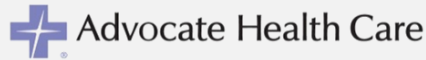


# How to Promote Your Physicians Online

DAVID STURTZ | PRODUCT STRATEGY DIRECTOR  
MAGGIE WRIGHT | SR. CONTENT STRATEGIST

GEONETRIC®

# Geonetric Clients



# Webinar Information

- Webinar lasts one hour
- Enter questions at any time
- Recording will be posted in our webinar archive within 48 hours
- Please take the post-webinar survey which will appear at the conclusion of the webinar
- Follow along on Twitter using the #Geonetric hashtag

# Takeaway: Online Physician Promotion eBook



Fill out the survey at the end of today's webinar for this free eBook!

- Packed with information that will help you develop effective tactics for driving qualified visitor to your physician profiles
- See examples of physician promotion in practice

# Physician Profile Review



**Fill out the survey at the end of today's webinar and request a free physician profile review.**

Get personalized feedback on your physician profiles and recommendations on how to improve your content and conversions!

# Today's Presenters



## David Sturtz | Product Strategy Director

- Background in design, content strategy and product development
- Tackled healthcare digital marketing from all sides – from creating user-friendly IAs to building content management software



## Maggie Wright | Sr. Content Strategist

- Experienced and strategic writer and content strategist with an approach that sees content as a piece of the bigger picture
- Strong background in marketing communications and graphic design

# How to Promote Your Physicians Online

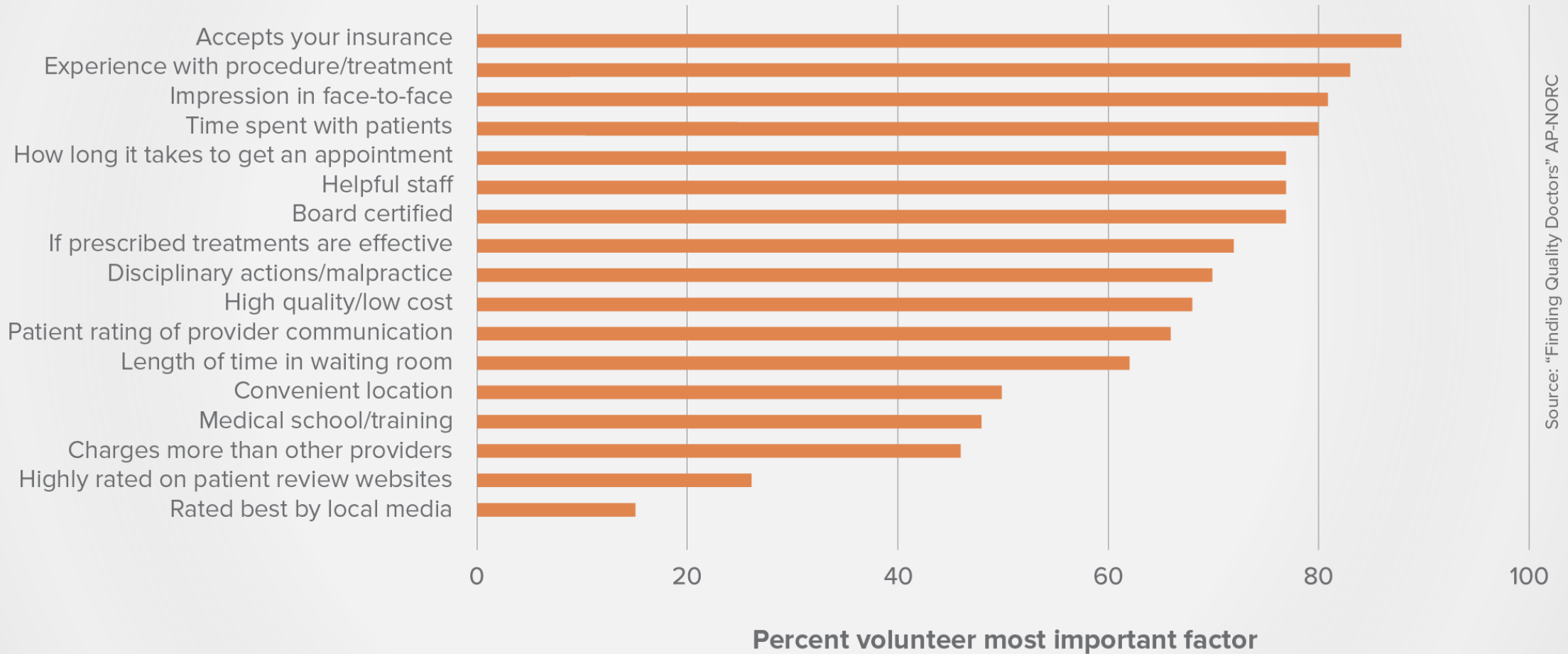
DAVID STURTZ | PRODUCT STRATEGY DIRECTOR  
MAGGIE WRIGHT | SR. CONTENT STRATEGIST

GEONETRIC®

# Understanding What Patients Want

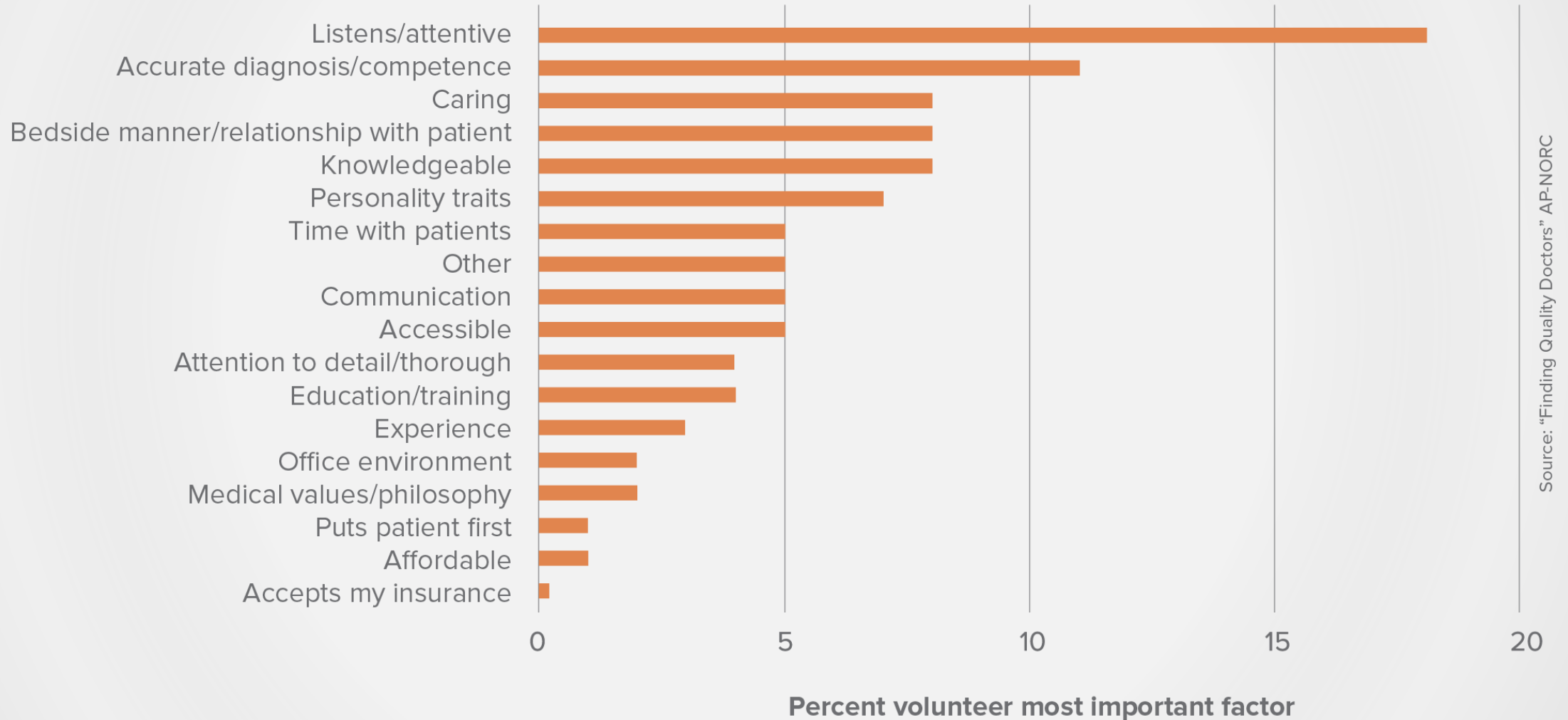


# Important Factors When Choosing a Doctor or Healthcare Provider



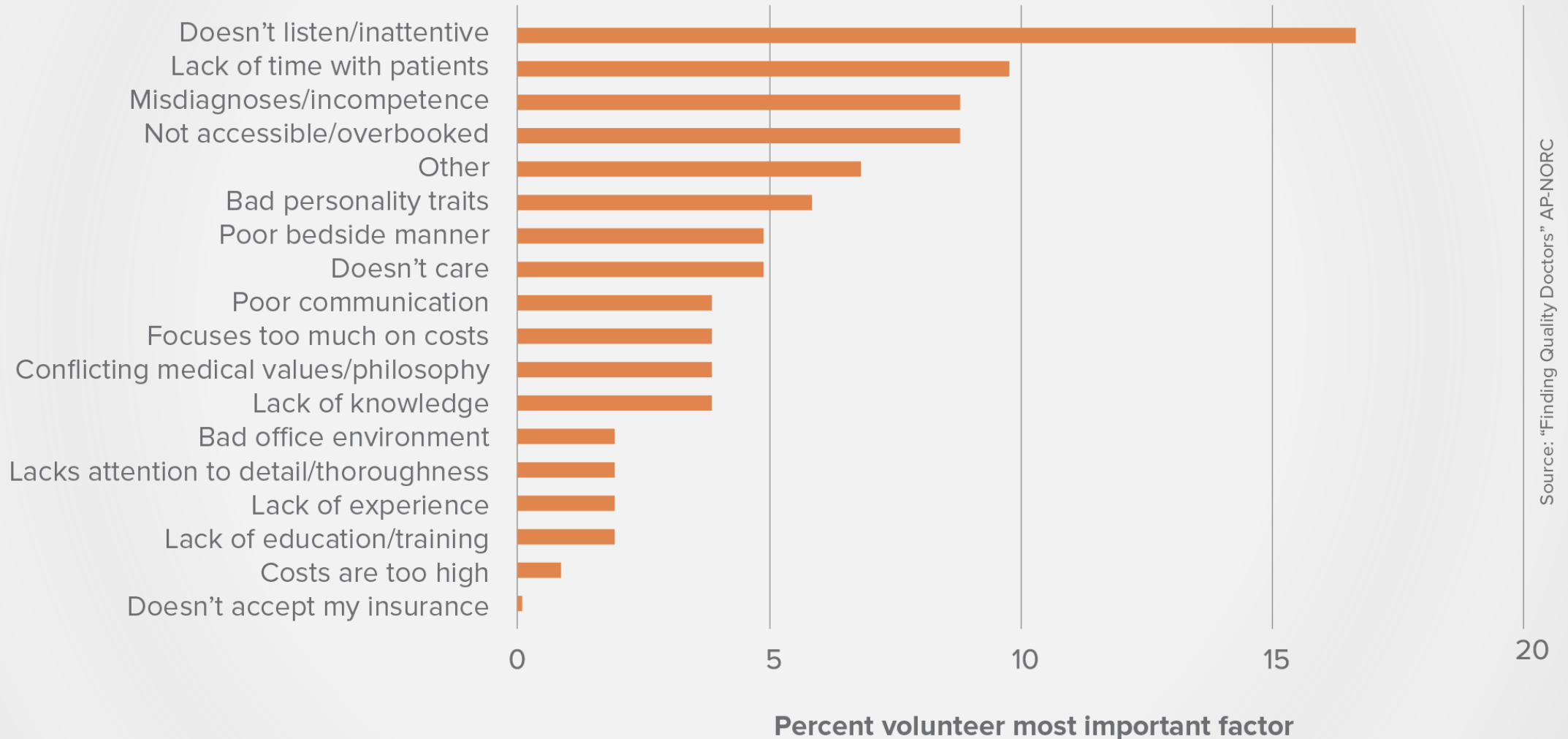
Source: "Finding Quality Doctors" AP-NORC

# Most Important Factors That Make a High-Quality Doctor



Source: "Finding Quality Doctors" AP-NORC

# Most Important Factors That Make a Poor-Quality Doctor



Source: "Finding Quality Doctors" AP-NORC

# What Patients Need & Want

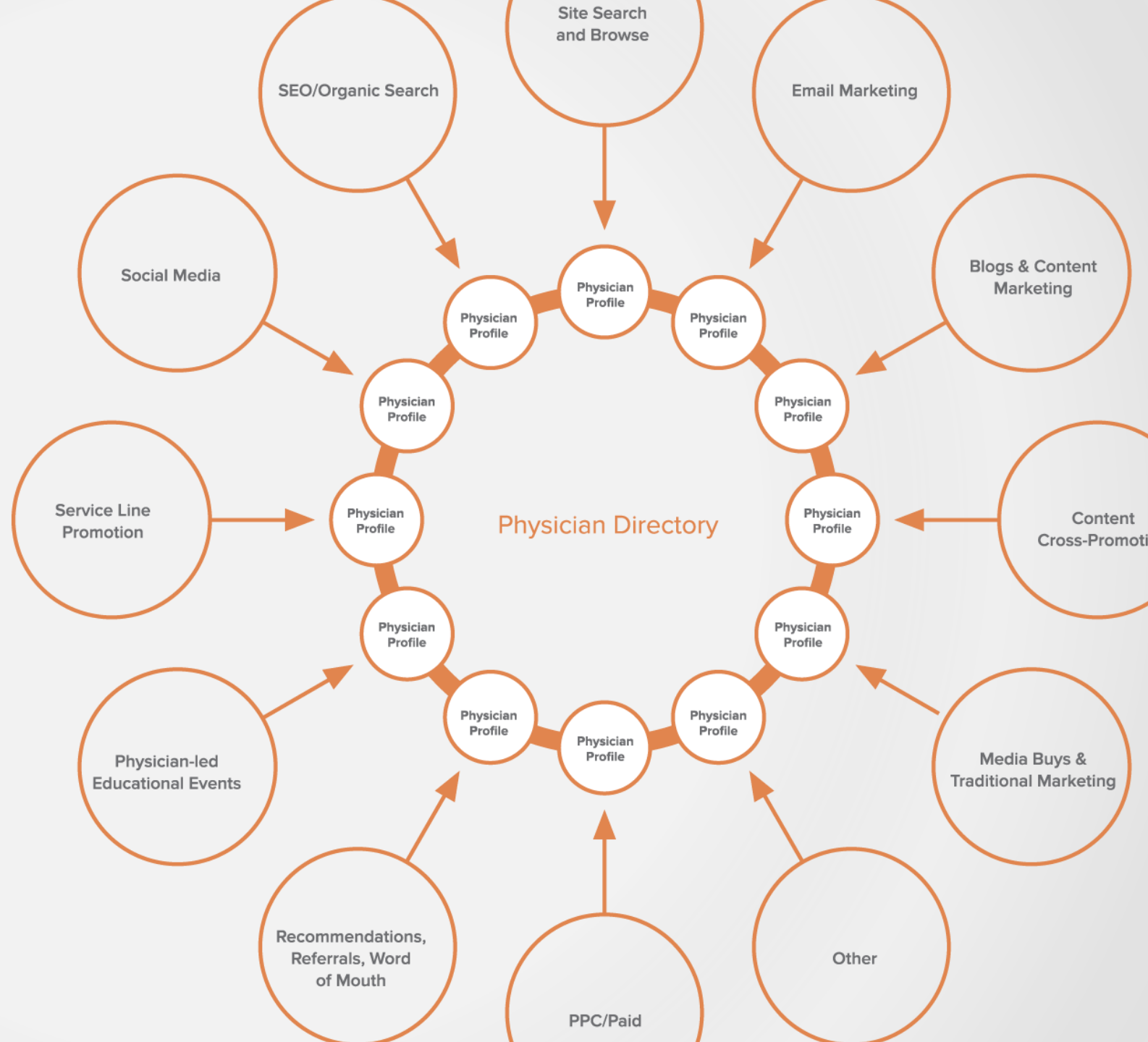
## ***Qualification Criteria***

- *Pass/fail criteria*
- *Filters providers in/out of consideration*
  
- Do they accept my insurance?
- Can I get to them?
- Are they accepting new patients?
- Can they treat my conditions?

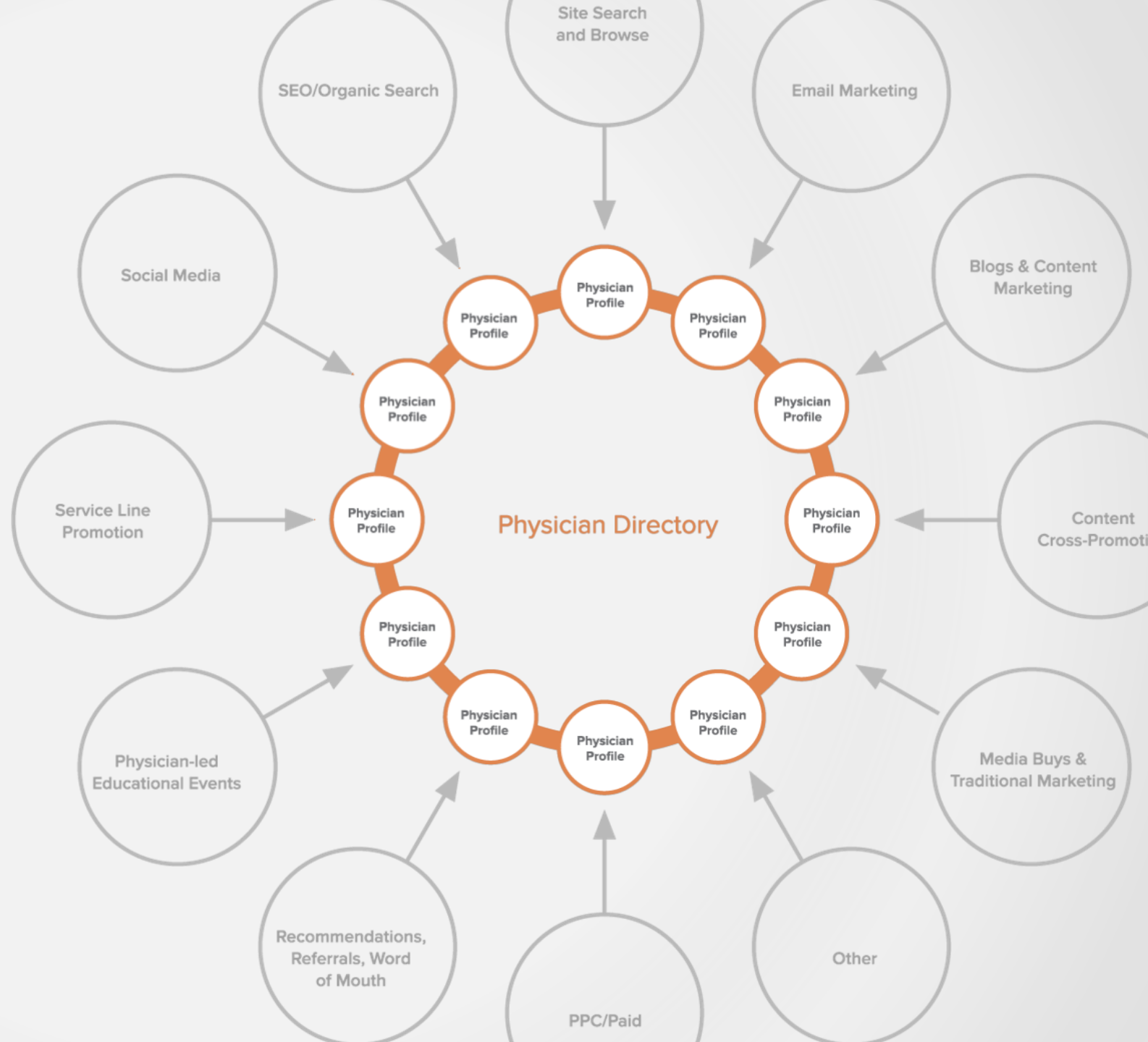
## ***Selection Criteria***

- *More nuanced evaluation*
- *Ranks providers according to preferences*
  
- Will I like them?
- Do others trust them?
- Are they good?
- Are they convenient?

# Physician Promotion



# Physician Directory & Profiles



# Provider Profiles

**Where Do You Start?**



**Include Information Potential  
Patients Need &/or Want to Know**

# Understand What a Visitor Wants to Know About Your Physicians

## Phase I

- Do they accept my insurance?
- Can I get to them?
- Are they accepting new patients?
- Can they treat my conditions?

✓ Qualify

# Understand What a Visitor Wants to Know About Your Physicians

Phase II:

- Will I like them?
- Do others trust them?
- Are they good?
- Are they convenient?

✓ Select

## Marivic Bautista, ARNP

A- | A+



**Primary Specialty:** Family Medicine

**Group Affiliation:** NWH Senior Care Program

**Address:** 1530 N 115th St Suite 107

**City/State/Zip:** Seattle, WA 98133

**Phone:** (206) 368-6560

**Office Hours:**

**Board Certification:** Yes

**Url:**

[Back](#)

[Search Again](#)



Photo not available

## Megan M. Bagwell, MD

Obstetrics and Gynecology

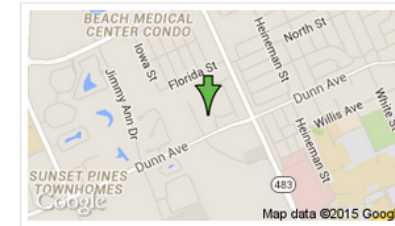
Daytona Beach

500 Health Blvd

Daytona Beach, FL 32114

Office Phone: (386) 252-5858

Fax: (386) 252-4477



[Driving Directions](#)

Daytona Beach

### Additional Details about Megan M. Bagwell, MD

#### Education

Medical School - Florida State University

#### Residencies

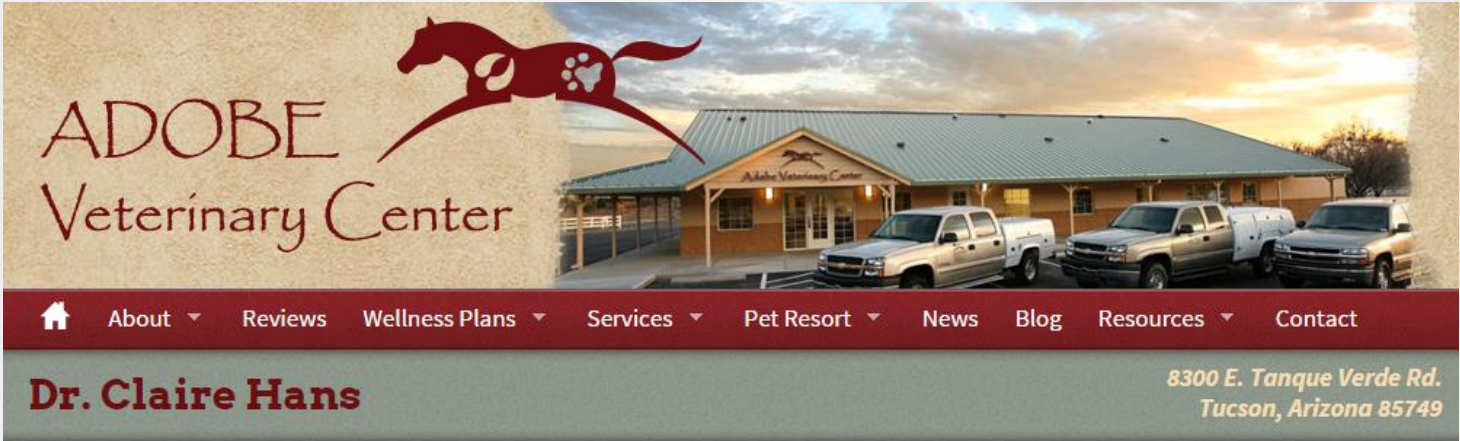
Obstetrics & Gynecology - (Exempla Saint Joseph Hospital)

#### Additional information

Gender: Female

## Find a Doctor

Find a Doctor is currently unavailable. Please try again later.



Home About ▾ Reviews Wellness Plans ▾ Services ▾ Pet Resort ▾ News Blog Resources ▾ Contact

**Dr. Claire Hans**

8300 E. Tanque Verde Rd.  
Tucson, Arizona 85749

*Small Animal Veterinarian*

Dr. Claire Hans grew up in the Midwest, raised along with her three brothers, one sister, and various Boxers. She received her Bachelor of Science in Biochemistry from University of Wisconsin-Madison and gained experience with animals as a veterinary assistant, milking dairy cows, in research, and with wildlife rehabilitation.



Dr. Hans graduated from the University of Wisconsin's School of Veterinary Medicine in 2014. She moved to Tucson the summer after graduation and joined Adobe Veterinary Center. She looks forward to enjoying sunny Arizona with her husband, Joel, their dog, Pretzel, and their cat, Apricot. She is most excited about being able to run outdoors year-round and hiking in the nearby national parks.

Dr. Hans' professional interests include dermatology, dentistry, gastrointestinal medicine, and ophthalmology.

g+1 0 in Share Tweet Like 3 people like this. Be the first of your friends.

Comments are closed.

◀ [Dr. Carli Grimbleby](#)

Office: 520-546-VETS  
Resort: 520-749-PETS  
Fax: 520-620-3403

**Request an Appointment**  
Request

**My Pet Records**  
Log in here!

**Online Pharmacy**  
Home delivery of medications, prescriptions, and Pet Nutrition products.  
Visit now!

**expertise**

*select*

**conditions**

*qualify*

**accessible**

*qualify*

**convenient**

*select*

GEONETRIC®

# MOODS SALON & SPA

HOME ABOUT US **SALON** SPA SCHEDULE WHAT'S NEW TESTIMONIALS MOODS FAVS PRODUCTS



## Jasmine Hadjis

Although Jasmine has been a licensed stylist since 2009, she has always been one at heart. Growing up and knowing that was what she always wanted to do, stepping into the industry was a natural fit for a fulfilling lifelong career.

[Click here](#) for pricing and scheduling. Select the service you would like and choose Jasmine as your Moods service provider.

To email Jasmine Hadjis, please [click here](#).

Jasmine was born and raised in Chicago, Illinois and studied cosmetology at Pivot Point International, a leader in beauty education for more than five decades and is focused on training premier beauty professionals around the world, she attended classes abroad in Rome, Italy and graduated at the top of her class. She worked her way up from a family-owned local hair salon to an upscale, high-demand full-service salon in Chicago's affluent Lincoln Park neighborhood.

Jasmine has worked alongside many great stylists, trained by Bumble and Bumble and Kevin Murphy, and learned a plethora of techniques while constantly evolving and growing her skill set. She moved to Cedar Rapids, Iowa in 2010 and completed an extensive associate training program to further advance her skills.

Through continuing training courses, staying on top of current trends and constantly working towards perfecting her craft, Jasmine has proven her adept skills in creating beautiful shapes, unique styles and radiant color to enhance her clients' natural beauty. She takes pride in listening to her clients' visions through one-on-one consultations, and is well versed in working with naturally curly hair in addition to all hair textures.

Whether it's a total hair makeover or just giving a classic look an update, Jasmine works with her clients to create a look that will boost confidence, as well as provide them with all the necessary tools, products and knowledge to recreate the look at home!

**conditions  
(services)**

*qualify*

**accessible**

*qualify*

**expertise**

*select*

**Include Engaging  
and Interactive Elements**

# Compelling Bios



# Compelling Bios

- Narrative unique to each physician that:
  - Humanizes the doctor
  - Displays a sense of commitment to their work
  - Conveys relatable aspects between patient and physician




## Ashwin P. Ashok MD

MAKE AN APPOINTMENT

 562.698.0306



Physicians  [View my video](#)

Dr. Ashok calls medicine “a family tradition.” With a father who’s a surgeon and grandfather who’s a physician, Dr. Ashok developed his keen interest in medical practice at a young age. He derives the most satisfaction from caring for patients with digestive and liver disorders. Trained in endoscopic treatments, he manages cirrhosis, chronic liver disease, hepatitis, inflammatory bowel disease, irritable bowel syndrome, celiac disease, GERD, and other general GI issues. Patients may be interested to know that Dr. Ashok is a lifelong UCLA Bruins and Los Angeles Lakers fan.

**expertise**

*select*

**conditions**

*qualify*

Dr. Ashok calls medicine “a family tradition.” With a father who’s a surgeon and grandfather who’s a physician, Dr. Ashok developed his keen interest in medical practice at a young age. He derives the most satisfaction from caring for patients with digestive and liver disorders. Trained in endoscopic treatments, he manages cirrhosis, chronic liver disease, hepatitis, inflammatory bowel disease, irritable bowel syndrome, celiac disease, GERD, and other general GI issues. Patients may be interested to know that Dr. Ashok is a lifelong UCLA Bruins and Los Angeles Lakers fan.

**likability**

*select*



## Kimberly Wycoff Bickell MD

[▶ View my video](#)

Dr. Bickell excelled at science and loved people. She found her passion in a profession that married both. "As a dedicated breast imager, I get tremendous satisfaction from meeting and talking to patients, hearing their stories and providing comfort during what can be a scary time. I also find it rewarding that routine annual screening can detect tiny breast cancers before they grow," she says.

Dr. Bickell enjoys spending time with her two young daughters. She supports the American Cancer Society and local organizations that provide services to disadvantaged children. Her hobbies include reading, playing piano, skiing and sailing.

## conditions

*qualify*

Dr. Bickell excelled at science and loved people. She found her passion in a profession that married both. "As a dedicated breast imager, I get tremendous satisfaction from meeting and talking to patients, hearing their stories and providing comfort during what can be a scary time. I also find it rewarding that routine annual screening can detect tiny breast cancers before they grow," she says.

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## likability

*select*



## Michael Karch, MD

To schedule an appointment with Michael Karch please call **760-924-4084**.

Accepting new patients.

- **United States Ski & Snowboard Association Physician**
- **Mass Casualty Trained**

[Profile](#)

[Office Information](#)

Gender: Male

### Specialties

- Orthopedic Surgery

### Areas of Interest

Dr. Karch specializes in orthopaedic trauma, AO philosophy. His skillset includes complex peri-articular trauma, joint replacement surgery including anterior total hip replacement.

## **expertise**

*select*

### **Biography**

Dr. Karch has served as a Team Physician for the United States Ski and Snowboard Team since 2002 and focuses on Nordic World Cup Events. He has served as personal physician to numerous Olympians and world elite athletes and serves as Team Physician for both the Mammoth Track Club as well as the 2010 Vancouver Olympics medal winning USA Nordic Combined Team.

Dr Karch uniquely experienced the tragic events of September 11th by treating victims of both the Pentagon and Ground Zero sites. He was one of the first physicians on site at Ground Zero and performed search and recovery and established two on site MASH units within the disaster area.

His written document on mass casualty at Ground Zero was evaluated by the Joint Chiefs of Staff and served as testimony for the re-organization of emergency medical response for the Department of Homeland Security. Dr. Karch now teaches Mass Casualty and Disaster Preparedness to medical personnel. For more information on Dr. Karch's involvement with 9/11 go to <http://www.equipped.com/groundzero.htm>.

## **likability**

*select*

## **endorsement**

*select*



## David Engstrand, MD, FACS

**Specialties:** General and Vascular Surgery, Breast Surgery, Robotic Surgery, Bariatric Surgery

"In our everyday lives none of us wishes to have illness thrust upon us, but when it is, I am there for my patients. I want them to know I will use all my skills to heal and improve their lives. I became a general and vascular surgeon because I enjoy the knowledge and challenges of the profession. We as a surgical group have been able to stay at the forefront of surgical innovation because of our passion for knowledge. And this has allowed us to be on the cutting edge of new surgical technology in surgery. I bring this same passion to the forefront of patient care. I feel blessed to have had this opportunity in life and honored when a patient and family entrust me with their medical care."

**In Brookfield:** 262-785-7740

**In Waukesha:** 262-785-7770

Accepting new patients.



**conditions**

*qualify*

**David Engstrand, MD, FACS**

**Specialties:** General and Vascular Surgery, Breast Surgery, Robotic Surgery, Bariatric Surgery

"In our everyday lives none of us wishes to have illness thrust upon us, but when it is, I am there for my patients. I want them to know I will use all my skills to heal and improve their lives. I became a general and vascular surgeon because I enjoy the knowledge and challenges of the profession. We as a surgical group have been able to stay at the forefront of surgical innovation because of our passion for knowledge. And this has allowed us to be on the cutting edge of new surgical technology in surgery. I bring this same passion to the forefront of patient care. I feel blessed to have had this opportunity in life and honored when a patient and family entrust me with their medical care."

**expertise**

*select*

**accessible**

*qualify*

**In Brookfield: 262-785-7740**

**In Waukesha: 262-785-7770**

Accepting new patients.

**available**

*qualify*

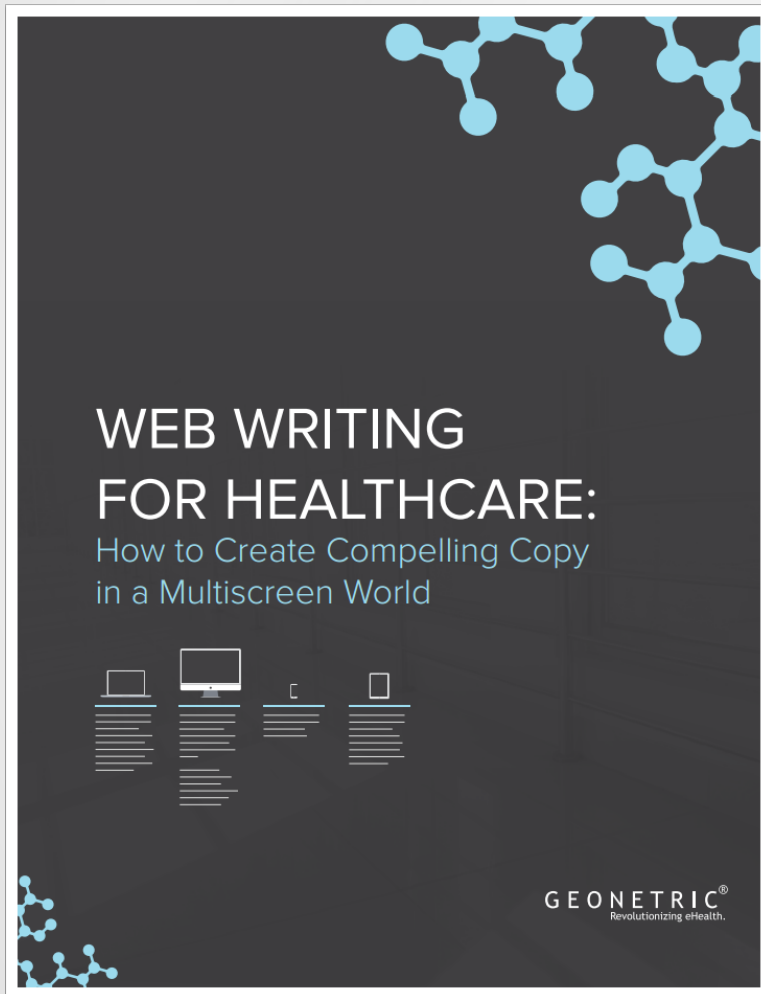
# Follow Good Web Writing Practices

## Web Writing Best Practices

- Focus on the user
- Keep it simple
- Make it easy to take action

## Voice & Tone Guidelines

- Define your persona
- Consider your audience
- Develop your adjectives
- Create guidelines



# Engaging Videos

# Videos

- Interactive and sharable element that:
  - Adds depth to the physician
  - Shows the physician's personality
  - Creates a sense of familiarity



## Video



# Physician Ratings and Reviews



Find restaurants

Near Sioux Falls, SD



Sign Up

Home About Me Write a Review Find Friends Messages Talk Events

Log In

## restaurants Sioux Falls, SD

Showing 1-10 of 40

Browse Category: Restaurants

Hide Filters

### Sort By

Best Match  
Highest Rated  
Most Reviewed

### Cities

Sioux Falls

### Distance

Bird's-eye View  
Driving (5 mi.)  
Biking (2 mi.)  
Walking (1 mi.)  
Within 4 blocks

### Price

\$  
 \$\$  
 \$\$\$  
 \$\$\$\$

### Features

Open Now 9:27 PM

### Category

American (Traditional)



### 1. Sanaa's Gourmet Restaurant

53 reviews

\$\$ · Mediterranean, Vegetarian

401 E 8th St  
Sioux Falls, SD 57103  
(605) 275-2516



I tried some of the Shish Tawook. • This is served with tabbouli salad and yogurt cucumber sauce. Also available is vegetarian, vegan and gluten free choices.



### 2. Phnom Penh Restaurant Asian Cuisine

66 reviews

\$ · Cambodian, Chinese

1010 N Minnesota Ave  
Sioux Falls, SD 57104  
(605) 332-3935



The service was awesome, and the sticky rice was fantastic. • I love chicken curry which is the one thing I've had here and it's amazing.



### 3. Lam's Vietnamese Restaurant

38 reviews

\$\$ · Vietnamese

1600 E Rice St  
Sioux Falls, SD 57103  
(605) 274-9898



Get a spring roll and/or bun bao for an appetizer, you will not be disappointed. • Pho and the seasonal bowls are great and the food is fresh. • Best noodle bowl I've had for awhile.

## PAUL BLART: MALL COP 2 (2015)



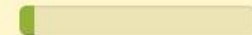
Tickets & Showtimes

### TOMATOMETER

6%

Average Rating: 2.6/10  
Reviews Counted: 54  
Fresh: 3  
Rotten: 51

All Critics | Top Critics



Critics Consensus: Bathed in flop sweat and bereft of purpose, Paul Blart: Mall Cop 2 strings together fat-shaming humor and Segway sight gags with uniformly unfunny results.

### AUDIENCE SCORE

39% liked it

Average Rating: 2.8/5  
User Ratings: 33,509

### TRAILER



HD VIDEO

### PHOTOS



### ADD YOUR RATING



+ WANT TO SEE

NOT INTERESTED



Add a Review (Optional)

Share on Facebook

endorsement

select



# We Don't Have to "Know" the Source!



# Physician Ratings Matter



February 2014 JAMA Study *Public Awareness, Perception and Use of Online Physician Rating Sites*

## Patient Comments

*Patient comments are gathered from our Press Ganey Patient Satisfaction Survey and displayed in their entirety. Patients are de-identified for confidentiality and patient privacy.*

**UofU Patient** *April 20, 2015*

I know he was busy, but he did not make me feel rushed. He answered my questions, explained options, and was great at following up on the plan we had made to see if it was working or not. When it was found not to be working we set a new plan. I appreciate his knowledge, kindness, and time. Thanks Dr. Anisman.

**UofU Patient** *April 08, 2015*

I always like the way Dr. Anisman takes the time to make me feel important. I never feel like he is "rushing" to get to his next appointment. He always explains things in a way I can understand and he always asked what I think. He is a great doctor.

**UofU Patient** *March 30, 2015*

Very patient and full of good information to help me make an informed decision. Stated things in a different way than other physicians to help me make by decisions.

**UofU Patient** *March 12, 2015*

Dr Anisman always takes time to listen and understand my concerns. That is why he is the only provider me and my family will see,

**UofU Patient** *March 08, 2015*

great

**UofU Patient** *March 01, 2015*

Dr. Anisman is very patient and always do extra mile for me. he is the only one who listen and pay more attention to my other medical issues. he also make sure that I am getting enough help because of a serious medical issue I have and his help garners a high respect from the other providers by setting a good example.

**UofU Patient** *February 23, 2015*

good

**UofU Patient** *February 14, 2015*

Dr. Anisman did a hearing test so the medical student could observe. Dr. Anisman always takes plenty of time to answer questions. Great and caring provider.

**UofU Patient** *February 12, 2015*

This provider is a perfect blend of professional, as well as personable. He spent quality time with me, and followed up on all my medical issues. I would highly recommend him

**UofU Patient** *February 06, 2015*

Very thorough and we always felt better leaving the clinic because of his professionalism and care, compassion.

**endorsement**

*select*

**Learn About Our Survey**

Explanation of

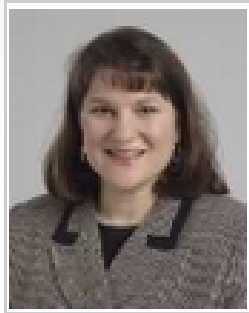


Efficiency and



AMERICA'S TOP HOSPITAL BLOG

EXPLORE HealthHub



## Vickie Baker, MD

440.366.9444

Location(s): Elyria Family Health Center,  
Cleveland Clinic Avon Lake Specialty  
Center

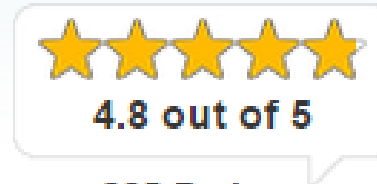
Department: Dermatology

Specialties: Acanthosis Nigricans, Acne,  
Birthmark, Blisters, Cellulitis, Cold Sores,  
Sebaceous Cysts ... [more](#)

Type of Doctor: Both Adults and Children & Adolescents

Surgeon: No

Education: Medical College of Ohio at Toledo



285 Patient  
Satisfaction Ratings  
[8 Comments](#)

endorsement

*select*

Request an Appointment

View Doctor's Profile

- Educators
- Administrators
- Surgeons Only
- Non-Surgeons Only

[Institute or Department](#) [Reset](#)



Type of Doctor: Both Adults and Children  
& Adolescents  
Surgeon: No  
Education: The Ohio State University  
College of Medicine and Public Health

117 Patient  
Satisfaction Ratings  
[6 Comments](#)

Request an Appointment

View Doctor's Profile

# Calls To Action

# Why CTAs Are Important

- Gives your site visitors a cue of what to do next
- Allows you to track your efforts

QA the process — make sure it works!



## Brian Adrian, MD, PhD

[Print Doctor Profile](#)

Dr. Brian Adrian specializes in family medicine and particularly enjoys taking care of children. His special interests include diagnosing and treating asthma, managing diabetic patients and sports medicine. His personal goal is to form a partnership with his patients by jointly agreeing on lifestyle changes, medical intervention and the level of commitment to these efforts to help them improve their health and well-being.

[Request an Appointment](#)**1-630-499-0812**

Appointment Scheduling



## Muhammad Ahmad, MD

**Specialties:** Family Medicine

“As your doctor, I know that you have given me your trust to help you and your family stay healthy. My commitment is to always treat you the same way I would treat my own family. I believe that if we make decisions together, we can achieve the best results to keep you healthy and happy.”

[REQUEST AN APPOINTMENT](#)

262-687-8173

Accepting new patients.

### Clinical Interests

Well Baby / Well Child Care

Weight Loss & Management

Attention Deficit and Hyperactivity Disorder  
ADHD

High cholesterol

Fibromyalgia

Anxiety

Hypertension

Smoking Cessation

Wellness

Preventive Medicine

Panic Attacks

Chronic Obstructive Pulmonary Disease

Acne

Arthritis

Attention Deficit Disorder ADD

Headaches

Depression

High blood pressure

Pediatrics

COPD

Women's Health

Diabetes Management

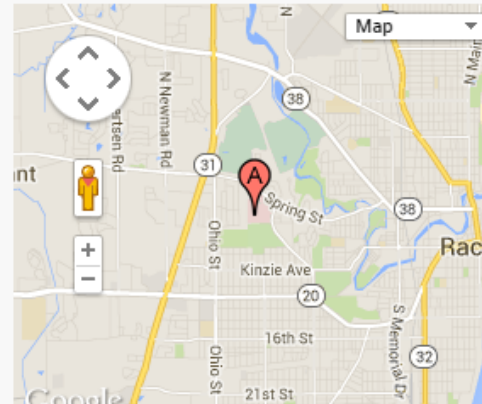
### Languages

### Locations

#### Wheaton Franciscan Medical Group - Primary & Specialty Care

3807 Spring Street  
Racine, WI 53405

[Locate on Map](#)





The image shows a circular crop of a web form. At the top, there are two tabs: 'Information' and 'Contact Information', with 'Contact Information' being the active tab. Below the tabs, there are four rows of form fields:

- Accepting new patients**: A checkbox that is checked.
- Referral required**: An unchecked checkbox.
- Appointment Phone**: An empty text input field.
- Appointment Link URL**: An empty text input field.

At the bottom of the form, the text 'Contact Information' is displayed.

## Establish Needed Processes

To ensure a seamless transition from the appointment request submission to scheduling, the marketing team trained office managers at all locations on how to use the VitalSite Provider Directory. Together the teams set up needed email notifications and workflow processes.



## The Results

Since launching online appointment requests, Wheaton Franciscan consistently averages 300 requests each month for primary care doctors and specialists that offer online appointments. Even more impressive is the additional analysis the organization is conducting. Over a four month period, Wheaton Franciscan tracked the 140 primary care doctors currently accepting online appointment requests and discovered the online forms brought in more than 740 requests, including almost 400 patients who are new to the system. These appointments have led to downstream revenue that has more than covered the organization's entire digital budget.

# The Whole Story



## Ashwin P. Ashok MD

MAKE AN APPOINTMENT  
562.698.0306

PIH Physicians [View my video](#)

# Compelling Bio

Dr. Ashok calls medicine "a family tradition." With a father who's a surgeon and grandfather who's a physician, Dr. Ashok developed his keen interest in medicine at a young age. As a resident in general practice at a young age, he gives the most comprehensive treatments, he manages cirrhosis, chronic liver disease, hepatitis, irritable bowel disease, GERD, and other general GI issues. You may be interested to know that Dr. Ashok is a lifelong UCLA Bruins and Los Angeles Lakers fan.



## OFFICE INFORMATION

12291 Washington Blvd #201  
Whittier, California 90606

Main: 562.698.0306  
Fax: 562.789.5458

[Locate on Map](#)

## PROFILE

### GENDER

Male

### SPECIALTIES

Gastroenterology

### LANGUAGES

Spanish

### EDUCATION

#### Residency

Harbor-UCLA Medical Center (California)

#### Fellowship

University of New Mexico School of Medicine (Albuquerque)

Harbor-UCLA Medical Center (California)

#### MD

Albert Einstein College of Medicine-Bronx (New York)

### BOARD CERTIFICATIONS

Gastroenterology (Sub-Spec. Cert)

Internal Medicine (General Cert)





## Kimberly Wycoff Bickell MD

[View my video](#)

Dr. Bickell excelled at science and loved people. She found her passion in a profession that married both. "As a dedicated breast imager, I get tremendous satisfaction from meeting and talking to patients, hearing their stories and providing comfort during what can be a scary time. I also find it rewarding that routine annual screening can detect tiny breast cancers before they grow," she says.

Dr. Bickell enjoys spending time with her two young daughters. She supports the American Cancer Society and local organizations that provide services to disadvantaged children. Her hobbies include reading, playing piano, skiing and sailing.



### OFFICE INFORMATION

12393 Washington Blvd  
Whittier, California 90606

Main: 562.907.0667

Fax: 562.789.4411

[Locate on Map](#)

### PROFILE

#### GENDER

Female

#### SPECIALTIES

Breast Imaging

#### EDUCATION

##### Residency

LAC + USC Medical Center

##### Fellowship

LAC + USC Medical Center

##### MD

University of California School of Medicine (Los Angeles)

#### BOARD CERTIFICATIONS

Diagnostic Radiology (General Cert)





## Zvi Binor, MD

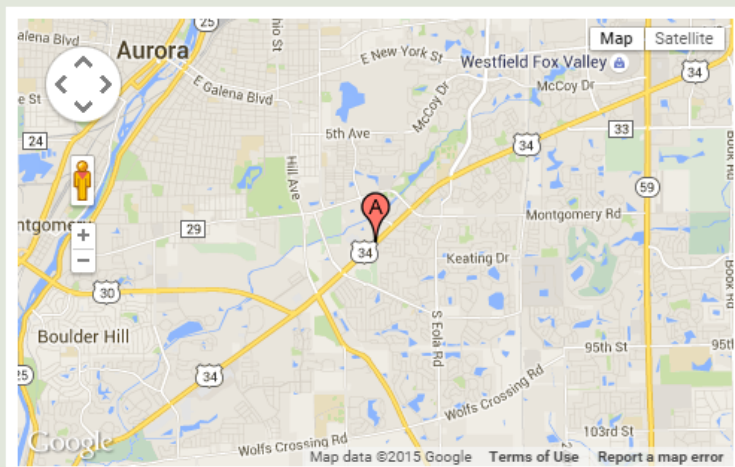
[Print Doctor Profile](#)

Dr. Zvi Binor specializes in reproductive endocrinology and infertility. His greatest joy is to help couples become families after years of being unable to conceive. He approaches patients with warmth, compassion and strives to uncover the root cause of infertility issues.

[Request an Appointment](#)**1-630-978-6254**

Appointment Scheduling

## Office Information



### Reproductive Health Aurora

2020 Ogden Ave., Ste. 250

Aurora, Illinois 60504

- Office: 630-978-6254
- Fax: 630-499-2487

[Locate on Map](#)

## What Patients Are Saying

*Dr. Binor treated me like he knew me forever and made me feel like we were on this journey together.*

*Dr. Binor is thorough. He is thoughtful and caring and involves the patient in everything. He has a humorous side which helps the patient/doctor relationship. He is unlike any doctor we have met.*

*Dr. Binor is by far the most personable, caring and thorough physician I have ever seen. He is wonderful!*

*Dr. Binor is the best physician I have seen in the Chicagoland area. He knows the balance of seriousness and humor to use to make his patients comfortable.*

*You gave us hope when no one else could. We appreciate knowing exactly what you thought of our situation. My husband and I hold the upmost respect for you.*

*Words cannot express how thankful we were for your support and encouragement throughout a difficult time in our lives. Your friendliness, care and concern were apparent from the very first appointment.*

*Dr. Binor had the patience and the*

## Profile

Gender: Male

**Year began practicing:**  
1979

---

## Specialties

Infertility

Reproductive Endocrinology

---

## Education

### Medical School

Hebrew University-Hadassah Medical School: Jerusalem, Israel

### Residency

Michael Reese Hospital and Medical Center, Chicago, Illinois

### Fellowship

University of Pennsylvania, Philadelphia, Pennsylvania

---

## Professional Memberships

Medical Director, Rush-Copley Center for Reproductive Health

American College of Obstetricians and Gynecologists

American Society of Reproductive Medicine

Society of Reproductive Endocrinologists

## Video



## Accepted Insurance Plans

Aetna Choice POS II

Aetna EPO Elect Choice/Select

Aetna HMO Select Choice

Aetna Open Access Elect Choice/MGD Choice

Aetna POS Managed Choice

Aetna PPO

Aetna QPOS

Aetna USAccess

BC/BS PPO

Blue Cross of IL PPO



# Search & Search Results



## Find a Doctor

As our mission states, you can expect the most skilled, the most dedicated and the most concerned physicians and staff from Forrest Health. Search by specialty or location to find a physician that meets your needs.

### By Specialty & Area

If you need to find a certain type of doctor or one in your area, use these form fields and click find. ZIP Code is not required.

#### Specialties

#### City

#### ZIP Code

### By Name

If you know the doctor's name, enter it here and select search.

#### First Name/Last Name

(Enter partial or entire name)

### Browse By Name

A	B	C	D	E	F	G
H	I	J	K	L	M	N
O	P	Q	R	S	T	U
V	W	X	Y	Z		

[View Full List](#)



## Search Results

### Filter Results

First Name

Last Name

City

Any City

ZIP Code

Gender

Any Gender

Languages

Any Languages

Specialties

Cardiology

Search

Showing 1-10 of 13

Sorted By: [A-Z](#) | [Z-A](#)



**Mamata Alwarshetty, MD, FACC**

Cardiology, Cardiology - Interventional

630-851-6440

[Request an Appointment](#)

Rush-Copley Wound Care Center  
Aurora, IL



Fox Valley Cardiovascular Consultants-  
Highland  
Aurora, IL

Fox Valley Cardiovascular Consultants-  
Ogden  
Aurora, IL

Fox Valley Cardiovascular Consultants-  
Yorkville  
Yorkville, IL



**Lowell D. Carpenter, MD**

Cardiology, Cardiology - Interventional

630-264-8600

Dreyer Medical Clinic-Highland-Cardiology  
Aurora, IL



**Jaskiran Cheema, MD**

Cardiology

630-585-7100

Dreyer Medical Clinic-Highland-Cardiology  
Aurora, IL  
Dreyer Medical Clinic-Rush-Copley Campus-  
Cardiology  
Aurora, IL

## Find a Physician

Rush-Copley puts doctors at your fingertips with our online physician directory. Since Rush-Copley attracts some of the best doctors in the area to practice in a wide variety of specialties, there's sure to be a doctor that's just right for you - and right in your neighborhood.

### Find a Rush-Copley Medical Group Physician

-or-

### Search the Full Directory

First Name

Last Name

City

Any City

ZIP Code

Gender

Any Gender

Languages

Any Languages

Specialties

Any Specialties

Accepted Insurance Plans

Any Accepted Insurance Plans

Search

[Important Phone Numbers](#)

[Financial Assistance](#)

[Pay Your Hospital Bill](#)

[Request Medical Records](#)

[Schedule a Test](#)

[Locations & Directions](#)

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## Provider Search Results

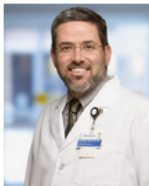
Search by Name, Specialty, City, or ZIP Code



Showing 1-10 of 49 CHMG providers

Sorted By: [A-Z](#) [Z-A](#)

### Muhammad A. Arida, MD



*Cardiology,  
Interventional Cardiology*

Cone Health Medical Group  
HeartCare at Church Street  
Greensboro, NC

Cone Health Medical Group  
HeartCare at Burlington  
Burlington, NC

### Rhonda G. Barrett, PAC



*Cardiology*

Cone Health Medical Group  
HeartCare at Church Street  
Greensboro, NC

### Daniel R. Bensimhon, MD



*Cardiology*

Advanced Heart Failure Clinic  
Greensboro, NC

Cone Health Medical Group  
HeartCare at Church Street  
Greensboro, NC

### Christopher Ronald Berge, NP



*Cardiology*

Cone Health Medical Group  
HeartCare at Church Street  
Greensboro, NC

### Jonathan J. Berry, MD



*Cardiology,  
Interventional Cardiology*

Cone Health Medical Group  
Heartcare at Northline Avenue  
Greensboro, NC

### Thomas A. Brackbill, MD



*Cardiology,  
Non-Invasive Cardiology*

Cone Health Medical Group  
HeartCare at Church Street  
Greensboro, NC

## FIND A PHYSICIAN

New Search

VIEW PHYSICIANS BY

ARTHRITIS

SEARCH

-- OR --

SEARCH

MIDWEST ORTHOPEDIC SPECIALTY HOSPITAL PHYSICIANS

MIDWEST ORTHOPEDIC SPECIALTY SERVICES PHYSICIANS

Showing 1-4 of 4

Sorted By: A-Z | Z-A



### JEFFREY J. BUTLER, MD

"I want your experience to be of such excellent quality, that you would never consider going anywhere else for your orthopedic care."

#### SPECIALTIES

General Orthopedics, Knee, Hip, Arthritis

#### AFFILIATIONS

Midwest Orthopedic Specialty Hospital

REQUEST AN APPOINTMENT



### CHRISTOPHER J. EVANICH, MD

"I will take the time to listen to you, examine you, then formulate and execute a plan we both feel is appropriate to resolve your orthopedic problem."

#### SPECIALTIES

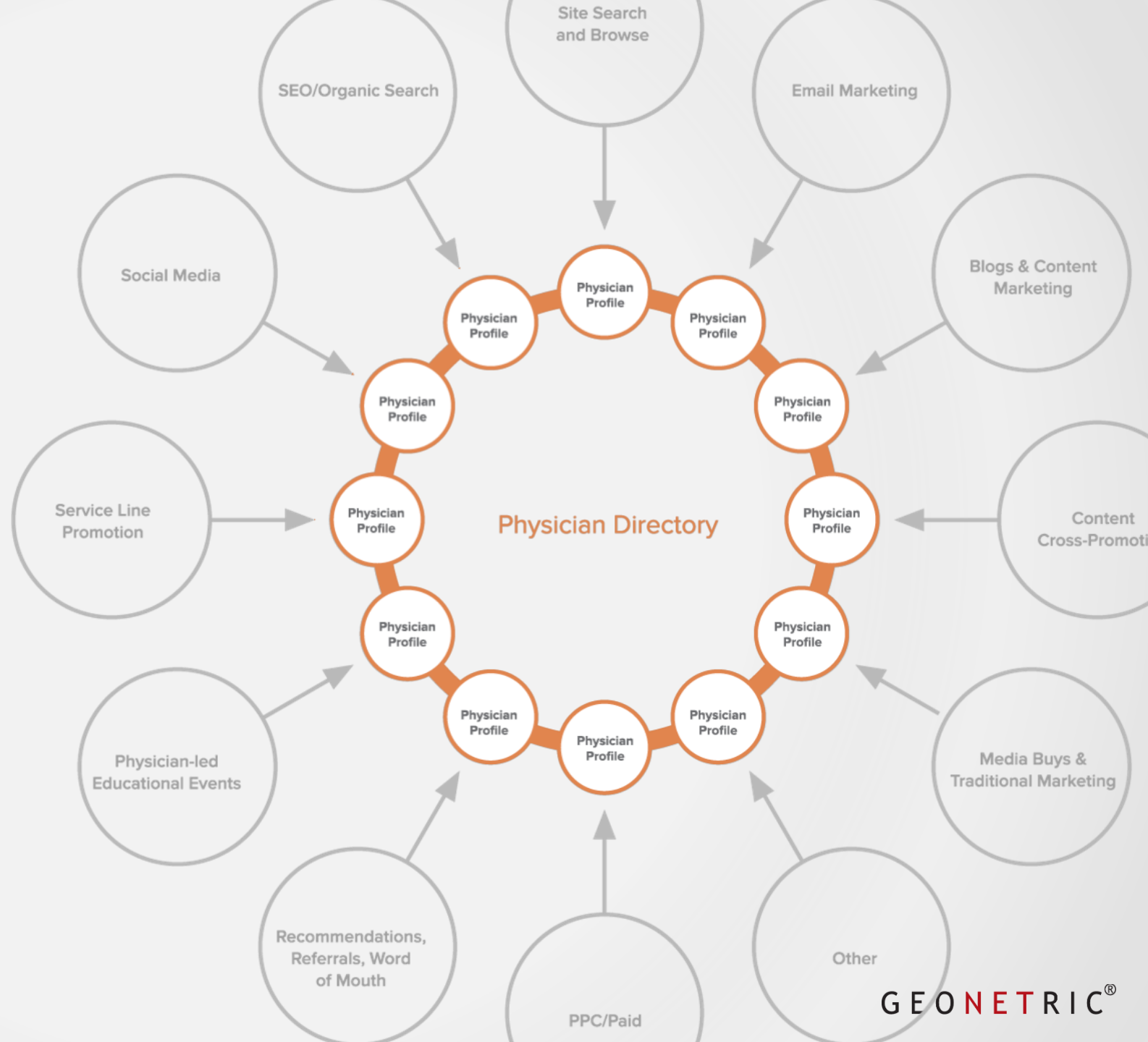
Knee, Hip, Arthritis

#### AFFILIATIONS

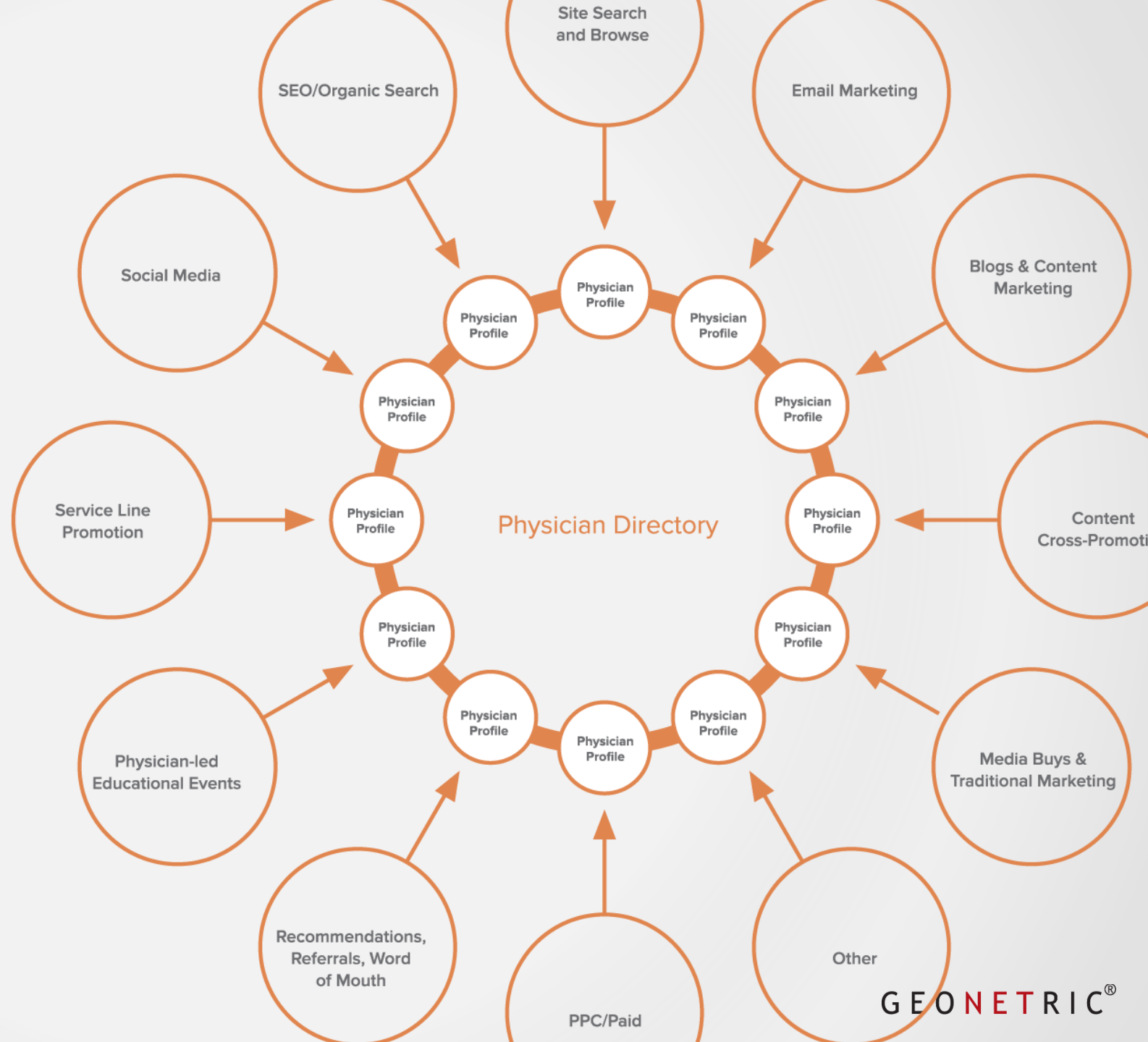
Elmbrook Memorial, Midwest Orthopedic Specialty Hospital, Midwest Spine and Orthopedic Hospital

REQUEST AN APPOINTMENT

# Physician Directory & Profiles



# Physician Promotion





# Physician SEO

# 77%

of patients use search  
prior to booking an  
online appointment.

2012 Google/Compete Hospital Study

primary care doctor better | x

https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=primary+care+doctor+bettendorf+ia

Apps For quick access, place your bookmarks here on the bookmarks bar. [Import bookmarks now...](#) Other bookmarks

Google primary care doctor bettendorf ia

Web Maps News Shopping Images More Search tools

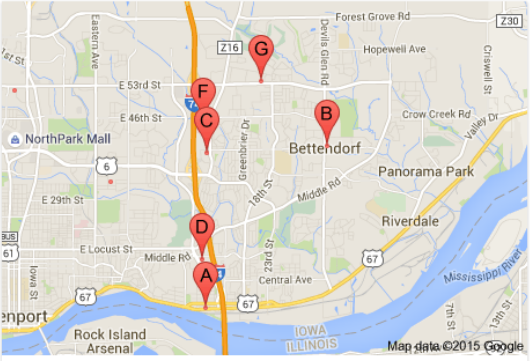
About 20,500 results (0.47 seconds)

**Find A Family Doctor Now - UnityPoint.org**  
 Ad [www.unitypoint.org/FamilyDoctors](http://www.unitypoint.org/FamilyDoctors) (319) 369-7211  
 Accepting Patients in Cedar Rapids. Request An Appointment Online!  
 Patient-Centered Care · Enhanced Access To Care · Multiple Locations

**Find a Doctor - Genesis Health System**  
[www.genesishealth.com/doctor/](http://www.genesishealth.com/doctor/) Genesis Health System  
 The search function below contains primary care and specialty physicians with ...  
 Show only physicians who are accepting new patients ... Bettendorf, IA 52722.

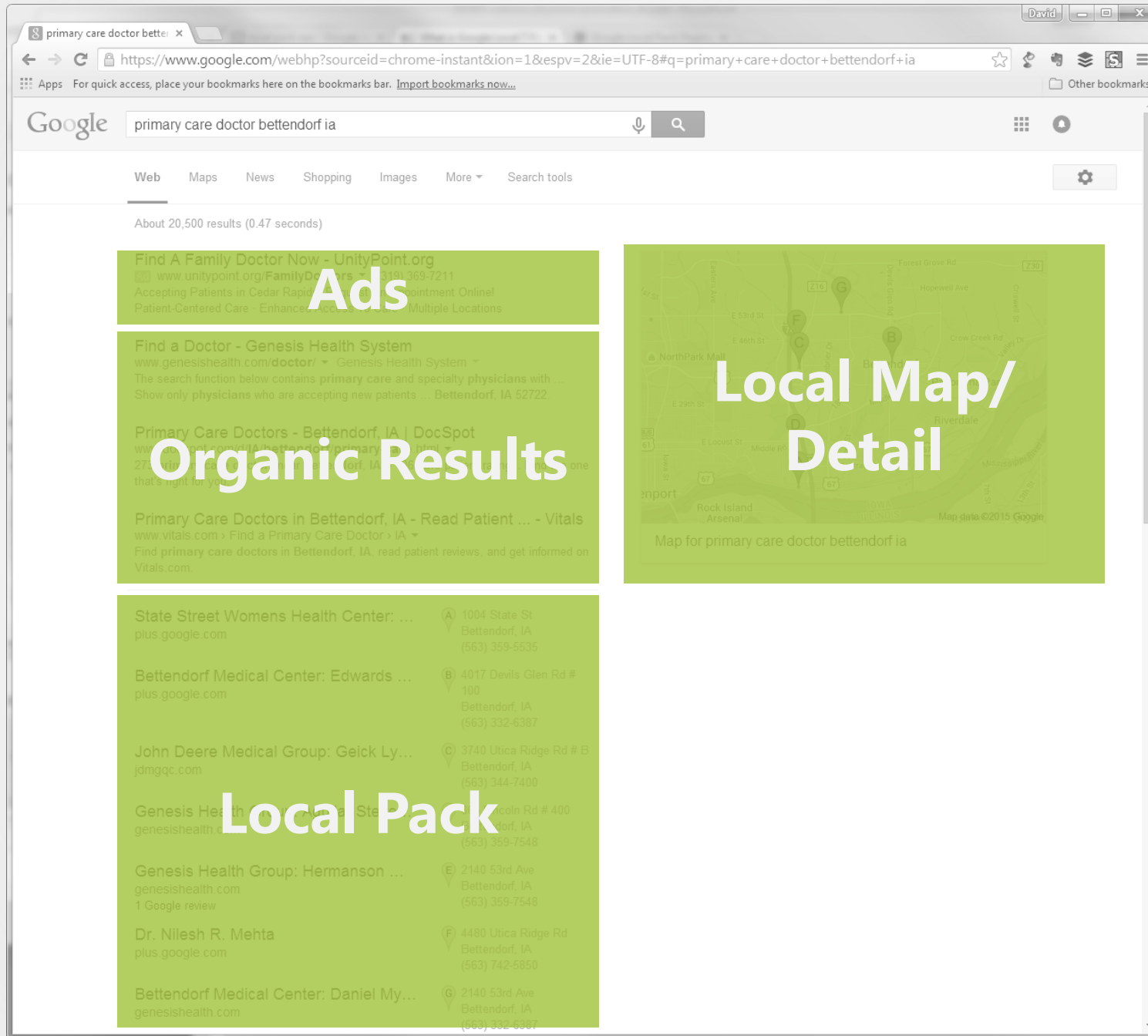
**Primary Care Doctors - Bettendorf, IA | DocSpot**  
[www.docspot.com/d/IA/bettendorf/primary-care.html](http://www.docspot.com/d/IA/bettendorf/primary-care.html)  
 273 primary care doctors near Bettendorf, IA - 106 have patient ratings. Find the one that's right for you.

**Primary Care Doctors in Bettendorf, IA - Read Patient ... - Vitals**  
[www.vitals.com](http://www.vitals.com) > Find a Primary Care Doctor > IA  
 Find primary care doctors in Bettendorf, IA, read patient reviews, and get informed on Vitals.com.



Map for primary care doctor bettendorf ia

<b>State Street Womens Health Center: ...</b> <a href="http://plus.google.com">plus.google.com</a>	A 1004 State St Bettendorf, IA (563) 359-5535
<b>Bettendorf Medical Center: Edwards ...</b> <a href="http://plus.google.com">plus.google.com</a>	B 4017 Devils Glen Rd # 100 Bettendorf, IA (563) 332-6387
<b>John Deere Medical Group: Geick Ly...</b> <a href="http://jdmgqc.com">jdmgqc.com</a>	C 3740 Utica Ridge Rd # B Bettendorf, IA (563) 344-7400
<b>Genesis Health Group: Aguilar Steve...</b> <a href="http://genesishealth.com">genesishealth.com</a>	D 865 Lincoln Rd # 400 Bettendorf, IA (563) 359-7548
<b>Genesis Health Group: Hermanson ...</b> <a href="http://genesishealth.com">genesishealth.com</a> 1 Google review	E 2140 53rd Ave Bettendorf, IA (563) 359-7548
<b>Dr. Nilesh R. Mehta</b> <a href="http://plus.google.com">plus.google.com</a>	F 4480 Utica Ridge Rd Bettendorf, IA (563) 742-5850
<b>Bettendorf Medical Center: Daniel My...</b> <a href="http://genesishealth.com">genesishealth.com</a>	G 2140 53rd Ave Bettendorf, IA (563) 332-6387



Ads

Organic Results

Local Map/  
Detail

Local Pack

dr mark hermannson bette: x

https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=dr+mark+hermannson+bettendorf+ia

Apps For quick access, place your bookmarks here on the bookmarks bar. Import bookmarks now... Other bookmarks

Google dr mark hermannson bettendorf ia

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About 902 results (0.34 seconds)

**Genesis Health Group: Hermanson Mark MD**  
www.genesishealth.com/doctor/doctors-public-profile/?id=230#Profile  
1 Google review · Write a review

2140 53rd Ave, Bettendorf, IA 52722  
(563) 359-7548

**Mark Hermanson, MD- Family practice physician in ...**  
www.genesishealth.com/doctor/doctors.../hermans... Genesis Health System  
Mark Hermanson, MD- Genesis Health Group family practice physician located in Bettendorf, IA. ... Doctor's Contact Information. Office Phone: 563-421-5700; Fax: 563-421-5709 ...

**Dr. Mark E. Hermanson, MD - Bettendorf, IA - Family ...**  
www.healthgrades.com > ... > Iowa (IA) > Bettendorf  
★★★★★ Rating: 4.4 - 7 votes  
Visit Healthgrades for information on Dr. Mark E. Hermanson, MD. Find Phone & Address information, medical practice history, affiliated hospitals and more.

**Dr. Mark Hermanson, Family Medicine Doctor in Bettendorf ...**  
health.usnews.com > Doctors > U.S. News & World Report  
Dr. Mark Hermanson is a Family Medicine Doctor in Bettendorf, IA. Dr. Hermanson admits patients at Genesis Medical Center-Davenport.


**Dr. Mark E Hermanson MD - Vitals**  
www.vitals.com > ... > IA > Davenport Family Physicians  
Dr. Mark Hermanson, MD, NCQA Physician Practice Connections - Patient Centered Medical Home, ... 8 reviews, Phone number & practice locations, Family Practitioner in Davenport, IA. ... Additional practice locations include: Bettendorf, IA.

**Dr. Mark Hermanson, MD – Bettendorf, IA | Family Medicine**  
www.doximity.com > States > Iowa > Bettendorf Doximity  
Dr. Mark Hermanson, MD is a board certified family physician in Bettendorf, Iowa. He is affiliated with Genesis Medical Center-Davenport.

**Dr. Mark E. Hermanson, MD - WebMD Physician Directory**  
doctor.webmd.com/doctor/mark-hermannson-md-81a69c1b-618... WebMD  
Mark Hermanson is a practicing Family Medicine doctor in Bettendorf, IA.

**Dr. Mark Hermanson MD - WebMD Physician Directory**  
doctor.webmd.com/doctor/mark-hermannson-md-81a69c1b-618... WebMD  
Get appointment information and hours of operation for Mark Hermanson, practicing Family Medicine doctor in Bettendorf, IA.

**Mark Hermanson, MD - Family Doctor in Bettendorf, IA**  
www.wellness.com > ... > Doctor > Family Doctor > IA > Bettendorf








**Genesis Health Group: Hermanson Mark MD** ★  
Family Practice Physician

**Address:** 2140 53rd Ave, Bettendorf, IA 52722  
**Phone:** (563) 359-7548  
**Hours:** Open today · 7:30 am – 5:00 pm

**Reviews**  
1 Google review

**People also search for** View 5+ more

 Genesis Health Group Family Practice	 Sorensen Stephen Mar MD	 John Deere Medical Group Geick Lynn B MD	 Genesis Health Group Aguilar Steven MD	 Family Health Partners Walczyk Jeffrey S MD
-----------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------

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dr mark hermanson better | x

https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=dr+mark+hermanson+bettendorf+ia

Apps For quick access, place your bookmarks here on the bookmarks bar. [Import bookmarks now...](#) Other bookmarks

Google dr mark hermanson bettendorf ia

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About 902 results (0.34 seconds)

**Local Pack**

**Genesis Health Group: Hermanson Mark MD**  
www.genesishealth.com/doctor/doctor-profile/?id=2014#Profile  
1 Google review  
2140 53rd Ave, Bettendorf, IA 52722  
(563) 359-7548

**Mark Hermanson, MD- Family practice physician in ...**  
www.genesishealth.com/doctor/doctors/\_hermans... Genesis Health System  
Mark Hermanson, MD- Genesis Health Group family practice physician located in Bettendorf, IA. Doctor's Contact Information. Office Phone: 563-421-5700, Fax: 563-421-5709

**Dr. Mark E. Hermanson, MD - Bettendorf, IA - Family ...**  
www.healthgrades.com > ... > Iowa (IA) > Bettendorf  
★★★★★ Rating: 4.4 - 7 votes  
Visit Healthgrades for information on Dr. Mark E. Hermanson, MD. Find Phone & Address information, medical practice history, affiliated hospitals and more.

**Dr. Mark Hermanson, Family Medicine Doctor in Bettendorf ...**  
health.usnews.com > Doctors > U.S. News & World Report  
Dr. Mark Hermanson is a Family Medicine Doctor in Bettendorf, IA. Dr. Hermanson admits patients at Genesis Medical Center-Davenport.

**Dr. Mark E Hermanson MD - Vitals**  
www.vitals.com > ... > IA > Davenport Family Physicians  
Dr. Mark E. Hermanson, MD - Family Practice Physician in Bettendorf, IA. Dr. Hermanson's medical practice locations include: Bettendorf, IA.

**Dr. Mark Hermanson, MD – Bettendorf, IA | Family Medicine**  
www.doximity.com > States > Iowa > Bettendorf | Doximity  
Dr. Mark Hermanson, MD is a board certified family physician in Bettendorf, Iowa. He is affiliated with Genesis Medical Center-Davenport.

**Dr. Mark E. Hermanson, MD - WebMD Physician Directory**  
doctor.webmd.com/doctor/mark-hermanson-md-81a69c1b-618... WebMD  
Mark Hermanson is a practicing Family Medicine doctor in Bettendorf, IA.

**Dr. Mark Hermanson MD - WebMD Physician Directory**  
doctor.webmd.com/doctor/mark-hermanson-md-81a69c1b-618... WebMD  
Get appointment information and hours of operation for Mark Hermanson, practicing Family Medicine doctor in Bettendorf, IA.

**Mark Hermanson, MD - Family Doctor in Bettendorf, IA**  
www.wellness.com > ... > Doctor > Family Doctor > IA > Bettendorf

**Local Detail**

Map showing location of Genesis Health Group: Hermanson Mark MD in Bettendorf, IA. Street names include E Locust St, Burlington Coat Factory, Pizza Ranch, Lincoln Rd, Broadview Dr, Crestline Dr, Broadview Ave, and Robeson.

**Genesis Health Group: Hermanson Mark MD**  
Family Practice Physician  
Address: 2140 53rd Ave, Bettendorf, IA 52722  
Phone: (563) 359-7548  
Hours: Open today 7:30 am - 5:00 pm  
Reviews: 1 Google review  
People also search for: Genesis Health Group Family Practice, Sorensen Stephen Mar MD, John Deere Medical Group Geick Lynn B MD, Genesis Health Group Aguilair Steven MD, Family Health Partners Walczyk Jeffrey S MD.

Are you the business owner? Feedback

# 3 Steps to Better Search Traffic

Getting  
Indexed

Getting  
Impressions

Getting  
Clicked

# Getting Indexed

## *Can search engines reach your content?*

**Robots.txt** should allow crawling of profiles

- Find it at: `YourDomain.com/robots.txt`
- Test it through Google Search Console (<http://www.google.com/webmasters/>)

**Real, HTML links** to provider profiles are ideal

- Be wary of search forms and AJAX

**Sitemap.xml** should include physician profiles

- Find it at: `YourDomain.com/sitemap.xml` (or via robots.txt)



# Getting Impressions

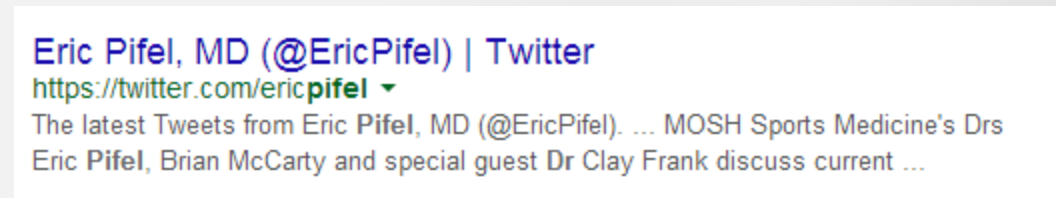
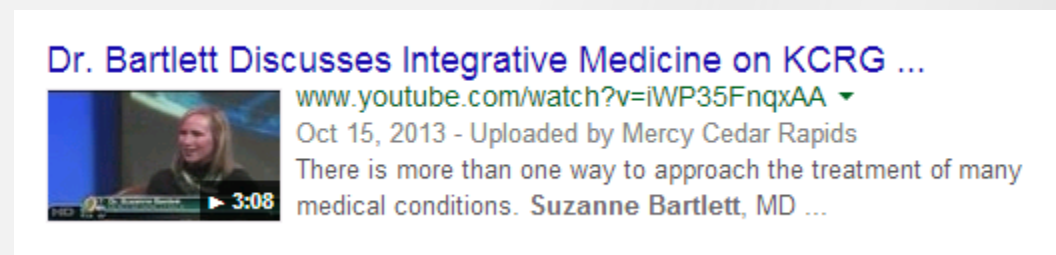
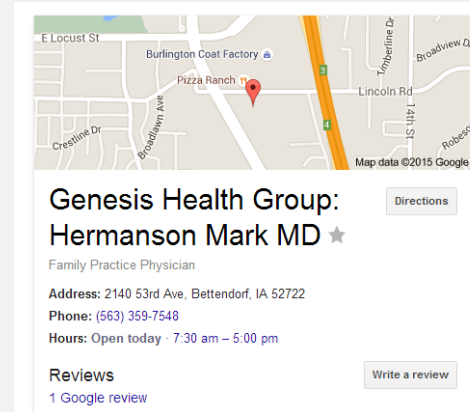
***Can search engines understand the value of your content?***

- Good overall domain rank
- Sufficient content and keywords
- Page titles, descriptions, headings, URLs, alt tags
- Inbound deep links to provider profiles
- Schema.org markup
- Mobile-friendly

# Even More Impressions

*Own more of the results page by diversifying your content.*

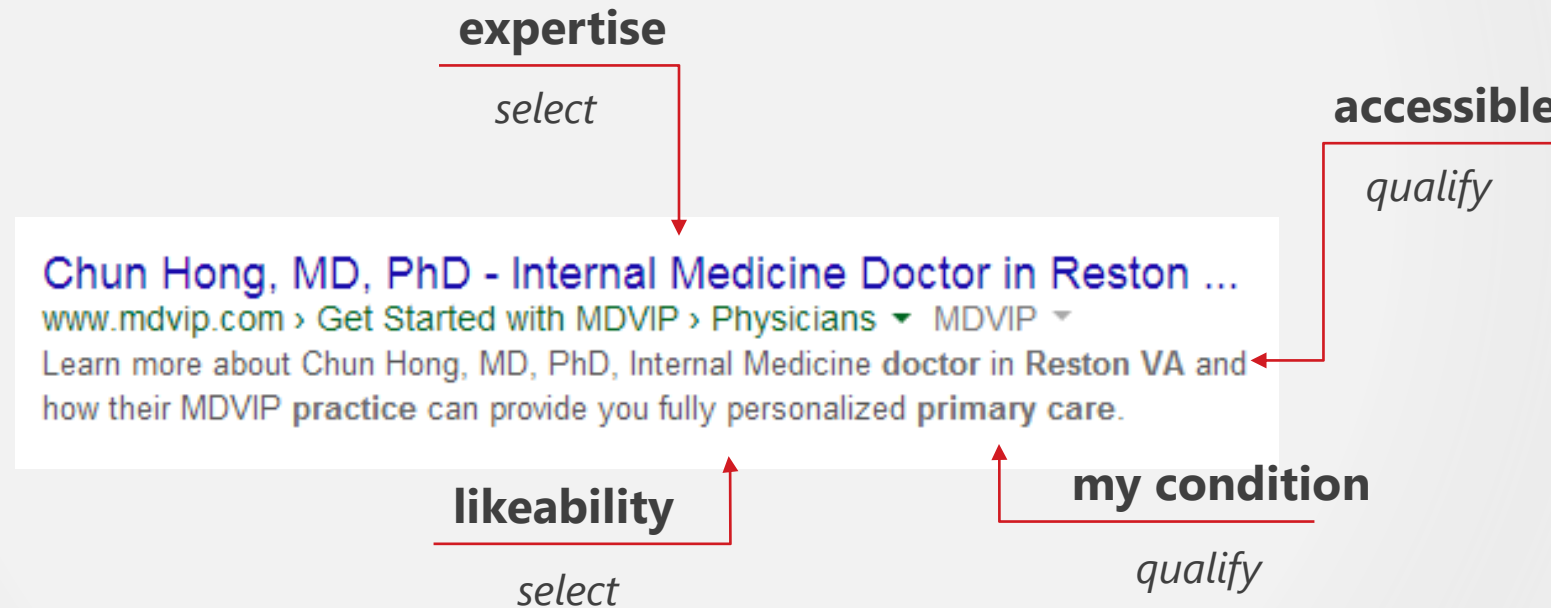
- Local
  - Google My Business
  - Bing Places
- Video & Images
  - YouTube
- Social Profiles
  - LinkedIn, Facebook, Twitter





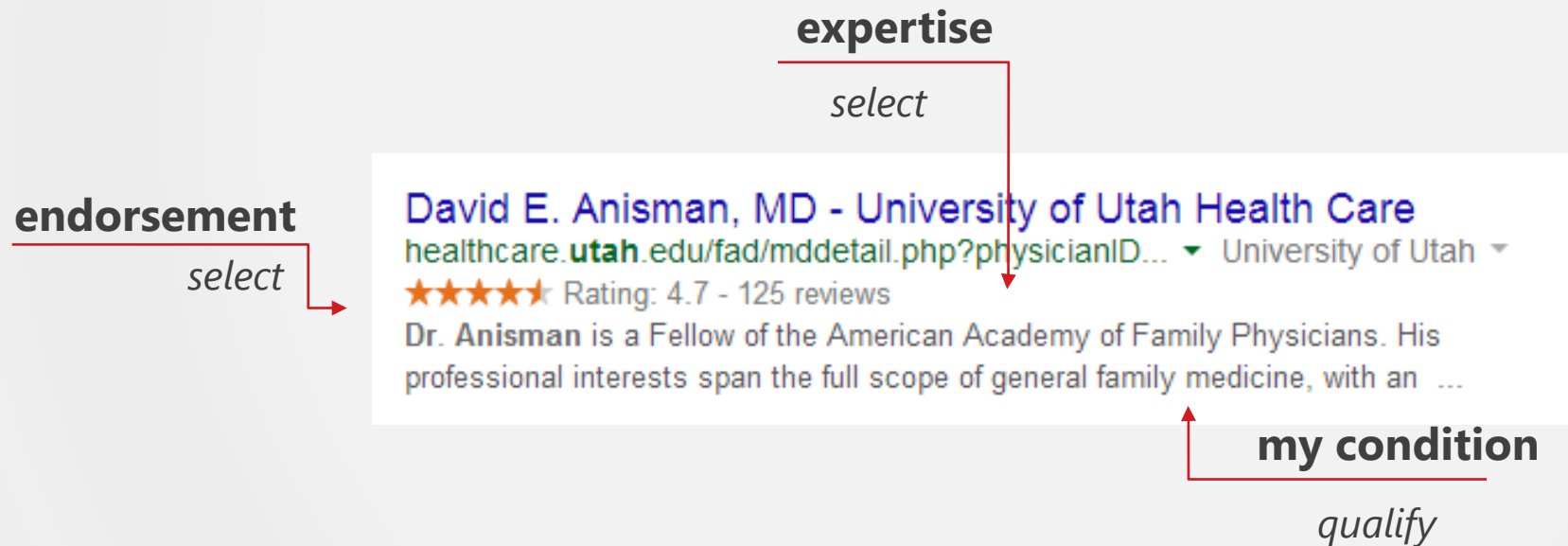
# Getting Clicked

***When you appear in results, does your audience click?***



- Do they accept my insurance?
- Can I get to them?
- Are they accepting new patients?
- Can they treat my conditions?
- Will I like them?
- Do others trust them?
- Are they good?
- Are they convenient?

# Getting Clicked



# Physician Ratings for SEO: Utah's Results

Google dr. david anisman

Web News Images Shopping Maps More Search tools

About 16,100 results (0.55 seconds)

**Centerville Health Center: Anisman David E MD**  
[healthcare.utah.edu/primarycare/centerville/](http://healthcare.utah.edu/primarycare/centerville/)  
Google+ page · Be the first to review

26 S Main St, Centerville, UT 84014  
(801) 693-7900

**David E. Anisman, MD - University of Utah Health Care**  
[healthcare.utah.edu/fad/mddetail.php?physicianID...](http://healthcare.utah.edu/fad/mddetail.php?physicianID...) University of Utah  
★★★★★ Rating: 4.7 - 121 reviews  
David E. Anisman, M.D., is a board-certified Family Physician. He graduated from the Uniformed Services University of Health Sciences in 1988, and completed ...

**Dr. David E. Anisman, MD - HealthGrades**  
[www.healthgrades.com](http://www.healthgrades.com) > ... > Utah (UT) > Centerville  
★★★★★ Rating: 4.6 - 5 votes  
Visit Healthgrades for information on Dr. David E. Anisman, MD. Find Phone & Address information, medical practice history, affiliated hospitals and more.

**Dr. David Anisman, MD - Family Practitioner in Centerville ...**  
[www.vitals.com](http://www.vitals.com) > ... > UT > Centerville Primary Care Doctors  
Dr. David Anisman, MD, rated 5/5 by patients. 2 reviews, Affiliated with two star hospital, board certified in Family Medicine, Phone number & practice locations, ...

- Monthly physician page views have increased between 200% and 300%
- Higher search engine rankings:
  - Physicians appearing on first page results increased from 4% to almost 50%
- Reduced paid search by 14%
  - Saved an average of \$60,000 per practice area

Thomas Miller, M.D CMO, University of Utah

[http://cdnapi.kaltura.com/index.php/extwidget/openGraph/wid/1\\_yaz0vmyk](http://cdnapi.kaltura.com/index.php/extwidget/openGraph/wid/1_yaz0vmyk)

# Paid Promotion

# Paid Search

- Immediate boost for an individual practitioner or specific services
- Make sure your CTAs are clear, immediate, and functional.

**Kathleen Hodgman MD - [advocatehealth.com](http://advocatehealth.com)**

**Ad** [www.advocatehealth.com/Family-Medicine](http://www.advocatehealth.com/Family-Medicine) ▼

Specializing in Family Medicine at Advocate. Call for an Appt.

**Mesa Family Doctors**

**Ad** [www.adelantehealthcare.com/Mesa](http://www.adelantehealthcare.com/Mesa) ▼

Convenience, Quality, Great Staff. All insurances welcome. Call now!

📍 [1705 W Main St, Mesa, AZ](#) - (877) 809-5092

**Family Physician Mesa - [bannerhealth.com](http://bannerhealth.com)**

**Ad** [www.bannerhealth.com/](http://www.bannerhealth.com/) ▼

Caring for Patients of All Ages in a Family-Friendly Environment.

📍 [1917 S Crismon Rd, Mesa, AZ](#)



# Social Media + Native Ads

- Be appropriate to the platform: tell a personal story, share helpful tips, highlight the 'real person'
- Use photos or video
- Use targeting to get the most from even a small paid boost



The image shows a screenshot of a Facebook post from Genesis Health System. The post is dated May 29 and features a video thumbnail. The text of the post describes the awarding of Mission scholarships to employees for global mission trips, specifically mentioning Doctor Leila Posaw and her upcoming work in Panama. The video thumbnail shows a woman in a clinical setting with a play button overlay. Below the video, it indicates 478 Views.

**Genesis Health System**  
May 29 · 🌐

Each year, we award Mission scholarships to several employees to be used for taking mission trips across the globe. At this morning's Mission breakfast, two employees were awarded this honor.

The first, Doctor Leila Posaw, will use her scholarship to work in remote villages in Panama. Listen to her story below.

478 Views

# Physician Reputation



DOCTORS

# Shopping for a Doctor Who 'Fits'

By MIKKAEL A. SEKERES, M.D. JULY 23, 2015 12:01 PM 55 Comments

- Email
- Share
- Tweet
- Save
- More

I had already been given a head's up about my next patient by one of our schedulers. The notes next to her name in the electronic medical record read, "New consult, switching care, patient preference. Do not cancel any other appointments until this one is completed."

Second opinions are a normal part of my line of work. I specialize in rare diseases affecting the bone marrow, and feel privileged both to practice at a hospital where I can focus on these esoteric illnesses, and to be considered competent enough at what I do that people seek my input on their diagnoses and therapies. At the same time, I never discourage my own patients from seeking the opinions of others, as their conditions are unusual and serious, and frequently deserve advice from more than one doctor. It's what I would ask for if one of my own family members became sick.



Mikkael Sekeres, M.D.

PREVIOUS POST  
 Not Telling Your Doctor You Use Acupuncture and Chiropractic

NEXT POST  
 Ask Well: Catching Up on Lost Sleep

## AskWell

Your health questions answered by Times journalists and experts.

What would you like to know?

### RECENTLY ASKED

FOOD  
 Is it safe to refrain from eating certain foods?

BODY  
 Why do mosquitoes bite some people more than others?

*"...patients have become more empowered to demand both good care, and a good attitude."*

<http://well.blogs.nytimes.com/2015/07/23/shopping-for-a-doctor-who-fits/>

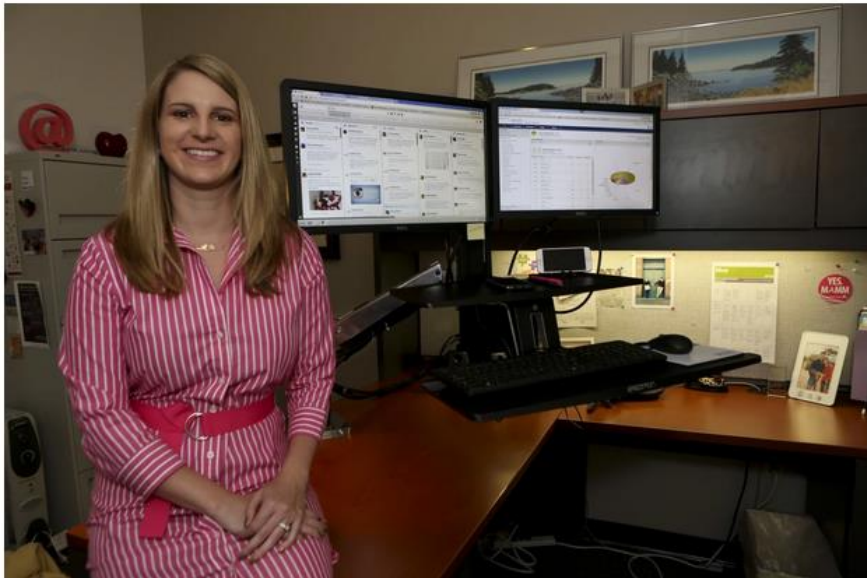
How hospitals hope to boost ratings on Yelp, HealthGrades, ZocDoc and Vitals

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Health & Science

How hospitals hope to boost ratings on Yelp, HealthGrades, ZocDoc and Vitals

Facebook Twitter Google+ Email +



Laura Markowski is in charge of Carilion Clinic's social media and reputation management. (Stephanie Klein-Davis for The Washington Pos)

“When patients are asked to rate how doctor quality should be measured, clinical outcomes, such as getting cured of a disease, rarely come up... Physicians, on the other hand, go straight to the clinical.”

[http://www.washingtonpost.com/national/health-science/sites-like-yelp-can-be-tough-but-hospitals-embrace-online-reviews/2015/06/03/a07a68b6-fe63-11e4-805c-c3f407e5a9e9\\_story.html](http://www.washingtonpost.com/national/health-science/sites-like-yelp-can-be-tough-but-hospitals-embrace-online-reviews/2015/06/03/a07a68b6-fe63-11e4-805c-c3f407e5a9e9_story.html)

# Monitoring the Patient Experience



Putting It All Together

# Addressing What Patients Need & Want

## Qualifying Physicians for Consideration

- Do they accept my insurance?
- Can I get to them?
- Are they accepting new patients?
- Can they treat my conditions?
- Other considerations?<sup>3</sup>

## Criteria for Selecting Physicians

### Am I going to like them?

- Will they really listen to me?
- Will they spend time with me?
- Are they friendly?
- Is their staff helpful?
- Do they seem like real people?
- Other considerations?

### Do they have a trusted endorsement?

- Has a family member, friend or current physician recommended them?
- Are there positive patient quotes and endorsements?
- Other considerations?

### Are they good?

- Do their publications demonstrate their expertise?
- Do they have relevant board certifications?
- Do they have positive ratings or quality information?
- Does their education suggest expertise?
- How many times have they performed this procedure?<sup>4</sup>
- Are they regularly quoted as an expert by the media?
- Do they author high-quality information in medical journals, online or in traditional print or broadcast media?
- Other considerations?

### Are they convenient?

- Do they practice in a convenient location?
- Do they have convenient office hours?
- Will I have to wait long for an appointment?
- Other considerations?

# If you can only do three things...

1. Ensure your profiles have clear, prominent calls to action.
2. Run a 'site' query in Google for your provider directory and see what you find (or what's missing):

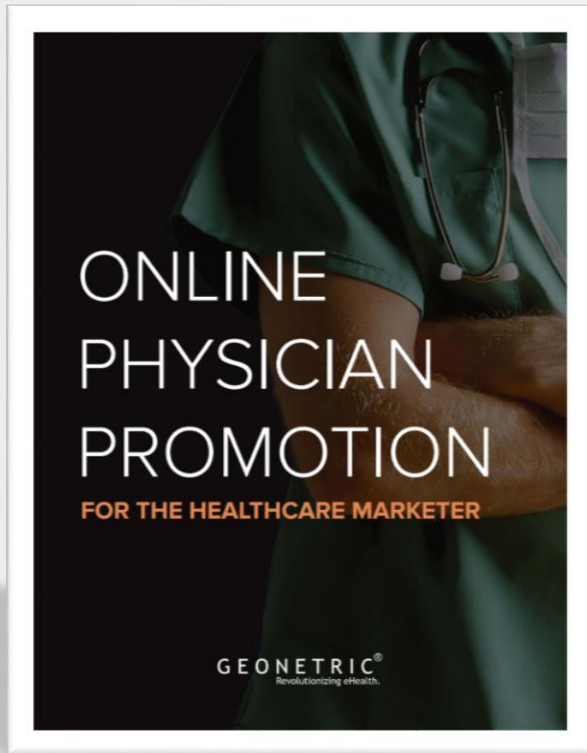
Type in `site:YourDomain.com/your-provider-directory-url`

3. Look for an opportunity to highlight a provider's personality or soft skills on social media and boost that post.



Questions?

# Takeaway: Online Physician Promotion eBook



Fill out the survey at the end of today's webinar for this free eBook!

- Packed with information that will help you develop effective tactics for driving qualified visitor to your physician profiles
- See examples of physician promotion in practice

# Physician Profile Review



**Request a free physician profile review!**

Get personalized feedback on your physician profiles and recommendations on how to improve your content and conversions!

# August Webinar:

## Unleash the Power of Your Health Library

August 19, 2015  
1:00 p.m. CT



Join Geonetric's Ben Dillon and StayWell's Rachelle Montano and learn proven strategies to help you get the most value from your health library.

[www.geonetric.com/webinars](http://www.geonetric.com/webinars)

**Thank You**