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The Impact of a Digital Educational Campaign by Hidoc Dr Platform on Dentist Engagement with Clear Aligners

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Abstract Objective:To assess the efficacy of a targeted digital educational campaign conducted via the Hidoc Dr platform to increase awareness and professional engagement regarding clear aligner therapy among General Dentists in India.
Methods: A two-week digital campaign was executed using in-app promotions, targeted banner advertisements, and personalized email communications. Metrics including reach, impressions, clicks, and webinar registrations were systematically recorded and analyzed.
Results: The campaign achieved a reach of 101,266 General Dentists, recorded 204,627 impressions, generated 3,014 clicks, and obtained 422 webinar registrations. The campaign exceeded its original impression target and achieved a robust registration conversion rate of 14.0%.
Conclusion: The study underscores the effectiveness of strategically designed digital educational interventions in engaging healthcare professionals. Medical learning platforms such as Hidoc Dr offer scalable opportunities to enhance knowledge dissemination regarding innovative therapeutic modalities like clear aligner therapy.

I. INTRODUCTION

Advancements in orthodontics over the last few decades have revolutionized patient-centered care, leading to an increasing preference for less invasive, aesthetically pleasing treatment options. Clear aligner therapy, utilizing transparent, flexible thermoplastic materials such as polyurethane composites, offers a discreet alternative to traditional orthodontic braces. It addresses a broad spectrum of malocclusions including overbite, underbite, crossbite, open bite, spacing, and crowding. (1)
Despite the growing patient demand for aesthetic treatments, many dental professionals in emerging markets, including India, exhibit limited clinical exposure to clear aligner therapy. Bridging this knowledge gap is critical, not only for improved patient outcomes but also for aligning clinical practice with contemporary treatment paradigms.(2)
Digital educational platforms have emerged as critical enablers of continuing medical and dental education, offering interactive and scalable solutions. The Hidoc Dr platform, one of India's leading digital ecosystems for healthcare professionals, provides a unique opportunity to deliver targeted educational interventions. (3)
This study evaluates the impact of a focused two-week digital marketing campaign conducted via the Hidoc Dr platform, aiming to enhance General Dentists' awareness, engagement, and educational uptake regarding clear aligner therapies.

II. METHODS

A. Campaign Design

The educational campaign was conceptualized to run over a two-week period on the Hidoc Dr platform. The goal was to promote a webinar focusing on the clinical application, advantages, and patient management aspects of clear aligner therapy.

B. Target Audience

The campaign targeted licensed General Dentists practicing in India, leveraging Hidoc Dr's extensive database and user profiling system to ensure relevance.

C. Communication Channels

The campaign utilized a multi-pronged approach including:

1) In-app Promotions: Display banners, pop-ups, and newsfeed articles strategically placed within the app interface.
2) Email Notifications: Direct emails with a webinar invite and registration link.
3) Push Notifications: Timely alerts reminding users to register.

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4) Banner Advertisements: Featured in-app promotions tailored to user interests and prior engagement behavior.

D. Metrics Monitored

The following KPIs were systematically tracked:

1) Reach: The number of unique dentists exposed to the promotional materials.

2) Impressions: The cumulative number of views generated by the promotional content.

3) Clicks: The total number of times users interacted with promotional links.

4) Registrations: The number of users completing the webinar registration form.

Data was collected using the internal analytics dashboard integrated into the Hidoc Dr platform, ensuring accuracy and real-time monitoring.

III. RESULTS

TABLE I

Campaign Performance Overview

Performance Metric	Outcome
Reach	101,266 dentists
Impressions	204,627 views
Clicks	3,014 interactions
Registrations	422 sign-ups

The campaign achieved a reach of 101,266 General Dentists, generating 204,627 impressions across different touchpoints. A total of 3,014 users clicked on the promotional content, and 422 users completed the webinar registration.

TABLE III

Conversion Metrics

Conversion Metric	Value
Click-through Rate (CTR)	1.47%
Registration Conversion Rate	14.0%
Impressions-to-Registration Ratio	0.21%

- Click-through Rate (CTR): Calculated as (Clicks ÷ Impressions) × 100
- Registration Conversion Rate: Calculated as (Registrations ÷ Clicks) × 100
- Impressions-to-Registration Ratio: Calculated as (Registrations ÷ Impressions) × 100

Graphical Representation

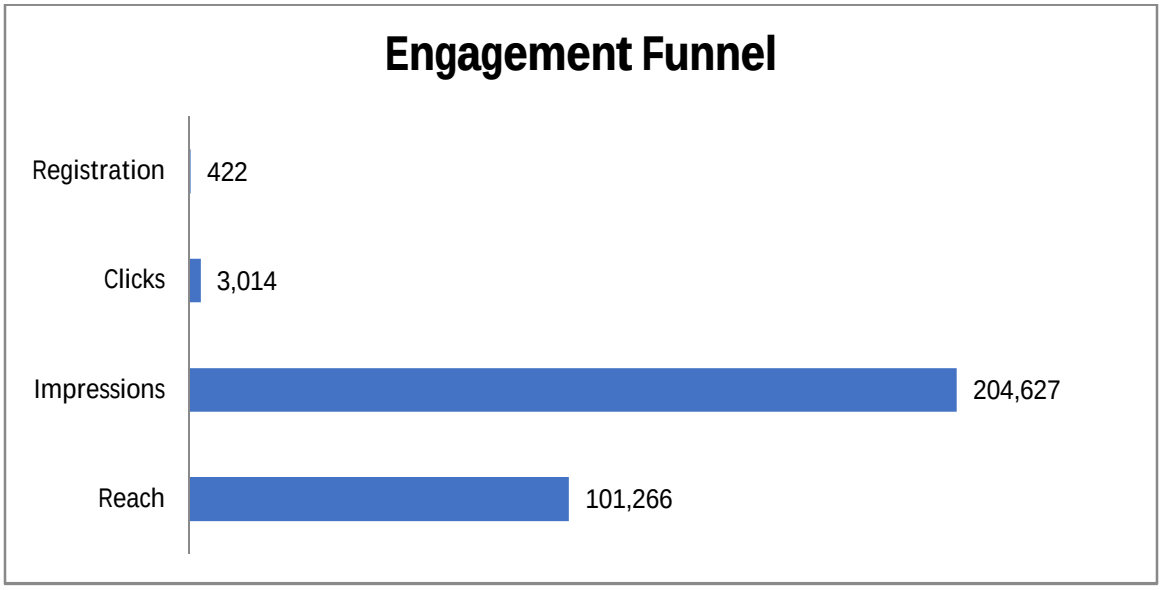


Fig 1: Engagement Funnel

TABLE IIIII
Campaign Rates

Rate Category	Percentage (%)
Click-Through Rate (CTR)	1.47
Registration Conversion Rate	14.00
Impression-to-Registration	0.21

IV. DISCUSSION

A. *Interpretation of Results*

The campaign was successful in achieving broad visibility and engagement within a short period. A reach of over 100,000 dentists demonstrates the Hidoc Dr platform's expansive user base and efficient targeting capabilities. Furthermore, the 204,627 impressions indicate repeated exposures, which are crucial for enhancing message retention and subsequent action.

The click-through rate of 1.47% aligns with industry benchmarks for healthcare digital campaigns, suggesting that the campaign's creative assets and messaging resonated with the intended audience. Notably, the registration conversion rate of 14% is considerably higher than average benchmarks for similar educational campaigns, reflecting a strong intrinsic motivation among dentists to learn about clear aligner therapies.

B. *Factors Contributing to Success*

Several factors likely contributed to the favorable campaign outcomes:

1) Relevance of Content: Clear aligner therapy is a growing area of clinical interest.
2) Strategic Timing: The campaign duration captured the attention of dentists during a period conducive to online learning.
3) Platform Trust: The Hidoc Dr platform is recognized as a credible source of clinical education, enhancing user willingness to engage.
4) Multi-touchpoint Strategy: Combining emails, in-app promotions, and push notifications reinforced the campaign message.

C. *Challenges and Limitations*

Despite its success, several limitations must be acknowledged:

1) Short Campaign Duration: A two-week window may not capture professionals who were temporarily inactive.
2) Self-Selection Bias: Engagement was voluntary, possibly over-representing dentists already interested in orthodontic innovations.
3) Lack of Post-Webinar Follow-up: The campaign measured registrations but not actual attendance or subsequent application of knowledge.

Future campaigns could incorporate longer durations, diversified educational content, and post-engagement activities such as feedback surveys, quizzes, or certification modules to assess knowledge retention.

D. *Implications for Future Educational Campaigns*

The results of this campaign suggest that digital platforms like Hidoc Dr are not merely tools for passive dissemination but active ecosystems for professional development. Personalized content delivery, AI-based recommendation engines, and modular learning paths can further enhance engagement and educational impact.(4)

Clear aligner therapy, like many other innovations in healthcare, requires continuous professional education for mainstream adoption. Digital ecosystems provide the scalability and personalization needed for widespread impact.

V. CONCLUSION

This observational study highlights the effectiveness of a targeted digital educational campaign conducted via the Hidoc Dr platform in promoting awareness and engagement among General Dentists regarding clear aligner therapy. The campaign not only achieved but exceeded its performance goals in terms of reach, impressions, and registration conversions.

Platforms like Hidoc Dr play an increasingly critical role in the continuing education landscape for healthcare professionals, offering efficient, scalable, and highly targeted solutions. Future efforts should focus on longitudinal engagement strategies and clinical application support to maximize the benefits of digital education. (4)

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Ultimately, integrating structured educational interventions into professional practice can significantly contribute to better patient outcomes and more widespread adoption of contemporary therapeutic innovations such as clear aligner therapy.

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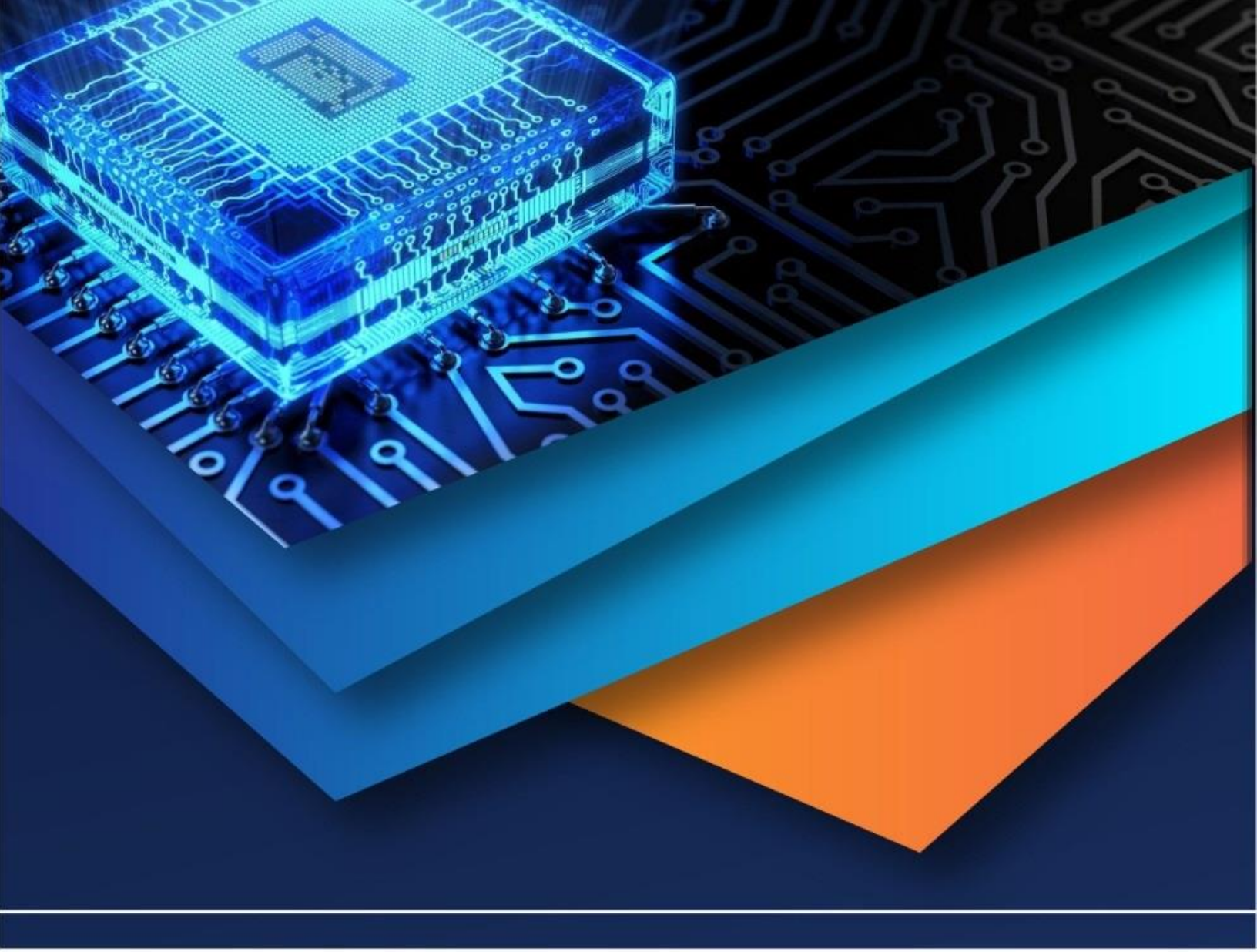
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