



Impact of Digital Article Marketing on Infectious Disease Education via the Hidoc Dr. Platform

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Abstract

This article analyses the performance of a digital medical education campaign, conducted exclusively on the **Hidoc Dr. platform**, focusing on three clinically relevant topics - ventilator-associated pneumonia (VAP), hospital-acquired pneumonia (HAP), and complicated urinary tract infections (cUTIs). The campaign achieved a reach of 9,122, generated 27,366 impressions, and delivered 837 clicks (CTR 3.0%). Engagement varied regionally across India, and interest in individual topics (VAP, HAP, cUTIs) was quantified. Here, we integrate marketing analytics with medical evidence to evaluate both outreach efficacy and the scientific relevance of the themes highlighted - while showcasing how Hidoc Dr.'s medical learning ecosystem amplified impact.

Introduction

Healthcare-associated infections (HAIs) remain a major contributor to patient morbidity, mortality, and healthcare costs worldwide. Among them, **ventilator-associated pneumonia (VAP)**, **hospital-acquired pneumonia (HAP)**, and **complicated urinary tract infections (cUTIs)** rank among the most frequent and clinically significant.(1)

- **VAP** is a life-threatening infection occurring in patients undergoing mechanical ventilation, with incidence rates ranging from 8–28% in intensive care units (ICUs) and mortality rates significantly higher than other nosocomial pneumonias.(2)
- **HAP**, while similar to VAP in microbiological profile, also affects non-ventilated inpatients and is associated with extended hospital stays, higher costs, and increased mortality.(3)
- **cUTIs** are often caused by multidrug-resistant Gram-negative pathogens, complicating management and requiring targeted antimicrobial strategies.(4)

In India, the challenges are compounded by:

- Overburdened healthcare systems with high ICU patient volumes
- Limited access to updated evidence-based guidelines in smaller healthcare settings
- Rapidly rising **antimicrobial resistance (AMR)** rates
- Inconsistent implementation of infection prevention protocols

Continuous medical education (CME) for clinicians is crucial for updating diagnostic skills, prevention strategies, and therapeutic choices. However, traditional CME methods -conferences, workshops, and printed updates—are resource-intensive, infrequent, and often geographically restricted.

Doctor-exclusive digital platforms like **Hidoc Dr.** offer a scalable, rapid, and targeted solution. The platform's features include:

- Peer-reviewed medical content tailored to specialty needs
- Multi-channel content delivery (app, web, email, SMS, WhatsApp)
- An audience of verified healthcare professionals only, ensuring scientific relevance and engagement

Within this framework, an article marketing campaign was executed to deliver evidence-based updates on VAP, HAP, and cUTIs, while evaluating engagement metrics and regional variations in reach.

Methodology

Campaign Design and Objectives

The campaign ran for three weeks (December 17, 2024 – January 8, 2025) targeting **critical care specialists** across India via the Hidoc Dr. platform.

The objectives were:

1. Disseminate concise, peer-reviewed updates on VAP, HAP, and cUTIs.
2. Measure engagement using reach, impressions, clicks, and click-through rate (CTR).
3. Identify geographic trends in engagement for targeted future educational interventions.

Content Development

- **Topic Selection:** Chosen based on clinical burden, ICU prevalence, and recent changes in management guidelines.
- **Evidence Sourcing:** Derived from PubMed-indexed research, WHO guidelines, and society recommendations such as the Infectious Diseases Society of America (IDSA) and American Thoracic Society (ATS).
- **Formatting:** Structured for clarity, with subheadings, bullet points, and cited references for deeper exploration.

Delivery Channels

The **Hidoc Dr. omnichannel ecosystem** was used:

- **Mobile App & Website:** Hosted full-text articles
- **Email:** Summarized topics with direct links
- **SMS & WhatsApp:** Instant alerts with topic highlights and quick access

Data Collection and Analytics

Performance was tracked in real-time using Hidoc Dr.'s analytics dashboard:

- **Reach:** Unique doctors exposed to content
- **Impressions:** Number of times content was displayed
- **Clicks:** Instances of doctors opening full articles
- **CTR:** Percentage of impressions leading to clicks

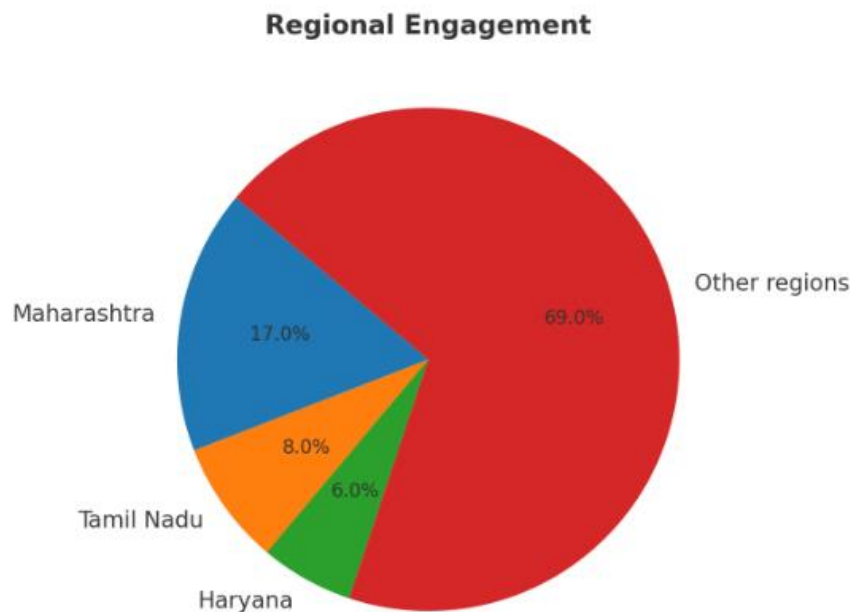
Results

Overall Performance Metrics

Metric	Value
Reach	9,122
Impressions	27,366
Clicks	837
CTR (%)	3.0

Interpretation: In physician-targeted digital education campaigns, CTRs above 2% are considered successful. The 3% achieved indicates strong interest and content relevance.

Regional Engagement

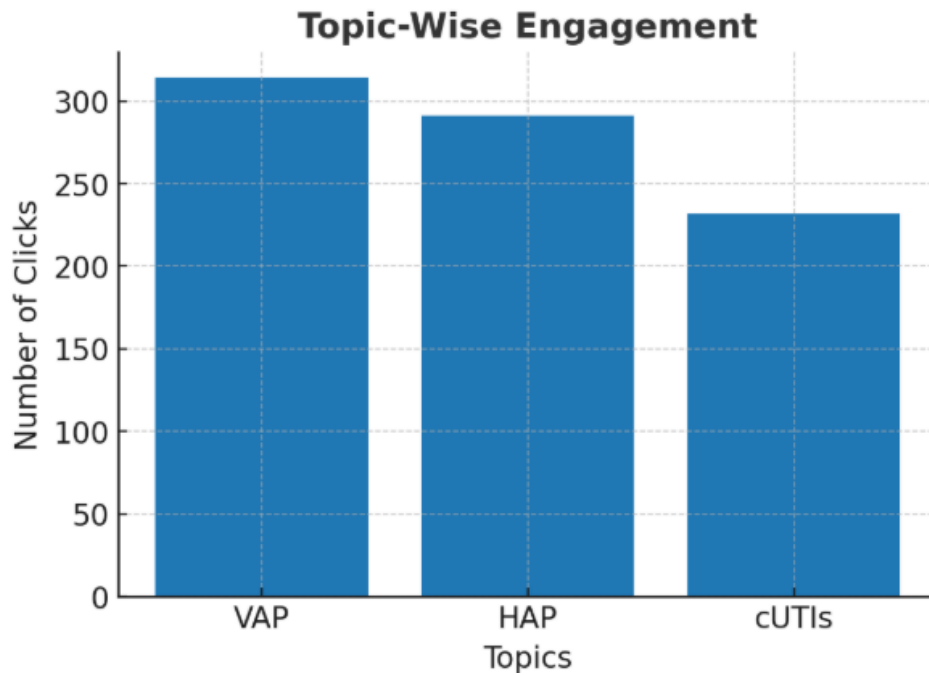


Pie chart - Regional Engagement showing Maharashtra with the highest engagement (17%), followed by Tamil Nadu (8%), Haryana (6%), and other regions (69%).

Observation: Maharashtra showed the highest engagement, suggesting potential benefits of region-specific CME content and events.

Topic-Wise Engagement

- VAP: 314 clicks
- HAP: 291 clicks
- cUTIs: 232 clicks



Bar chart - Topic-Wise Engagement, showing VAP with the highest clicks (314), followed by HAP (291) and cUTIs (232).

Observation: VAP generated the most clicks, reflecting ICU clinicians' heightened awareness and interest in updated prevention and treatment strategies.

Discussion

1. Platform-Driven Engagement Advantages (5)

The **Hidoc Dr. platform** provided significant advantages over general-purpose digital channels:

- **Verified audience:** Every impression reached a qualified medical professional, eliminating irrelevant views.
- **CME culture:** Users expect and seek educational content, improving engagement likelihood.
- **Multichannel reach:** Articles were accessible across devices and formats, increasing exposure opportunities.

2. Clinical Significance of Topics Covered

Ventilator-Associated Pneumonia (VAP)

- **Epidemiology:** Occurs in up to 28% of mechanically ventilated patients. (6)
- **Pathogenesis Shift:** Current evidence emphasizes lung microbiome disruption rather than sterile invasion
- **2022 Guidelines**
 - Prefer high-flow nasal oxygen or noninvasive ventilation when feasible.
 - Limit ventilator circuit changes unless visibly soiled.
 - Avoid chlorhexidine oral rinses; use standard oral hygiene.

Hospital-Acquired Pneumonia (HAP)

- **Overlap with VAP** but includes cases in non-ventilated patients.
- **Prevention:** Enhanced oral care and patient mobilization are effective (Cambridge Core, 2025). (3)

Complicated Urinary Tract Infections (cUTIs)

- **AMR Challenge:** Frequently caused by multidrug-resistant Enterobacterales and Pseudomonas species.
- **Therapeutics:** β -lactam/ β -lactamase inhibitor combinations, such as ceftazidime–avibactam, show high clinical cure rates in resistant cUTIs. (4)

3. Implications for Future CME Campaigns

- **Data-informed targeting:** Use regional engagement trends to localize content and language.
- **Topic prioritization:** Focus on areas with high clinical burden and recent guideline changes.
- **Sequenced content delivery:** Weekly or bi-weekly releases sustain interest over longer periods.

Conclusion

This analysis demonstrates how **scientifically robust, specialty-relevant content delivered via a targeted doctor-exclusive platform** can achieve high engagement and educational impact.

Key points:

- The campaign reached over **9,000 clinicians** with a strong **3% CTR**.
- **Maharashtra** showed the highest engagement, offering a model for regional CME tailoring.
- **VAP-focused content** attracted the most interest, underscoring its educational priority in critical care.

By merging **evidence-based content** with **Hidoc Dr.'s targeted omnichannel delivery**, this approach represents a scalable, high-impact model for future medical education campaigns. It aligns digital marketing with CME objectives, serving both clinical and public health interests.

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