

# Engaging Healthcare Professionals in CKD Awareness: Insights from Hidoc Dr.'s Video Marketing Initiative

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## ABSTRACT

This case study details the execution and outcomes of a comprehensive video marketing campaign conducted by Hidoc Dr. aimed at raising awareness and educating healthcare professionals (HCPs) about Chronic Kidney Disease (CKD). Over the course of one year, 200 educational videos were produced and marketed, reaching an average of 500 unique HCPs per video. The campaign achieved notable engagement metrics, including a 16% engagement rate and a 6% click-through rate (CTR). The strategic approach and diligent execution resulted in significant visibility and interaction within the healthcare community.

**Keywords:** Chronic Kidney Disease (CKD), healthcare professionals, video marketing, engagement, click-through rate, Hidoc Dr.

## INTRODUCTION

Chronic Kidney Disease (CKD) is a critical global health issue, affecting millions of individuals worldwide.(1) It is a condition in which kidney function gradually declines and renal replacement therapy (dialysis or

transplantation) becomes necessary. Pathologic abnormalities indicated by imaging investigations or renal biopsies, anomalies in urine sediment, or elevated urinary albumin excretion rates are all considered forms of kidney disease. According to glomerular filtration rate, the 2012 KDIGO CKD classification divides CKD into six categories (G1 to G5, with G3 divided into 3a and 3b) and suggests information regarding the etiology of the condition. (1)

In the ever-changing landscape of digital marketing and interaction, webinars have emerged as an effective tool for professionals to connect, educate, and engage with their target audience. In the medical industry, reaching out to doctors, who are frequently overburdened with tasks, necessitates a platform that not only assures results but also provides a flawless experience for both organizers and participants. Hidoc, a platform built particularly for medical professionals, has emerged as a game changer in this regard. (2)

Effective education and awareness among healthcare professionals (HCPs) is critical to improve CKD diagnosis, treatment, and

management. Hidoc Dr., a famous medical content provider, noticed this need and launched a video marketing campaign to increase HCPs' awareness and engagement with CKD. This case report describes the campaign's methodology, execution, and outcomes, emphasizing its impact on the target audience.

## METHODOLOGY

The goal of the campaign was to regularly engage HCPs by contacting them once or twice a month. An HCP gave a presentation in each video, and the supplied PowerPoint slides matched the footage that was captured. An effective average turnaround time of 7-8 days per video was maintained throughout the production cycle. To ensure high-quality instructional content, the approach entailed careful recording and editing. To preserve consistency and clarity, editors matched the presentations made by the HCPs with the materials that were provided. Videos were posted on the Hidoc platform only after internal assessment and approval. Every video was pushed when it was released until it received 500 views or more. Comprehensive reports were generated for each HCP after the completion of key performance indicators (KPIs).

## RESULTS

The engagement metrics for the campaign were impressive. With an average of 1255 impressions per video and a target audience of about 500 distinct healthcare professionals, each video demonstrated significant visibility. High levels of engagement were demonstrated by the 78 interactions each session on average. With a respectable CTR of 6%, the ad effectively engaged the audience and prompted actionable steps.

Reach	Impressions	Clicks	CTR
500	1255	78	6%

Average Reach, Impression and Clicks for each Video

## CONCLUSION

The video marketing campaign conducted by Hidoc Dr. significantly enhanced awareness and education regarding CKD among healthcare professionals. Its innovative marketing strategies, global reach, comprehensive resources, high engagement, cost-effective advertising rates, and comprehensive marketing services make it the go-to platform for reaching medical professionals.(3) The strategic approach and diligent execution resulted in impressive engagement metrics and actionable outcomes. This case report underscores the potential of targeted video marketing campaigns in the healthcare sector to drive education and awareness effectively.

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