, Apple Mail, Apple Ipad
Cardiologist	Outlook, Apple Iphone, Apple Mail
Child Neurology	Apple Iphone, Apple Ipad, Outlook
Emergency Medicine	Apple Iphone, Web Mail, Outlook
Endocrinologist	Apple Iphone, Apple Ipad
Family Practitioner	Apple Iphone, Outlook, Apple Ipad
Gastroenterologist	Apple Iphone, Apple Ipad, Android
General Practitioner	Apple Iphone, Outlook, Apple Ipad
General Surgeon	Apple Iphone, Outlook
Genetics Specialist	Apple Iphone, Outlook
Geriatrician	Apple Iphone, Outlook, Apple Ipad
Hematology & Oncology	Apple Iphone, Apple Mail, Outlook
Internal Medicine	Apple Iphone, Outlook, Apple Ipad
Nephrologist	Apple Iphone, Outlook, Apple Ipad
Neuro Surgeon	Apple Iphone, Apple Ipad, Outlook
OB/GYN	Apple Iphone, Apple Ipad, Outlook

Pediatrician	Apple Iphone, Apple Ipad, Outlook
Pharmacist	Web Mail, Outlook
Pulmonologist	Apple Iphone, Apple Ipad, Outlook
Radiation Oncologist	Apple Iphone, Outlook, Apple Mail
Rheumatologist	Apple Iphone, Outlook, Apple Ipad
Surgical Oncologist	Apple Iphone, Apple Ipad, Outlook
Transplant Surgeon	Apple Iphone, Outlook, Apple Ipad

Dentist's Top Email Clients

Similar to doctors, dentists are also keen towards using Apple iPhone email client along with Outlook and Apple Mail. Unlike doctors, they use Apple iPad comparatively less.

General Dentistry	Apple Iphone, Outlook, Apple Mail
Oral Surgeon	Apple Iphone, Outlook, Apple Mail
Orthodontist	Apple Iphone, Outlook, Apple Mail
Periodontist	Apple Iphone, Outlook, Apple Mail
Prosthodontist	Apple Iphone, Apple Ipad, Outlook

Key Elements of Designing Email Campaigns based on Device Type

This Whitepaper reflects the fact that how mobile device is rapidly casting its dominance over the other devices with respect to email consumption and how this digital trend is influencing the email behavior of physicians and other healthcare providers. But that doesn't mean desktops and other platforms are out of the picture. So, marketers need to consider the each device type while designing email campaigns so as to provide its targeted audience the best viewing experience in whatever device they choose to view emails.

With mobile gaining its popularity among the many users, marketers should place mobile as the foundation of their email campaigns then they should think of compatible with other devices too. Targeting mobile users should be their priority. Mobile-friendly email is the need of the hour and being able to establish yourself as a master in this area will work wonders for any business.

Points to be remembered during the process of designing emails:

- **Responsive Design is Must**

The design of the email matters a lot for capturing the interest of your audience. If the design is not responsive, then you are likely to lose visitors. It is because of this responsive design that Apple can rank high in the field of email marketing. Your digital content should not only be technically sound but also should be able to understand navigation behavior and mentality of the user.

- **Keep the Navigation Simple**

Mobile allows users to make vertical and horizontal movements only. Hence, your content should be visible in a single view with no requirement for swiping here and there. As there is no mouse or keyboard to make the navigation easy, marketers need to make their emails readable in simple steps.

- **Be Clear and Concise**

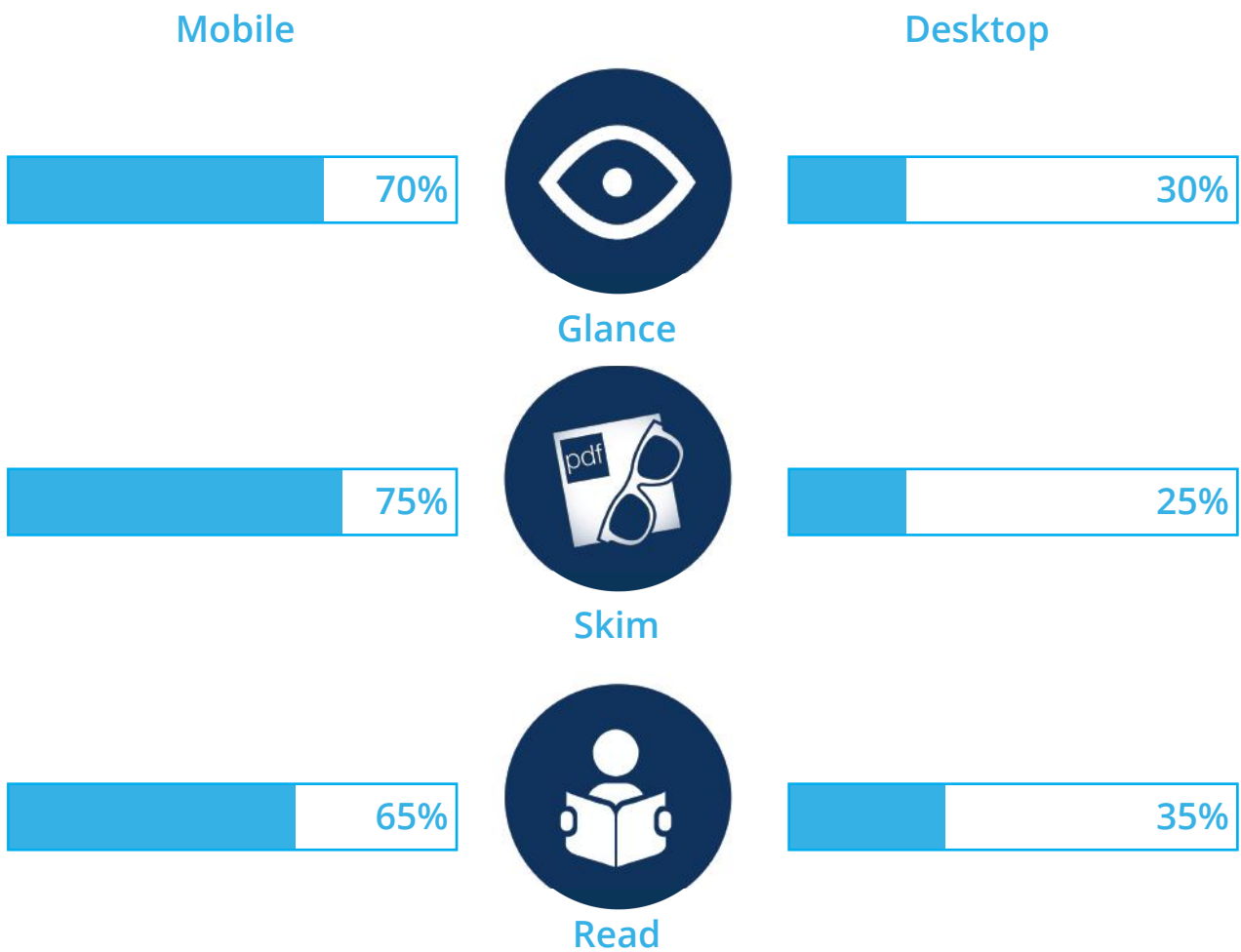
According to the popular belief, mobile users are skimmers as the on-the-go usable device offers them the benefit of portability and flexibility of use. But with healthcare providers, the fact is certainly different. They do read emails, making it compulsory on your part to keep the copy of your content aligned with their mentality. Although doctors are fast adapting to latest technologies, while using images to decorate emails remember to play it smart so that you don't overdo it.

- **Provide a Rich Email Experience**

What kind of email experience you want to offer your viewers will decide its success. A generic email ending with just a call-to-action is not going to work in your favor or give you further opportunities to stay connected with customers, keep them engaged and interested. Customer journey should not end with a whitepaper or free guide download. Drive them to more valuable and engaging content and intrigue them into taking the relationship ahead by offering rewards and special offers.

Email Behavior Percentage by Platform

A study of the email behavior of 68 percent of dentist and doctor records highlighted results for the total number of 2,042 skimmed emails, 3,346 of read emails, and 677 of glanced emails.



Email Behavior Percentage by Specialty

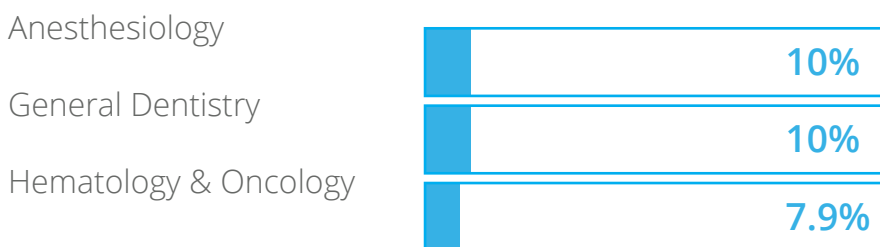
- Glancers**

The top three specialties that glanced at emails out of 37 specialty designations include:



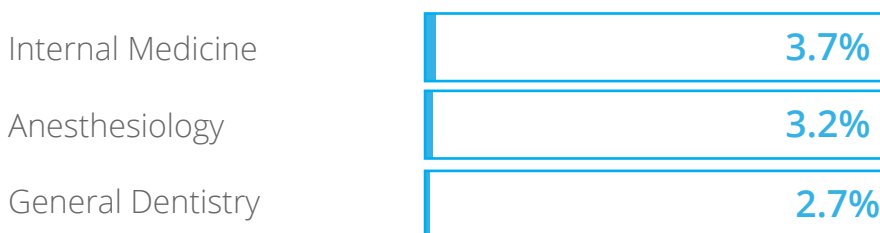
- Skimmers**

The top three specialties that skimmed emails out of 45 specialty designations include:



- Readers**

The top three specialties that read emails out of 55 specialty designations include:



The Concluding Note

Based on the stats as discussed in this whitepaper, it is quite clear that the healthcare sector is fully prepared to embrace every tool of digital marketing with expertise and excellence. Apple being the top most choice for healthcare providers for viewing emails has set a new benchmark for all the marketers looking to invest in making their email campaigns mobile-friendly.

To capture the attention of the growing number of physicians, dentists and other providers who consume most of their data on mobile devices, healthcare marketers need to have a detailed insight into user behavior, accurate customer information and a robust email marketing strategy where mobile occupies the place of top priority.

Want to reach the healthcare providers with your right message at their mobile devices? Get our targeted and accurate healthcare database with complete contact details today!

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