

TOPIC: SETTING NEW PROVIDERS UP FOR SUCCESS



When a new provider joins your Care Center, one of the first and most important steps to help build the provider's patient base is to add their information to Medical Affiliate's website. There is important information you should include on a provider's page beyond just a name and photo. The additional information added on to a provider's page will attract prospective patients and help them feel comfortable enough to make an appointment. To properly set up a new provider on your website, follow the steps below.

New provider information to include on the website:

1.

Up-to-date headshot

- A new photo of the provider is very important to include on the website. Patients want to know who they will be seeing. In fact, providers with headshots get almost 50% more appointments than those who do not have photos.
- We recommend that you hire a local photographer in your area to get high-quality photos. However, if budget doesn't allow for a professional photographer, we also recommend taking the provider's photo on your cell phone.
 - **To take a professional headshot on your phone:** Ask your provider to wear professional clothing - top with bold solid colors or lab coat. The provider should stand in front of a blank or simple wall with lots of natural light. When you take the picture, do not zoom in on the provider's face. Make sure there is enough chest and headroom in the photo. Remember, you can always crop the image after! Finalize the photo and send to your web agency to upload it to the website.



Examples of good headshots

A unique provider bio

- Start the bio off by using the provider's CV to include basic information about them, such as education, hometown, awards, or specializations. You can use a freelance copywriter, or someone in the office can write the bio.
- Once you've covered the basics (education, background, insurance, availability), move on to personality. Research shows patients are more likely to make appointments with doctors who show similar morals and values. Patients often wonder: What's the doctor like? Do we have things in common to discuss during that awkward small talk? Will I feel comfortable with this doctor? You can even consider including a quote from the provider to make it more relatable too.
- Ask questions to make your new provider's bio stand out. This will help patients to 'meet the doctor' from the website information provided. To help craft the bio, you can ask some out-of-the-box questions such as:
 - What makes you different from other providers?
 - What's your favorite activity outside of work?
 - Who do you spend your free time with?
 - If you could spend a day with any person in the world, dead or alive, who would you choose?
 - What would you do for a living if you weren't a doctor?

Here is a sample bio for reference to help guide you in developing your custom bio for the new provider

Learn about this provider.

Dr. Shipman graduated magna cum laude with a BFA in Fine Arts from Manhattanville College. She obtained her medical school training at the New York College of Osteopathic Medicine and completed her obstetrics and gynecology residency at Albany Medical Center. While at AMC, Dr. Shipman served as Associate Chief Resident in her third year and Chief Resident in her fourth year. She was twice honored with the Excellence in Teaching Award by her faculty in 2011 and 2012. She earned Waterbury Hospital's annual A.C.E. (Attitude, Commitment & Excellence) award in 2015 and has been listed as "Top Doc" in Connecticut Magazine.

In 2012, Dr. Shipman returned to her home state to practice medicine. She has established strong and lasting relationships with women in the community. Dr. Shipman was thrilled to join the excellent team of physicians at Woodland Women's Health Associates, a Women's Health Connecticut practice, in 2017. She looks forward to continuing to serve the women and families of Connecticut.

Dr. Shipman shares the osteopathic philosophy of seeing patients as an integrated whole in mind, body and spirit. This philosophy mirrors her personal understanding developed while concurrently studying pre-med, psychology, and the arts. Dr. Shipman is grateful to the women of Connecticut who trust her with their care and hopes to serve the community for many years to come.

3.

Service and provider matching

- Patients often search by or for services they need to find a new provider. To make sure patients find your new provider on the website, list all the services that the new provider practices on their bio page so the patient knows what they offer.
- You can also tag these services to the new provider on the back end of the website so when a patient searches for a service on the site, your new provider will appear in the list. The website agency will be able to help with this.

4.

Provider ratings

One of the most important things you can add to your new provider's page is patient ratings. Patients want to see great reviews/rankings of providers they are considering. Adding the Vizium rating widget to your provider's page will allow patients to see how the provider is scoring in real-time. To get a Vizium rating widget, all new providers will need to be added to Vizium. To add new providers to Vizium and receive this rating widget, the below information needs to be emailed to **Michael Stegen** at mstegen@vizium.com.

- Provider name and medical credentials
- Care Center name
- NPI number
- Provider email address

It will take some time for ratings to generate for the provider. After a few weeks, Vizium will send you a widget code for you to send to your web team/agency to add onto the website.

5.

Supporting Information

The more information that can be provided to patients, the better. Listing location, care center, contact information (phone number), languages spoken, hospital affiliation, and insurance information helps prospective patients find the best provider for them.

The diagram illustrates a provider profile card for 'Ann Uwool, MD'. The card is divided into several sections, each with a label and a line pointing to the corresponding part of the card:

- UP-TO-DATE HEADSHOT**: Points to the top-left corner of the card.
- LOCATION, CONTACT INFO**: Points to the 'Location' and 'Contact' fields.
- ADD VIZIUM WIDGET TO SHOW RATINGS**: Points to the 'Patient Satisfaction Rating' widget, which shows five stars.
- OTHER IMPORTANT INFO - E.G. LANGUAGES, HOSPITAL AFFILIATION, ETC.**: Points to the 'Language Spoken' field.
- SERVICES THEY PROVIDE/TAGGED**: Points to the 'Services Provided' section, which is a list of services.
- BIO**: Points to the 'About Ann Uwool, MD' section at the bottom of the card.

Website changes for Dymic:

In order to submit additions for your new provider on the Medical Affiliate websites, those who work with the web agency, Dymic, should fill out a form with all the necessary information you would like added to the website. You can find the corresponding links for this form below for each Medical Affiliate. To gain access to your specific username and password, please send an email to tami.santucci@unifiedhc.com requesting user name and password for this form. Please also provide which Medical Affiliate you are a part of in that email.

Mid-Atlantic Women's Care

www.mawdata.wpengine.com

Lifeline Medical Associates

www.lmadatadev.wpengine.com

UWH of The Carolinas

www.uwhcarolinasdv.wpengine.com

UWH of Texas

www.uwhtexasdev.wpengine.com