

Unleash the Power of Your Website's Health Library

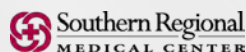
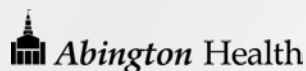
About Geonetric

- Sophisticated CMS, VitalSite, designed for healthcare
- Responsively-designed websites and intranets
- Effective, cross-channel marketing campaigns
- Content development and strategy

www.geonetric.com



Geonetric Clients



About StayWell

- Adult English/Spanish Health Library
 - 12,000 topics
- Pediatric English/Spanish Health Library
 - 12,000 topics
- Medical Illustrations and Photos
 - 1,400+
- Healthy Living Guides
 - Blood Pressure • Smoking Cessation • Stress Management • and more
- Health Centers
 - Asthma • Cancer • Diabetes • and more
- Your Family
 - Children's Health • Men's Health • Older Adults • Women's Health



StayWell Clients

Employers



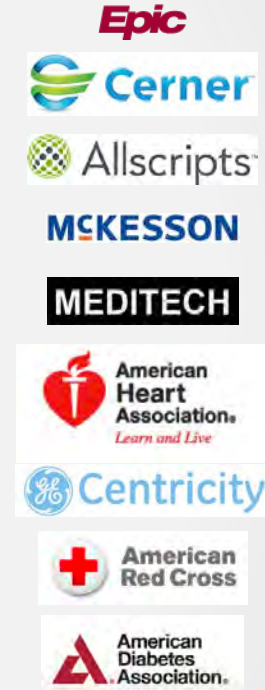
Providers



Health Plans



Partners



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

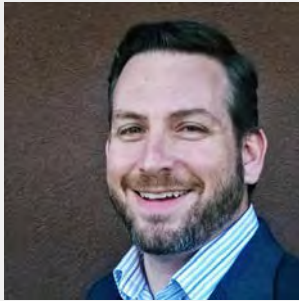
Takeaway: Web Writing for Healthcare eBook



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

- A comprehensive guide for healthcare content development and strategy
- Packed with examples of great healthcare content in practice, including health library integration

Today's Presenters



Ben Dillon
Chief Strategy Officer
Geonetric



Rachelle Montano
VP Professional Services
StayWell

Unleash the Power of Your Website's Health Library

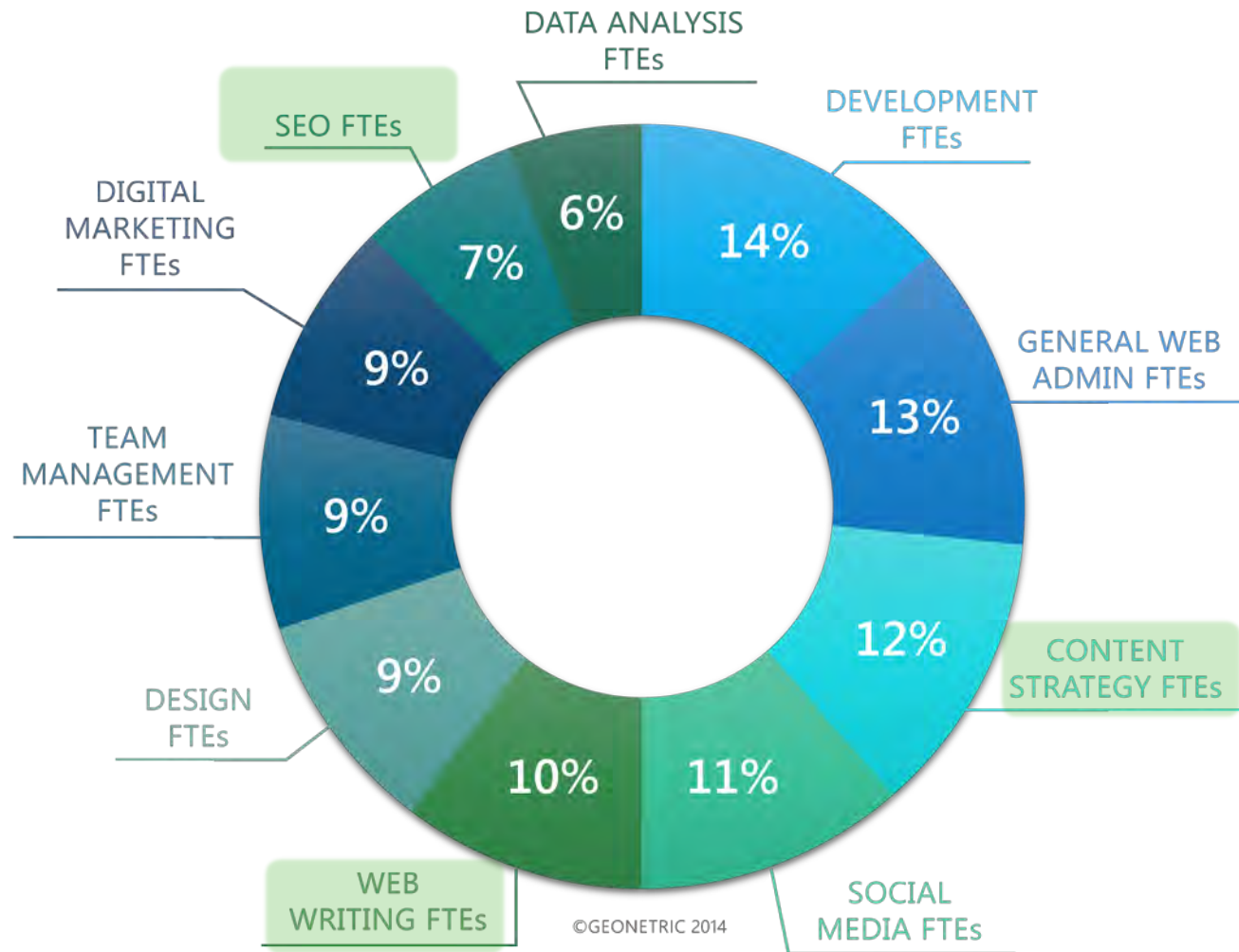
Objectives for Today's Presentation

You'll walk away with ideas on how to:

- Increase engagement and foster brand loyalty with a health library
- Present a consistent user experience by integrating your health library with the look, feel, and navigation of your site
- Effectively cross-promote providers and services with health library content
- Integrate health library content into your online and offline marketing efforts

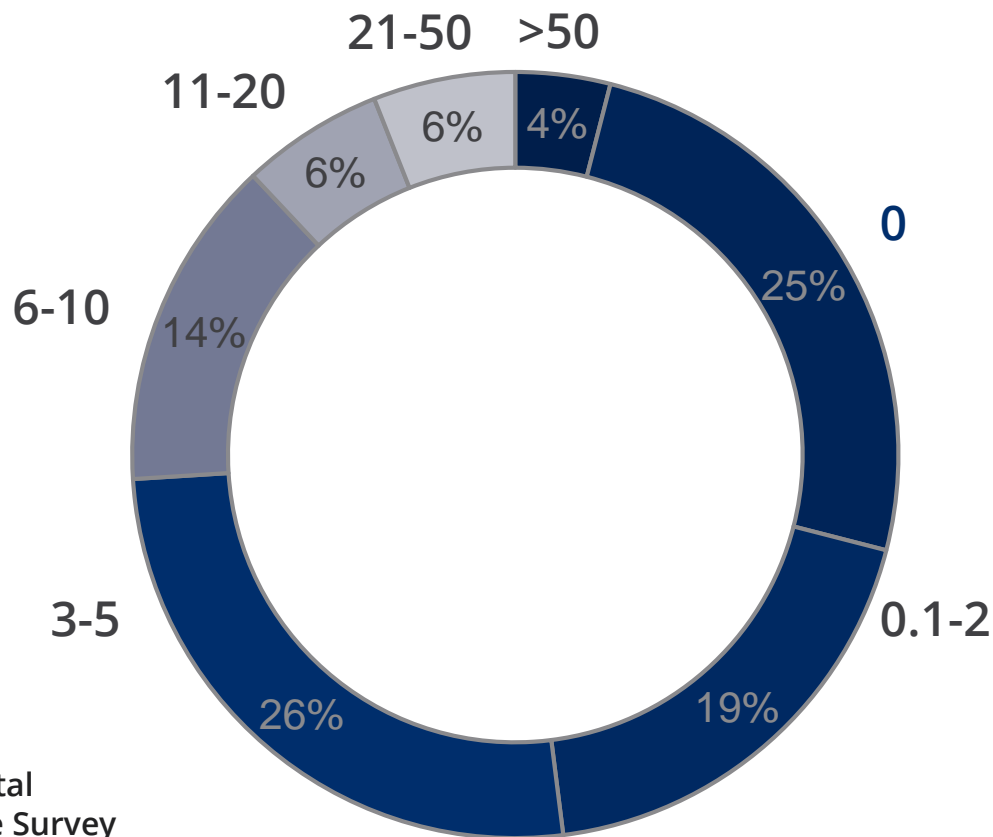


Average Staffing Mix by Role



Source: Geonetric's Digital Marketing in Healthcare Survey

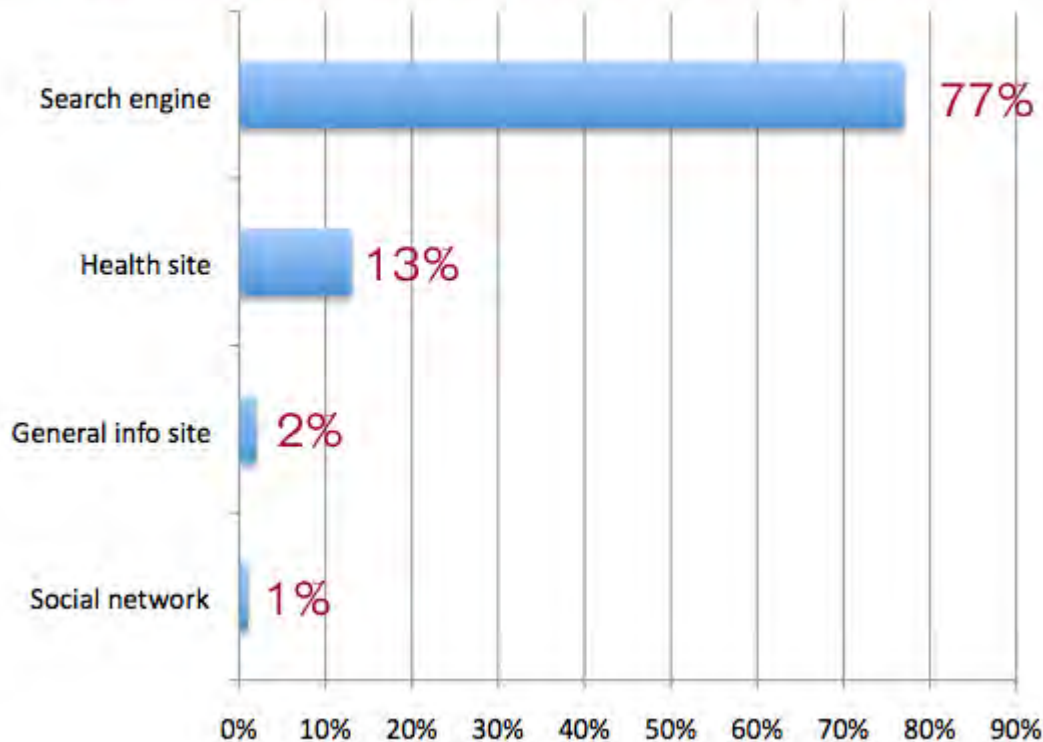
Number of Content Contributors Outside of the Core Web Team



Source: Geonetric's Digital Marketing in Healthcare Survey

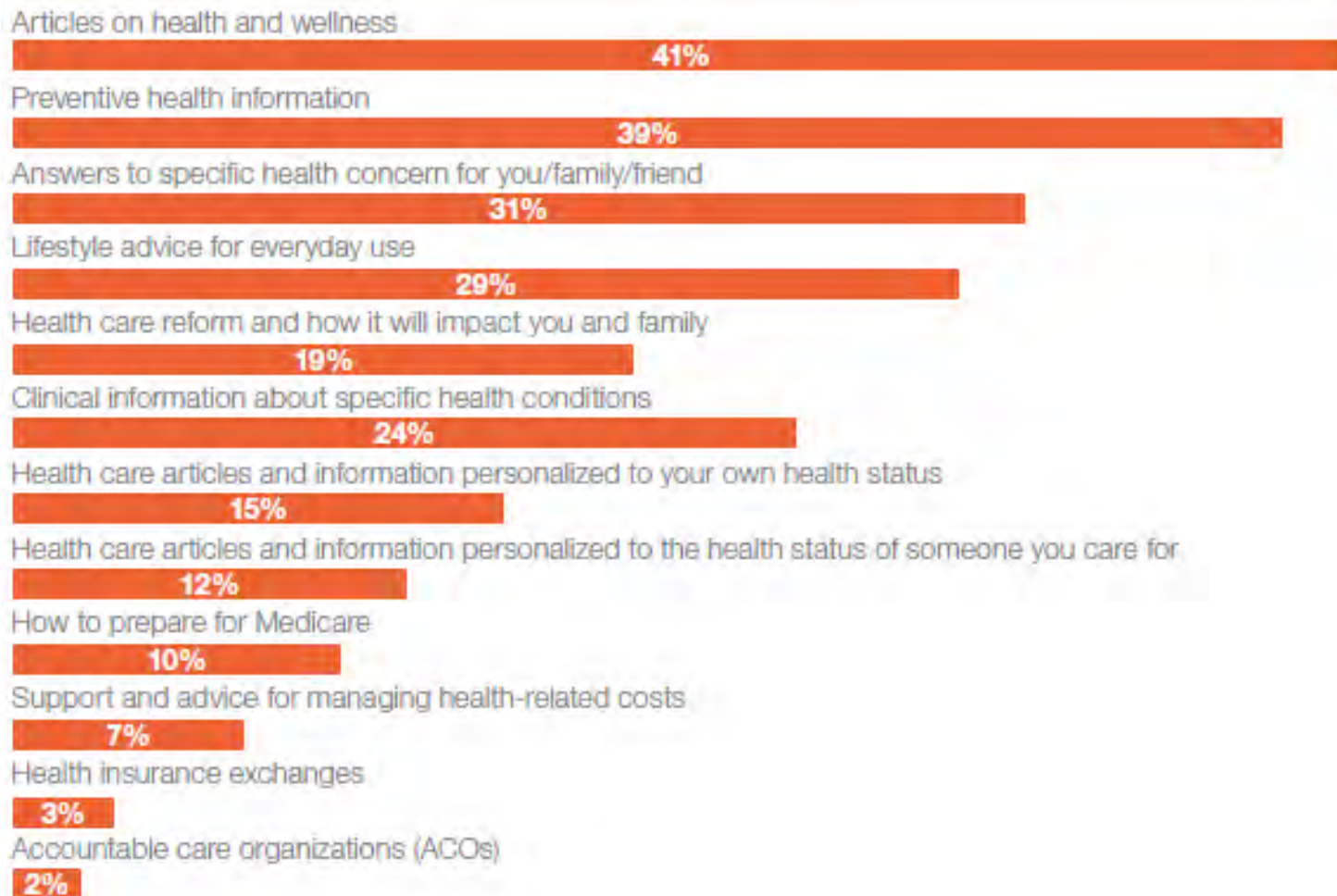


The last time you went online to look for health information, how did you begin looking?



Source: Pew Research Center's Internet & American Life Project

Consumers are seeking help to stay healthy, as well as answers



Today's Consumer Experience



The Digital Objective

Solutions purposefully designed as digital marketing tools to:



The Digital Objective

Build digital health solutions that can help you...

**Build site
traffic**

**Generate
appointments**

**Sign up
subscribers**

**Drive
registrations**



The Digital Objective

Build digital health solutions that support organizational goals...

**Build
relationships**

**Improve your
payer mix**

**Improve
market
perception**

**Elevate
brand
awareness**



Health Information

Consumers are hungry for it.

80%

Have sought it online

Millions

Read health magazines

40%

Of online consumers seek
it via social media

6,000+

Healthcare apps for
mobile devices



Today's Consumer

Rise of Empowerment and Consumer Experience

1990s	Early 2000s	Mid 2000s	Late 2000s	Today
Beginnings of consumer empowerment and experience	Consumer empowerment on the rise Information transparency Greater focus on experience Time becoming increasingly limited Growing emphasis on balance, spirituality family, community	Focus on consumer experience mainstream Emerging focus on credibility and integrity Increasing customization Social networking becomes mainstream creating new market dynamics	Credibility, integrity critical factors Online feedback increasing creating greater empowerment Distraction = entertainment Shorter attention spans Message overload	Empowered with knowledge and control Individualistic Craves meaningful experience Engagement on their own terms Increasingly intolerant, hostile about poor service Desire to simplify Time is a scarcity

**Organizational
Control**

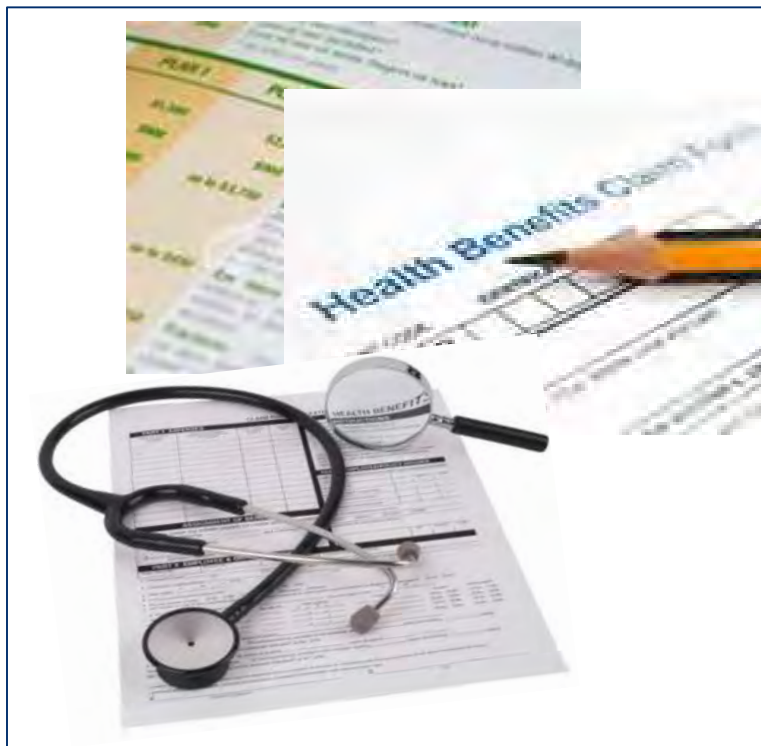


**Individual
Control/Influence**



Consumer Experience

Today's Consumer Expects More



Health Care: The Age of the Consumer

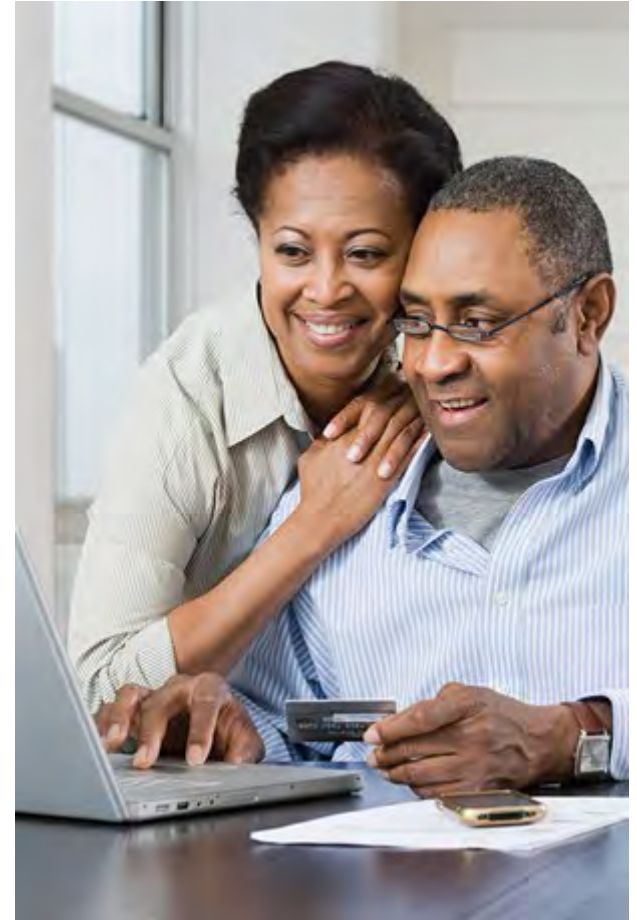
Driven By Convergence of Multiple Trends

- Retailization of Health Care
- Health Care Reform
- Information Age
- Rising Health Care Costs
- Unhealthy Lifestyles
- Empowered Consumers



Creating a Positive Experience

- Regular and relevant ongoing communication
- Create value, relevance and loyalty
 - Understanding the environment
 - Leveraging market research/insights
 - Demonstrating value
- Market segmentation
 - Use data to provide a holistic view of the consumer driving more relevant and effective communications



Creating the Content Strategy



Consumers

Web Goal

- Increase brand awareness
- Engage with Internet technologies
- Build a relationship
- Present relevant physicians and services
- Provide calls to action

Content Strategy

- SEO & SEM leveraging health content keywords
- Relevant content delivered through multiple Internet technologies
- Integrated content that provides a doorway to the appropriate physician or service

Inform

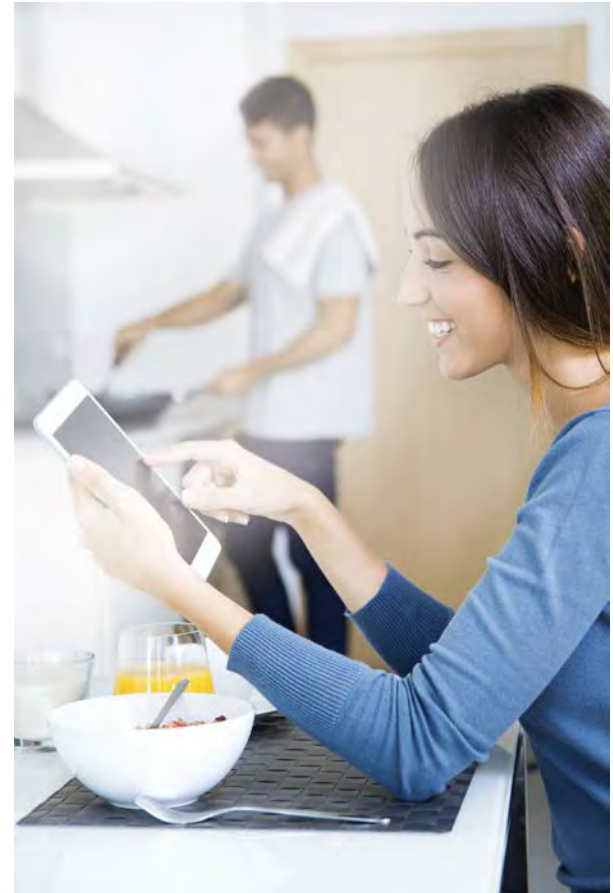
Engage

Empower



Syndicated Health Content as a Marketing Tool to Drive ROI

- Customized & SEO-friendly
- Cross-walks (and Integration) for convenience
- Be social
- Always fresh & current
- Include your doctors / medical staff
- Personalization
- “Content Marketing” to support your advertising
- Start with your home page



Engage Visitors Right Away

SCL Health System
Sisters of Charity of Leavenworth Health System

Contact / For Vendors / The Landing

GO

ABOUT US LOCATIONS QUALITY & PATIENT CARE CUSTOMER SERVICE CAREERS NEWS & FINANCIALS

**HEALTHY LIVING
MADE EASY**

VISIT OUR NEW HEALTH & WELLNESS LIBRARY >>

FIND A PHYSICIAN

Last Name: Specialty: Zip Code: **Submit**

Engage Visitors Right Away

The screenshot shows the Lehigh Valley Health Network website. At the top, there's a navigation bar with links for 'For Referring Physicians', 'For Health Professionals', 'For Employers', 'Online Billpay', and 'Careers'. An 'Español' button is on the right. Below this is the Lehigh Valley Health Network logo and a search bar with a magnifying glass icon. A secondary navigation bar includes links for 'Home', 'Conditions & Treatments', 'Our Services', 'Facilities & Directions', 'Patient & Visitor Information', 'Wellness Resources', and 'Research & Education'. The main content area features a large banner with a smiling doctor and the text 'We'll help you through your life.' with a 'LEARN HOW' button. To the left of the banner is a sidebar with a 'Welcome' message, contact information (Call 610-402-CARE or Chat online), and a list of services: 'About Us', 'Phone Directory', 'Get Directions', 'Financial Assistance', 'Find a Doctor', 'Send a Card or Flowers', and 'Create a Care Page'. Below the banner is a section titled 'I'm looking for condition information' with a search bar containing 'Diabetes, Cancer, Chicken Pox, Burns, Mental Health, etc...' and a 'Symptom Checker' button. At the bottom, there's a row of large numbers: 5, 5, 136, 17, 11, 34, 28, and 10, with a dropdown menu for 'Cedar Crest Muhlenberg'.

Attract & Engage from Your Home Page

The screenshot displays the Baylor Health Care System homepage. At the top left is the Baylor logo with the tagline "Serving *all* people by providing personalized health and wellness through exemplary care, education and research". To the right is a search bar labeled "Enter Keyword or Search Phrase". Below the header is a navigation bar with links: SPECIALTIES & SERVICES, PHYSICIANS & LOCATIONS, PATIENTS & VISITORS, CLASSES & EVENTS, ABOUT, RESEARCH, WAYS TO GIVE, and CAREERS. The main banner features the headline "Eight Habits That Put Your Heart at Risk" and a sub-headline "While many factors affect your heart health, you can make changes that can reduce your risk. Here are some simple ways to learn more." Below this is a "Learn More" button. A central overlay contains three engagement options: "Want to chat online?" with a "Chat Now" button, "Want a call back?" with a "Call Back" button, and "Want more health info?" with a "Sign Up" button. Below the banner is a contact bar with the text "Need something? Call us: 1.800.4BAYLOR (1.800.422.9567)" and social media icons. The footer includes two search boxes: "FIND A PHYSICIAN (Disclaimer)" with a "Search by Physician's Last Name" field and a "Go" button, and "FIND A LOCATION" with a "Select..." dropdown. On the right is a "10-SECOND HEALTH TIPS" section with a "keywordsearch:" field and a "Submit" button.

RESULTS: Increased Health Engagement

Baylor Healthcare System, TX –

- Multi-prong campaign to drive more traffic to HealthSource

Results:

- 10,000 quizzes completed
- 7,000 risk assessments
- 2,500 calculators
- Total Health Source visits increased 189.84% in six months.



Health Library Content Integration:

***Because not everyone
comes to your web site via
the front door!***



Health Library Content Integration

Goal: Take advantage of meeting site visitors' needs, and achieving web site goals, even if they don't enter the web site via home page.

Presents hospital-specific relevant information in the health library to drive web site visitors to the information which will allow them to take action with the hospital.

- Taxonomy driven
- Client-specific nomenclature for service, specialties, videos, etc.
- Access to application for real-time updates and additions



Sanford Example

The screenshot displays the Sanford Adult Health Library website. At the top, there's a navigation bar with the title "Adult Health Library" and a "Health Library Explorer" logo. A search bar is located on the right. Below the navigation bar, there are several tabs: "Conditions & Treatments", "Health Centers", "Drugs, Herbs & Supplements", "Nutrition & General Wellness", "Your Family", "News Center", "Healthy Living", and "Tools & Multimedia". A "Translate" button is also present. A large alphabetical index is visible, with the letter "A" highlighted. The main content area shows the article for "Arrhythmias". The article title is "Arrhythmias", followed by the subheading "What is an arrhythmia?". The text explains that an arrhythmia is an abnormal heart rhythm. It then lists three causes of arrhythmias: 1. Not allowing the ventricles (lower chambers) to fill with an adequate amount of blood because an abnormal electrical signal is causing the heart to pump too fast or too slow. 2. Not allowing a sufficient amount of blood to be pumped out to the body because an abnormal electrical signal is causing the heart to pump too slowly or too irregularly. 3. Not allowing the top chambers to work properly. The text continues, "In any of these situations, the body's vital organs may not receive enough blood." A large blue arrow points from this text to the "Related Services" section on the right. The "Related Services" section includes "Physician Specialties" (Cardiac Electrophysiology, Cardiology) and "Related Videos" (Heart Disease Prevention, Irregular Heart Rhythms – Sanford Heart Hospital, Left atrial appendage occlusion for atrial fibrillation). On the far right, there's a "CONTACT OUR HEALTH PROFESSIONALS" section with buttons for "Find a Doctor", "Find a Location", "Online Scheduling", "Find Classes & Events", and "Pay Bill Online". Below this is a "Follow Us" section with social media icons for Facebook, Twitter, Google+, LinkedIn, YouTube, Pinterest, and Instagram.

Adult Health Library

Health Library Explorer

Search for...

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

Conditions & Treatments Health Centers Drugs, Herbs & Supplements Nutrition & General Wellness Your Family News Center Healthy Living Tools & Multimedia

Translate

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

<< TOPIC INDEX

<< LIBRARY INDEX

Click a letter to see a list of conditions beginning with that letter.

Click Topic Index to return to the index for the current topic.

Click Library Index to return to the listing of all topics.

Arrhythmias

What is an arrhythmia?

An arrhythmia is an abnormal heart rhythm.

Some arrhythmias can cause problems with contractions of the heart chambers by:

- Not allowing the ventricles (lower chambers) to fill with an adequate amount of blood because an abnormal electrical signal is causing the heart to pump too fast or too slow.
- Not allowing a sufficient amount of blood to be pumped out to the body because an abnormal electrical signal is causing the heart to pump too slowly or too irregularly.
- Not allowing the top chambers to work properly.

In any of these situations, the body's vital organs may not receive enough blood.

What are the symptoms of arrhythmias?

The effects on the body are often the same, however, whether the heartbeat is too fast, too slow, or too irregular. Some symptoms of arrhythmias include, but are not limited to:

CONTACT OUR HEALTH PROFESSIONALS

Find a Doctor

Find a Location

Online Scheduling

Find Classes & Events

Pay Bill Online

Follow Us

f t g+ in YouTube p

Related Services

Physician Specialties

Cardiac Electrophysiology

Cardiology

Related Videos

Heart Disease Prevention

Irregular Heart Rhythms – Sanford Heart Hospital


Left atrial appendage occlusion for atrial fibrillation

Roper St. Francis Example

HAVE A QUESTION? Need a doctor referral? Call (843) 402-CARE

About Us | Contact Us | For Media | For Health Professionals

f g+ t y r

ROPER  **ST. FRANCIS**

[FIND A DOCTOR ▼](#) [REQUEST AN APPOINTMENT](#) [MEDICAL SERVICES ▼](#) [PATIENTS & VISITORS ▼](#) [COMMUNITY ▼](#) [LOCATIONS](#)

Click 'Library Index' to return to the listing of all topics.

Arrhythmias

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An arrhythmia is an abnormal heart rhythm.

Some arrhythmias can cause problems with contractions of the heart chambers by:

- Not allowing the ventricles (lower chambers) to fill with an adequate amount of blood because an abnormal electrical signal is causing the heart to pump too fast or too slow.
- Not allowing a sufficient amount of blood to be pumped out to the body because an abnormal electrical signal is causing the heart to pump too slowly or too irregularly.
- Not allowing the top chambers to work properly.

In any of these situations, the body's vital organs may not receive enough blood to meet their needs.

What are the symptoms of arrhythmia?

The effects on the body are often the same, however, whether the heart is pumping too fast or too slow. Some symptoms of arrhythmias include, but are not limited to:

- Palpitations (a sensation of fluttering or irregularity of the heartbeat)
- Weakness
- Fatigue
- Low blood pressure

[Find a Doctor](#)
[Locations](#)

Follow Us

t f y+ m e

Related Services

Services

- > Heart and Vascular

Videos

- > New Technology for Treating Abdominal Aortic Aneurysms
- > 3-D Cardiac Mapping

Related Items

Integration: Drives Results

SPECIALTIES & SERVICES **PHYSICIANS & LOCATIONS** **PATIENTS & VISITORS** **CLASSES & EVENTS** **ABOUT** **RESEARCH** **WAYS TO GIVE** **CAREERS**

healthSource[®] LIBRARY

Your Source for Comprehensive Health Information

Need something? Call us: **1.800.4BAYLOR** (1.800.422.9567) Text Size: - + Share This Page | [f](#) [t](#) [p](#) [g](#) [e](#)

Home > Library > Health Encyclopedia

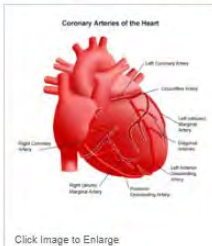
Home
En Español
Library
Multimedia
Healthy Living
Health Centers
Your Family
Interactive Tools
About This Site

Health Encyclopedia

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

Health Encyclopedia

Coronary Heart Disease



Click Image to Enlarge

What are the coronary arteries?

Coronary arteries supply blood to the heart muscle. Like all other tissues in the body, the heart muscle needs oxygen-rich blood to function, and oxygen-depleted blood must be carried away. The coronary arteries run along the outside of the heart and have small branches that supply blood to the heart muscle.

What are the different coronary arteries?

The two main coronary arteries are the left main and right coronary arteries. The left main coronary artery (LMCA), which divides into the left anterior descending artery and the circumflex artery, supplies blood to the left ventricle and left atrium. The right coronary

Search HealthSource **GO**

Related Services

Physicians Specializing in:

- + Cardiovascular Disease
- + Thoracic Cardiovascular Surgery
- + Interventional Cardiology

Find Services:

- + Heart & Vascular

Watch Baylor YouTube Videos:

- + Heart & Vascular

Related Items

Patient Education

- + Eating Heart-Healthy Foods
- + Glossary of Terms (Cardiovascular)

Articles

- + Eating Heart-Healthy Foods
- + For Women: Take This Risk to Heart
- + Making Your Lifestyle Heart-Healthy
- + View All 7

Drug Reference

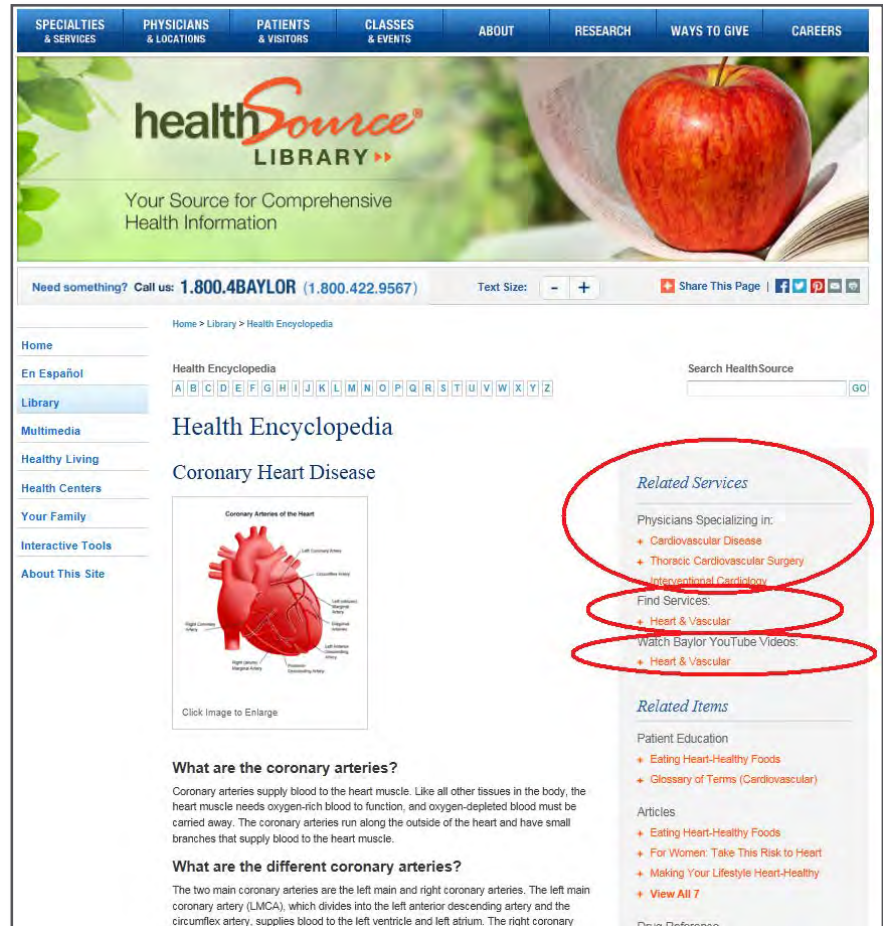


Results: Increased Appointments

Baylor Healthcare System, TX –

Results:

- 2,500+ visitors sent to “Find a Doc”
- 1,400 sent to Service Line Landing Pages
- Avg. Time on Page: 5:14 minutes



Reverse Integration:

Taking it a step further!



Reverse Content Integration


Goal: Augmenting hospital content with health information to engage, meet site visitors' content needs and achieve organizational goals.

Take advantage of syndicated health information throughout the hospital's site.

- Customized to meet specific hospital goals and technical requirements.
- Not a one-size-fits-all approach



Rutland Regional Medical Center


Rutland Regional Medical Center
An Affiliate of Rutland Regional Health Services

[Home](#) | [About Us](#) | [Careers](#) | [Contact Us](#)

[Find a Doctor](#) | [Services](#) | [Locations](#) | [Classes & Events](#) | [Health Info](#)

[Home](#) > [RRMC Health Info](#)

Health Encyclopedia

[f](#) [t](#) [s](#) [v](#) [in](#) [s](#)

[Translate](#)

[Health Library Explorer](#)

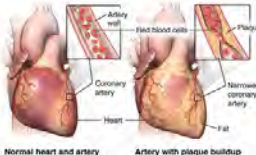
[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

[Conditions & Treatments](#) | [Health Centers](#) | [Drugs, Herbs & Supplements](#) | [Nutrition & General Wellness](#) | [Your Family](#) | [News Center](#) | [Healthy Living](#) | [Tools & Multimedia](#)

Heart Attack

What is a heart attack (myocardial infarction)?

A heart attack, or myocardial infarction, occurs when one or more regions of the heart muscle experience a severe or prolonged lack of oxygen caused by blocked blood flow to the heart muscle.



Click image to enlarge

The blockage is often a result of atherosclerosis—a buildup of plaque composed of fat deposits, cholesterol, and other substances. When a plaque ruptures, a blood clot quickly forms. The blood clot is the actual cause of the heart attack.

If the blood and oxygen supply is cut off, muscle cells of the heart begin to suffer damage and start to die. Irreversible damage begins within 30 minutes of blockage. The result is dysfunction of the heart muscle in the area affected by the lack of oxygen or cell death.

What are the risk factors for heart attack?

There are two types of risk factors for heart attack, including the following:

Inherited (or genetic)	Acquired
Inherited or genetic risk factors are risk factors you are born with that cannot be changed, but can be improved with medical management and lifestyle changes.	Acquired risk factors are caused by activities that we choose to include in our lives that can be managed through lifestyle changes and clinical care.

Inherited (genetic) factors: Who is most at risk?

- People with inherited hypertension (high blood pressure)
- People with inherited low levels of HDL (high-density lipoproteins), high levels of LDL (low-density lipoprotein) blood cholesterol or high levels of triglycerides
- People with a family history of heart disease (especially with onset before age 55)
- Aging men and women
- People with type 1 diabetes
- Women, after the onset of menopause (generally, men are at risk at an earlier age than women, but after the onset of menopause, women are equally at risk)

Acquired risk factors: Who is most at risk?

CONTACT OUR HEALTH PROFESSIONALS

[Find a Doctor](#)

[Find a Location](#)

[Classes & Events](#)

[Visit My RRM Health Site](#)

[Follow Us](#)
[f](#) [t](#) [in](#) [v](#) [p](#)

Related Services

Our Doctors

- » Cardiology
- » Family Practice
- » Internal Medicine

Services

- » Progressive Care
- » Cardiology
- » Community Education
- » Hospitalist
- » Killington Medical Clinic
- » Prostate Clinic

Related Items

Diseases and Conditions

- » Cardiac Rehabilitation
- » Renal Vascular Disease

Tests and Procedures

- » Cardiac Biomarkers (Blood)
- » Coronary Artery Bypass Graft Surgery (CABG)
- » [View All 10](#)

Wheaton Franciscan Example

The screenshot displays the Wheaton Franciscan Healthcare website. At the top, there is a navigation bar with links for MyChart, Billing, eNews Sign Up, Classes, Give, Careers, and Select Language. Below this is the Wheaton Franciscan Healthcare logo and a website search bar. A secondary navigation bar contains links for FIND A DOCTOR, HEALTH CARE SERVICES, LOCATIONS, HEALTH LIBRARY, and ABOUT WHEATON. The main content area is titled 'HEALTH CARE SERVICES' and features a sidebar with links to Heart & Vascular Care, Conditions We Treat, Screenings & Diagnosis, Treatments & Services, Heart Attack Signs & Care, Heart & Vascular Surgery, Electrophysiology, and Cardiac Rehabilitation. The main content area is titled 'Cardiovascular Conditions We Treat' and includes a paragraph about the comprehensive cardiovascular programs at Wheaton Franciscan Healthcare. Below this, there is a list of conditions treated, including Aneurysm, Cardiac arrhythmias, Carotid artery disease, Chest pain and discomfort, Circulatory and valve issues, Congenital heart disease, and Coronary artery disease. To the right of the list, there is a 'Care Locations' section listing various hospitals and campuses, including Midwest Spine & Orthopedic Hospital, Wheaton Franciscan - Brown Deer Campus, Wheaton Franciscan - Elmbrook Memorial Campus, Wheaton Franciscan - St. Joseph Campus, Wheaton Franciscan - Wauwatosa Campus, and Wheaton Franciscan Healthcare - All Saints (Spring Street Campus). A 'VIEW MORE' link is also present.

Wheaton Franciscan Healthcare

MyChart | Billing | eNews Sign Up | Classes | Give | Careers | Select Language

Website Search

FIND A DOCTOR | HEALTH CARE SERVICES | LOCATIONS | HEALTH LIBRARY | ABOUT WHEATON

HEALTH CARE SERVICES

Home / Health Care Services / Heart & Vascular Care / Conditions We Treat

Text size: A A A |

Cardiovascular Conditions We Treat

The comprehensive cardiovascular programs at Wheaton Franciscan Healthcare include education, screening, assessment, diagnosis, treatment, rehabilitation and disease management.

We treat all types of heart problems and vascular diseases. To learn more about each condition, including their symptoms and treatment options, select one from the list below.

- [Aneurysm](#)
- [Cardiac arrhythmias](#) (heart rhythm disorders)
- [Carotid artery disease](#) (stenosis)
- [Chest pain and discomfort](#)
- [Circulatory and valve issues](#)
- [Congenital heart disease](#)
- [Coronary artery disease](#)
- [High blood pressure or hypertension](#)
- [Peripheral artery disease](#)
- [Peripheral vascular disease](#)
- [Pulmonary embolism](#)
- [Renal artery disease](#)
- [Raynaud's phenomenon](#)

Care Locations

- Midwest Spine & Orthopedic Hospital/Wisconsin Heart Hospital Campus
- Wheaton Franciscan - Brown Deer Campus
- Wheaton Franciscan - Elmbrook Memorial Campus
- Wheaton Franciscan - St. Joseph Campus
- Wheaton Franciscan - Wauwatosa Campus
- Wheaton Franciscan Healthcare - All Saints (Spring Street Campus)

[VIEW MORE](#)

Sylvester Example

The screenshot shows the Sylvester Comprehensive Cancer Center website. The header includes the Sylvester logo, navigation links (About Us, Locations, Contact Us, Make a Gift, Español), and a search bar. The main navigation bar lists Home, Find a Doctor, Patient Care, Research, Education, Health Professionals, and Giving. The left sidebar contains a 'Types of Cancer' section with a 'Lung Cancer' link. The main content area is titled 'What to Know First About Your Treatment Choices for Lung Cancer' and lists factors influencing treatment: the type of lung cancer, the size and location of the tumor, and the patient's overall health. A blue arrow points to the 'Treatments' link in the sidebar, which is highlighted in orange.

Sylvester
COMPREHENSIVE CANCER CENTER
UNIVERSITY OF MIAMI HEALTH SYSTEM

About Us Locations Contact Us Make a Gift Español Search Sylvester

Home Find a Doctor Patient Care Research Education Health Professionals Giving

Go back to
Types of Cancer

Lung Cancer

Learn about Lung Cancer

Prevention and Screening

Understanding your Diagnosis

Treatments

Learn about Malignant Mesothelioma

Support & Services

Multimedia

Education

Types of Cancer » Lung Cancer

What to Know First About Your Treatment Choices for Lung Cancer

Lung cancer can be treated. Your treatment depends on all of these things:


- The type of lung cancer you have
- The size and location of the tumor
- The patient's overall health

If the cancer has spread to other parts of your body

Treatments can control the lung cancer and improve your quality of life by controlling symptoms of the disease. Right now, there are no treatments that cure extensive lung cancer, which is cancer that has spread to the opposite side of the chest from where it started or to distant parts of the body. But treatment may be able to cure lung cancer if it is found when it is limited, meaning it is confined to the same side of the chest where it started.

Stony Brook Example

The screenshot shows the Stony Brook Medicine University Physicians website. The header includes the logo, navigation links (ABOUT US, CONTACT US, EMPLOYMENT), and a phone number (631) 444-DOCS (3627). A red navigation bar contains links: HOME, FIND A DOCTOR, PATIENTS, MEDICAL PROFESSIONALS, CLINICAL SERVICES, HEALTH LIBRARY, OUR INSURERS, and NEWS. Below the navigation bar, a search bar is present with the text 'Home > Search By Keyword' and icons for Email, Print, and a mobile device. The main content area is titled 'Find a Doctor' and features three search options: Find by Name, Find by Keyword (selected), and Find by Department. A search bar contains the text 'Type search term...' and a magnifying glass icon. Below the search bar, a link for 'Complete Keywords List' is visible. The search results show 'Searched term: angina' and a red bar indicating 'Stony Brook Faculty (28)'. A list of doctors is displayed in a grid. A large blue arrow points from the 'BLANCO MD, MIGUEL' entry to the 'BLOOM MD, MICHELLE' entry.

Stony Brook Faculty (28)	
 IMAGE NOT AVAILABLE	BENSON MD, DAVID Specialty: Internal Medicine Subspecialty: Cardiology (631) 941-2000
 IMAGE NOT AVAILABLE	BLANCO MD, MIGUEL Specialty: Internal Medicine
 IMAGE NOT AVAILABLE	BLOOM MD, MICHELLE Specialty: Internal Medicine Subspecialty: Cardiology (631) 444-9800
 IMAGE NOT AVAILABLE	BRUNO MD, PETER Specialty: Internal Medicine Subspecialty: Cardiology
 IMAGE NOT AVAILABLE	CESA MD, CHRISTOPHER Specialty: Internal Medicine Subspecialty: Cardiology
 IMAGE NOT AVAILABLE	CESA MD, MICHAEL Specialty: Internal Medicine Subspecialty: Cardiology

Cooper Example

Treatment for Angina/Angina Pectoris

Treatments for angina/angina pectoris available in South Jersey at Cooper include:

Angioplasty with Stent Placement

Angioplasty with stent placement is a minimally invasive surgical procedure performed to open clogged arteries and restore blood flow to the heart. It involves the temporary insertion and blowing up of a tiny balloon where the artery is clogged.

[Learn More >](#)

[View all treatments for this condition](#)

Departments Specializing in Angina/Angina Pectoris Treatment

Departments at Cooper where Angina/Angina Pectoris is treated include:

Cardiology

World-class cardiac care — in your neighborhood. Our physicians are experts in the treatment of heart disease and leaders in cardiac research. Utilizing the latest technology available to pinpoint and treat all types of heart problems, we produce superior outcomes for our cardiac patients. [Visit Department >](#)

Physicians Who Specialize in Angina/Angina Pectoris

Our angina/angina pectoris specialists include:



David S. Yorio, DO
Family & Community Medicine

Integrated Health Information Also Improves the Online Experience

The screenshot shows the Johns Hopkins Medicine Health Library website. A feedback survey pop-up from ForeSee is displayed in the center. The pop-up text reads: "We'd welcome your feedback! Thank you for visiting our website. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve your experience. The survey is designed to measure your entire experience, please look for it at the conclusion of your visit. This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting." The pop-up has two buttons: "No, thanks" and "Yes, I'll give feedback". The background website shows a search bar, a navigation menu, and a list of topics related to Barrett's Esophagus.

JOHNS HOPKINS MEDICINE

Health Library

Guide to the diagnosis, treatment and prevention of conditions from A to Z.

Find Health Information
Search entire library by keyword
Go

OR

Choose by letter to browse topics
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
(A-Z listing includes diseases, conditions, tests and procedures)

Diseases and Conditions
Tests and Procedures
Recipes
Nutrition Information
Prevention Guidelines

Can't find a health topic?
We're always looking to enhance our site. Tell us what's missing.

Font Size: [icon] PRINT THIS PAGE [icon]

Share this page: [icon] [icon] [icon] [icon] More

Home > Health Library

Barrett's Esophagus

Barrett's esophagus is a condition in which the lining of the esophagus, the tube that carries food from the mouth to the stomach, becomes inflamed and eroded. This condition is more common in men than in women, and more common in Caucasian-Americans than in African-Americans. The average age at diagnosis is 55 years.

Barrett's Esophagus Symptoms

Barrett's esophagus produces symptoms similar to GERD or esophageal inflammation. See a gastroenterologist if you experience any of the following symptoms for more than two weeks:

- Heartburn
- Indigestion
- Blood in vomit or stool

Experience Our Care

Find a Doctor Who Specializes in...

- Barrett's Esophagus
- Benign Esophageal Conditions
- Esophageal Disease
- Esophageal Dismotility Disorders
- Minimally Invasive Esophagectomy

See More +

Connect with a Treatment Center

- Beacham Center for Geriatric Medicine
- Esophageal Cancer Program
- Integrative Medicine and Digestive Center
- Gastroenterology and Hepatology

Expand Your Knowledge

Increased User Satisfaction in 2013

Hopkins Medicine and Foresee –

Results:

- Survey: Satisfaction score of visitors who...
 - visit at least 1 health library page = 84
 - do not visit the library = 77



Integrating Health Content Into Your Marketing Efforts



Goal: Promote Your Medical Staff

RWJ ROBERT WOOD JOHNSON
UNIVERSITY HOSPITAL

Quick Physician Search:

Connect with RWJUH on: [facebook](#) [twitter](#) | Site Keyword Search:

Home About Physicians Nursing Services News Health Info Events For Patients Directions Careers For Physicians eCards Giving Contact

Related Physician Specialties:

- Cardiovascular Diseases and Hypertension
- Cardiothoracic Surgery
- Vascular Surgery

Related Clinical Services:

- Cardiac Services
- Vascular Services

Related Health Information:

- Cardiovascular Diseases

[Home > Services > Vascular Services](#)

The Vascular Center

(732) 235-7816 [Request Appointment or Follow-Up Call](#)

Peripheral Arterial Disease (PAD)

What is peripheral arterial disease?

Peripheral arterial disease (PAD) is generally associated with blocked arteries of the legs. The blockage most often is the result of a chronic buildup of hard fatty material (atherosclerosis or hardening of the arteries) into the inside lining of the arterial wall of the legs. This ultimately narrows and blocks the flow of blood which carries oxygen and nutrients to the limb. The femoral and popliteal arteries are the major arterial blood supply to the lower extremities and are a common location for atherosclerotic disease to develop.

The presence of atherosclerosis in the leg arteries is a strong indicator that there is also atherosclerosis in the arteries of the heart and brain, because atherosclerosis is a widespread disease of the arteries. Atherosclerosis of the leg arteries may cause a blockage, obstructing blood flow, and potentially result in pain in the leg(s), ulcers or wounds that do not heal, and/or the need for amputation (surgical removal) of a foot or leg. Therefore, PAD has two major complications associated with its presence: limb complications (nonhealing wounds, ulcers, gangrene, loss of a limb) and risk for stroke and/or heart attack.

Peripheral arterial disease caused by atherosclerosis may be present with symptoms or without symptoms. The presence of symptoms may depend on the degree to which blood flow to the leg muscles has been decreased. Symptoms may range from mild to moderate to severe.

Symptoms of Peripheral Arterial Disease

The most common symptom of peripheral arterial disease is called intermittent claudication. Claudication refers to limping because of pain



Dr. Paul Haser
MD, PhD, vascular surgeon and assistant professor of surgery at UMDNJ-Robert Wood Johnson Medical School

MLB: Wrist injury sends Braves' Kelly Johnson to 15-day DL

About Peripheral Arterial Disease 04:36
Paul Haser, MD, vascular surgeon and assistant professor of surgery at UMDNJ-Robert Wood Johnson Medical School

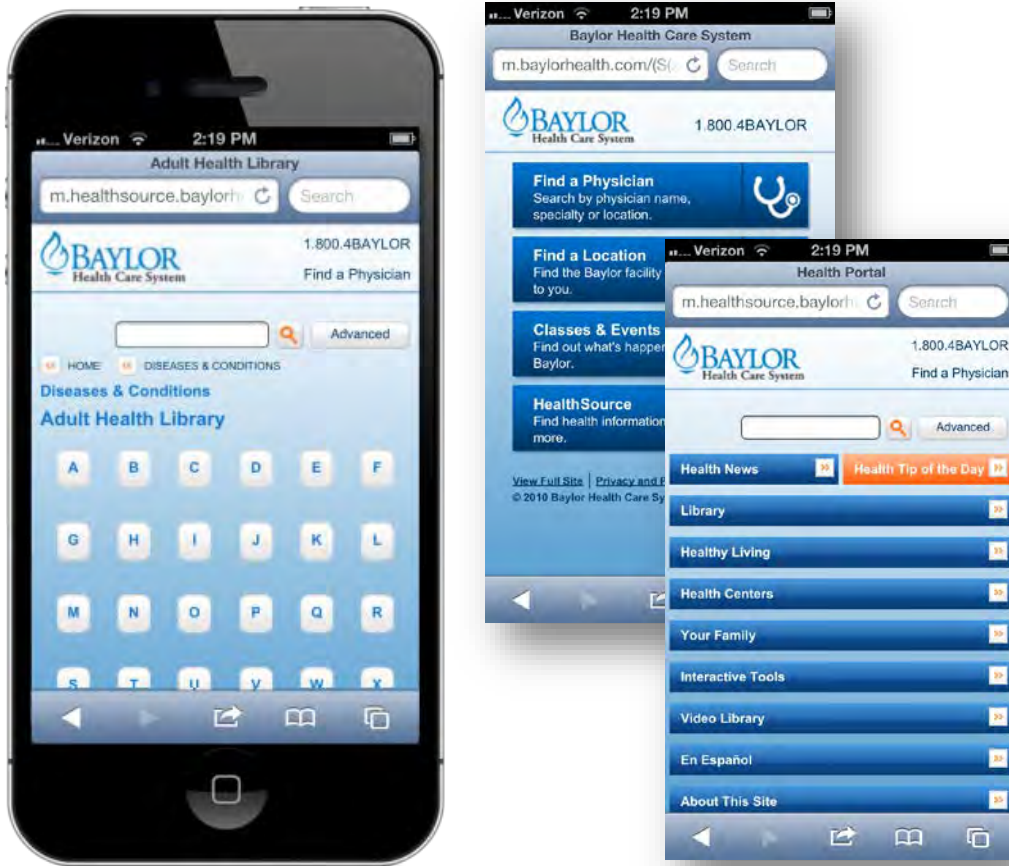
Arterial and Venous Circulation of the Legs



Diagram illustrating the arterial and venous circulation of the legs. Arteries (red) and veins (blue) are shown. Labels include: Femoral Artery, Popliteal Artery, Anterior Tibial Artery, Posterior Tibial Artery, External Iliac Vein, Femoral Vein, Perforating Veins, Great Saphenous Vein, and Small Saphenous Vein.

Mobile-Ready: Responsive Design

Friendly:



Not Friendly:



Symptom Advisor Smartphone App

Deliver the answers consumers want, when and where they want.



SMS Text Messaging

Programs Available

Screen 1 (4:16 PM): Messages from 530-16. MWHCbaby: Welcome to MWHC Maternity Text Messaging Program - Please enter your due date in (mm/dd/yyyy) format. 02/01/14: You entered: 02/01/2014 as your due date. Send YES to confirm or NO to reenter. Yes: MWHC- You're subscribed 4 maternity msgs thru 2/1/2014. Upto 2 msgs/week on Tuesdays. Msg&DataRtsMayApply. Txt STOP to unsubscribe.

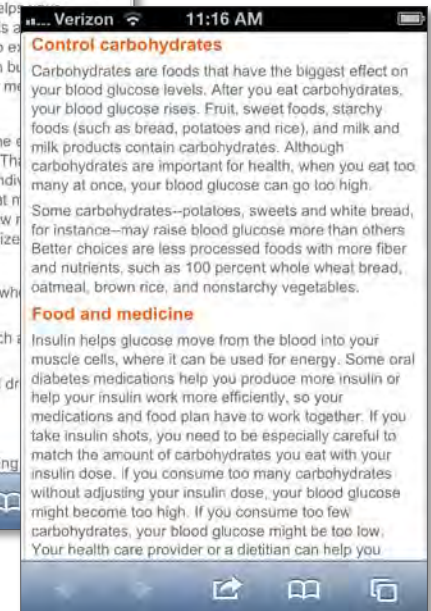
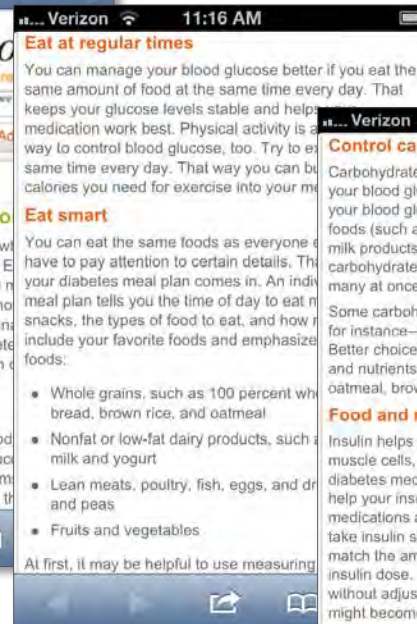
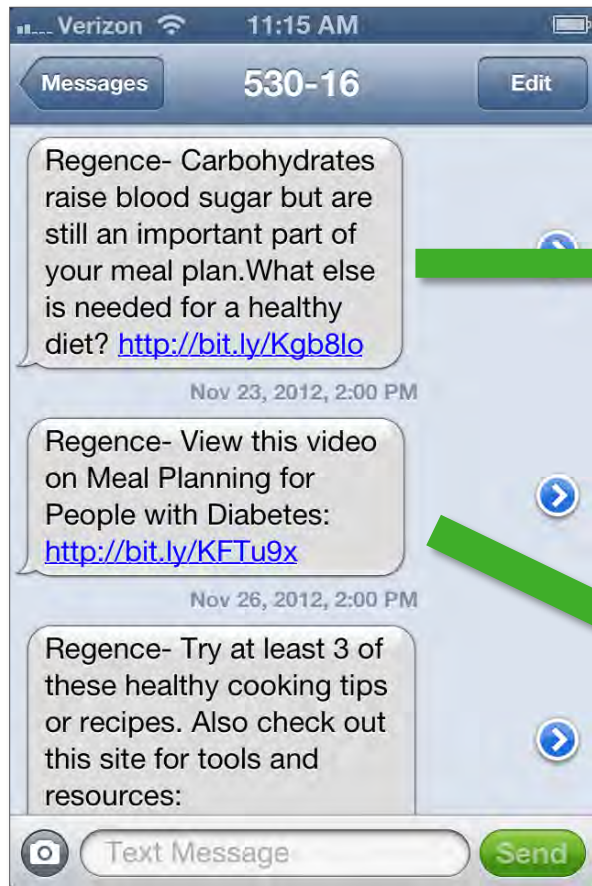
Screen 2 (2:26 PM): Messages from 530-16. MWHC- Some preterm labor signs include uterine contractions and/or vaginal discharge of blood or water. <http://bit.ly/xtcJfi>. Tue, Dec 31, 2:05 PM. MWHC- Don't forget about dad! Do things together, like taking a childbirth class and making a birth plan. <http://bit.ly/wzCYsu>. Tue, Jan 7, 2:03 PM. MWHC- Thinking about breast-feeding? Babies who nurse enjoy lower rates of diarrhea and ear infections. <http://bit.ly/wQ0P2E>.

Screen 3 (2:27 PM): Messages from 530-16. MWHC It's time for B streptococcus test. Antibiotics can stop it from being passed to baby. <http://bit.ly/y5IXVb>. Tue, Jan 28, 2:03 PM. MWHC Bad headache and blurred vision are preeclampsia warning signs. See your doctor if you have these. <http://bit.ly/y5IXVb>. Thursday, Jan 30, 2:03 PM. MWHC It's almost time for your baby to be born. Your baby may have dropped down into the pelvis by now, called lightening. <http://bit.ly/xS6E1I>.

Web Browser Screenshot: marywashingtonmaternity.staywell.com. Mary Washington Healthcare. Group B Streptococcus. What is group B streptococcus? Group B streptococcus (GBS) is a bacterium that can be found in the digestive tract, urinary tract, and genital area of adults. Although GBS infection usually does not cause problems in healthy women before pregnancy, it can cause serious illness for a newborn baby. Why is group B streptococcus a concern? About 25 percent of pregnant women carry GBS in their rectum or vagina. In some pregnant women, GBS infection may cause chorioamnionitis (infection of the amniotic fluid, membranes, decidua, and placental tissues) and postpartum (after birth) infection, called endometritis. Urinary tract infections caused by GBS can lead to preterm labor and birth. Newborns can contract GBS during pregnancy, or from the mother's genital tract during labor and delivery. GBS is the most common cause of life-threatening infections in newborns, including pneumonia and meningitis. If a pregnant woman who is a group B strep carrier does not get antibiotics at the time of delivery, her baby has a 1 in 100 chance of developing GBS disease. Nearly 75% of newborns born to GBS carriers receive antibiotics to prevent GBS disease.



Texts, Educational Articles and Videos



Enhance SEO Rankings: Edit with Marketing Messages

Diagnostic procedures for colon cancer

If a person has symptoms that might be caused by colon cancer, the doctor will want to get a complete medical history and do a physical examination. The doctor may also do certain tests to look for cancer. Many of these tests are the same as those done to screen for colon cancer in people without symptoms.

- **Digital rectal examination.** A doctor or other health care provider inserts a gloved and lubricated finger into the rectum to feel for anything unusual or abnormal. This test can detect some cancers of the rectum, but not the colon.
- **Fecal occult blood test.** This test checks for hidden (occult) blood in the stool. It involves placing a very small amount of stool on a special card, which is then sent to a laboratory.
- **Flexible sigmoidoscopy.** A diagnostic procedure that allows the doctor to examine the inside of a portion of the large intestine. A short, flexible, lighted tube with a small video camera on the end, called a sigmoidoscope, is inserted into the intestine through the rectum. The scope blows air into the intestine to inflate it and make viewing the inside easier.
- **Colonoscopy.** A procedure that allows the doctor to view the entire length of the large intestine. It involves inserting a colonoscope, a long, flexible, lighted tube, in through the rectum up into the colon. The colonoscope allows the doctor to see the lining of the colon, remove tissue for further examination, and possibly treat some problems that are discovered.
- **Barium enema (also called double contrast barium enema).** A fluid called barium (a metallic, chemical, chalky liquid used to coat the inside of organs so that they will show up on an X-ray) is administered into the rectum to partially fill up the colon. An X-ray of the abdomen is then taken that can show strictures (narrowed areas), obstructions (blockages), and other problems.
- **Biopsy.** a procedure in which polyps or tissue samples are removed (during a colonoscopy or surgery) from the body for examination under a microscope to determine if cancer or other abnormal cells are present.
- **Blood count.** A test to check for anemia (that can be a result of bleeding from a tumor).
- **Imaging tests.** Tests, such as a CT scan, PET scan, ultrasound, or MRI of the abdomen, may be done to look for tumors or other problems. These tests may also be done if colon cancer has already been diagnosed to help determine the extent (stage) of the cancer.

If you have been diagnosed with colon cancer, [search online to find a physician](#), or call 1.800.4BAYLOR for cancer treatment in Dallas-Fort Worth.

What are the stages of colon cancer?

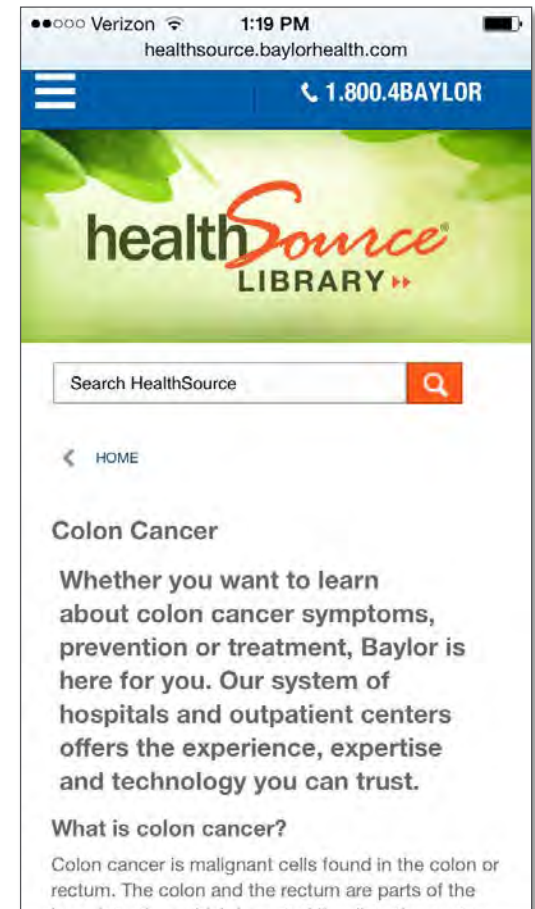
When colon cancer is diagnosed, tests will be performed to determine how much cancer is present, and if the cancer has spread from the colon or rectum to other parts of the body. This is called staging, and it is an important step toward planning a treatment program. The stages for colon cancer are as follows:

Stage 0 (Cancer in situ) The cancer is found in the innermost lining of the colon or rectum.

Stage I (also called Dukes' A) The cancer has spread beyond the innermost lining of the colon or rectum to the second and third layers. The cancer together as colon cancer. Cancerous tumors found in the colon or rectum also may spread to other parts of the body.

[About This Site](#)

[Cancer Care](#)



AdminTool Included for Editing

The screenshot displays the Krames StayWell AdminTool interface, which is divided into two main sections: a left-hand navigation menu and a right-hand content area.

Left-hand Navigation Menu:

- KRAMES staywell** logo at the top.
- ADMIN TOOLS** section with sub-tabs: ORIGINAL DOCUMENTS, KRAMES STAYWELL DOCUMENTS, and PAGE COMPONENTS.
- manage your health portal** banner.
- Original Documents** section: Documents created completely by your editorial staff. An original document is *not* a customized Krames StayWell document. Options include "Create a New Original Document" and "Find Previously-Entered Original Documents".
- Krames StayWell Documents** section: Documents created by Krames StayWell -- and customized documents used in place of exist within your site. Options include "Find Krames StayWell Documents", "Find Customized Krames StayWell Documents", and "Manage News Feed".
- Page Components** section: Text or HTML page elements that are scheduled to appear on designated pages or document or article. Options include "Create a New Component", "Find Previously-Entered Components", "Schedule Components on a Document", and "Schedule Components on a Persistent Page".
- Media** section: Non-textual elements that may appear in the site -- specifically images, PDFs or Flash files. Option is "Manage Images, PDFs and Flash Files".

Right-hand Content Area:

- ADMIN TOOLS** header with a **Logout** link.
- Sub-tabs: ORIGINAL DOCUMENTS, KRAMES STAYWELL DOCUMENTS, PAGE COMPONENTS, and MEDIA.
- admin editor** banner.
- NOTE:** Saving a document creates a draft view ONLY. You must publish your document to view it live.
- Form fields for document metadata: Content Type ID: 85, Content ID: P00362, Language: en, Title: Colorectal Cancer, Author(s), Editor(s): Geller, Arlene, and Reviewer(s): Alteri, Richard, MD/Sather, Rita, RN.
- A rich text editor toolbar with various formatting options.
- Colorectal Cancer** section header.
- Text content: "Whether you want to learn about colon cancer symptoms, prevention or treatment, Memorial Healthcare is here for you. Our system of hospitals and outpatient centers offers the experience, expertise and technology you can trust."
- What is colorectal cancer?** section header.
- Text content: "Colorectal cancer is malignant cells found in the colon or rectum. The colon and the rectum are parts of the large intestine, which is part of the digestive system. Because colon cancer and rectal cancers have many features in common, they are sometimes referred to together as colorectal cancer. Cancerous tumors found in the colon or rectum also may spread to other parts of the body."
- Text content: "Excluding skin cancers, colorectal cancer is the third most common cancer in both men and women. The American Cancer Society estimates that about 140,000 colorectal cancer cases and about 50,000 deaths from colorectal cancer occur each year. The number of deaths due to colorectal cancer has decreased, which is attributed to increased screening and polyp removal and to improvements in cancer treatment."
- What are the types of cancer in the colon and rectum?** section header.
- Text content: "A type of cancer called adenocarcinoma accounts for more than 95 percent of cancers in the colon and rectum and is usually what is meant by the term *colorectal cancer*. It is the type we focus on in this section. There are other types of cancer that can be found in the colon and rectum, but they are rare."
- Text content: "Here is an overview of the types of cancer in the colon and rectum:"
- Bulleted list:
 - Adenocarcinoma.** Adenocarcinomas are tumors that start in the lining of internal organs. *Adeno* means gland. These tumors start in cells with glandular properties, or cells that secrete. They can form in many different organs, such as the lung or the breast. In colorectal cancer, early tumors start as small adenomatous polyps that continue to grow and can then turn into malignant tumors. The vast majority of colorectal cancers are adenocarcinomas.



Social Media



Social Media



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Newborn Immunizations

Childhood diseases in the United States are near an all-time low. Government experts say this is because of vaccinations. But some viruses and bacteria are still around and can cause serious illness. This is why all children, especially infants and young children, get the recommended shots on schedule.

Many diseases that are controlled by vaccinations in the US are not controlled in other countries. Travelers sometimes bring those diseases to the U.S. This causes children here to become sick or disabled, and some children die because they didn't get their shots.

Experts who treat children's diseases also recommend that infants get all their shots because it helps to prevent sudden infant death syndrome (SIDS).

What is the hepatitis B vaccine?

Babies get their first shots right after birth. The first shot they get is the hepatitis B vaccine. Here are some reasons why hepatitis B is a dangerous disease:

- Hepatitis B is a disease of the liver caused by hepatitis B virus (HBV).
- Most people who have hepatitis B don't have symptoms at first; this is especially true as a person gets older. The most common symptoms are:
 - Yellow skin or eyes
 - Tiredness
 - Stomachache
 - Loss of appetite
 - Nausea
 - Joint pain
- Young people who get HBV are more likely to stay infected and have life-long problems with their liver. For example, scarring of the liver and liver cancer.
- A mother who has hepatitis B can give it to her baby. It is spread through contact with the blood of an infected person, or by having sex with an infected person. Sharing objects, such as toothbrushes or razors with an infected person can also spread the disease.

The HBV shot will prevent this disease. This shot is given to nearly all new babies. Babies should get another shot before age 18 months.

If babies are exposed to HBV before, during, or after birth, both a shot and a special treatment called HBV immune globulin within 12 hours of birth.

Experts recommend that all babies get the HBV shots between age 6 months and 18 months to be fully protected against HBV infection. Getting both shots will help protect them from HBV.

Online Medical Reviewer: Akin, Louise, RN
Online Medical Reviewer: MMI board-certified, academically-affiliated clinician
Date Last Reviewed: 7/11/2014
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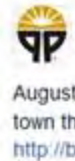
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STAYING HEALTHY WHILE YOU TRAVEL

Home / Health Library Search / Staying Healthy While You Travel

Text size: A A A | 0

Health Library

Staying Healthy While You Travel

Preventing illness or injury is a big part of making your trip relaxing and enjoyable. Because some destinations have environments that may be very different from the area you live in, and travel to developing countries poses certain extra risks, it is important to take certain precautions.

Healthy preparations before you travel

If you are planning to travel outside the United States, the CDC recommends that you:

- Prepare a complete travel itinerary, listing each destination, length of stay, and types of activities planned.
- Contact your travel agent to obtain local health information, including food and beverage precautions, information regarding insects and other pests, and the availability of emergency medical care.
- Check with your insurance company to determine what coverage your policy provides for travel abroad.
- Consider the potential benefits of travel insurance and medical evacuation insurance.
- Contact your doctor for an up-to-date immunization record, and make an appointment to receive necessary vaccinations at least 6 weeks before you plan to leave.
- Obtain specific information on preventive health recommendations based on your itinerary by contacting the CDC's Travel Information [website](#).
- Identify contact information for the U.S. Embassy or Consulate in the country or countries you will be visiting for assistance in case of a medical emergency.

Be sure to also get prescription medications refilled to last the entire duration of the trip. Take extra prescriptions for medications and/or eyewear, in case it is necessary to have them filled while abroad. Wear a medical information bracelet, if necessary, and take along a first aid kit for minor emergencies that may arise.

Healthy reminders for while you are traveling

Eat carefully if traveling to a country with an increased risk of traveler's diarrhea. According to the CDC, travelers' diarrhea is the most predictable travel-related illness. Here are some tips to try to avoid diarrhea:

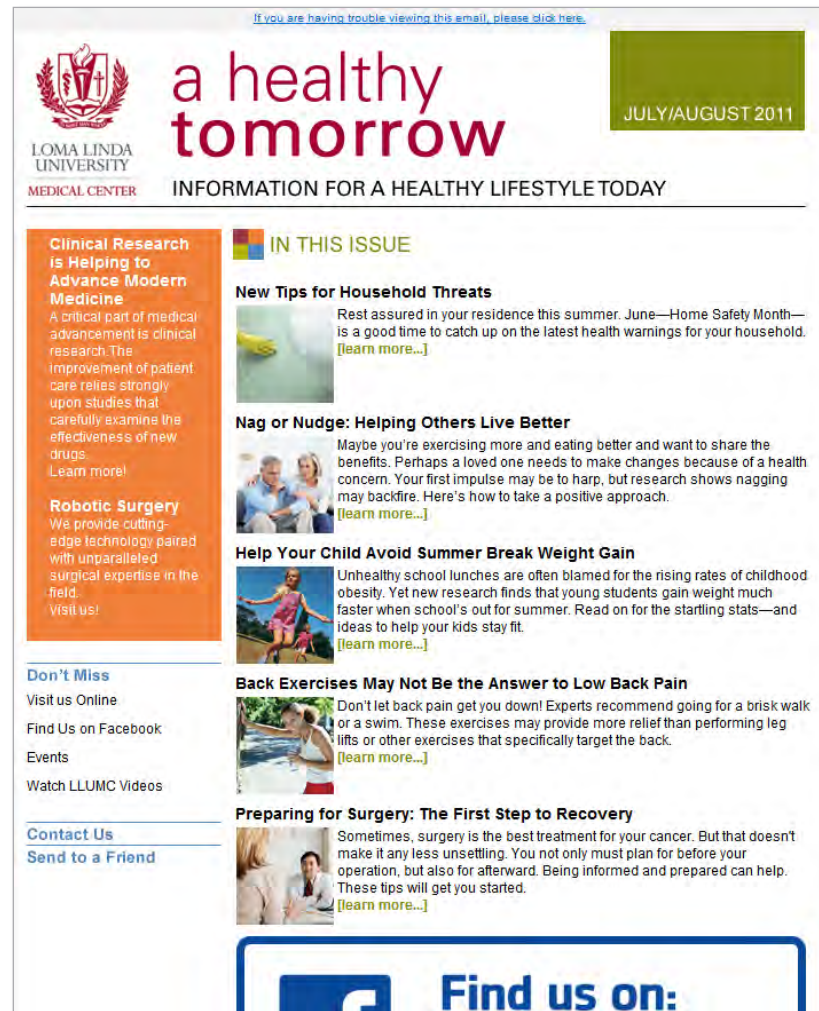
- Eat foods that are steaming hot and well-cooked, as these are usually the safest.
- Avoid eating foods from street vendors, no matter how appetizing they look.

Does Ordered Chaos Describe Your Life?

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Email Marketing



Increased Engagement – Increased Appointments

Springfield Clinic, IL –

- Colorectal Cancer Awareness campaign; utilized StayWell Colorectal Cancer Risk Assessment

Results:

- 28% increase in appointments / 9% increase in procedures performed.

The screenshot displays the Springfield Clinic website's 'Risk Assessments' section. The header includes the clinic's logo and navigation links for Patient Care Services, Medical Professionals, and About Springfield Clinic. Below the header, there's a search bar and a grid of categories including Conditions & Treatments, Health Centers, Drugs, Herbs & Supplements, Nutrition & General Wellness, Your Family, News Center, Healthy Living, and Tools & Multimedia. The 'Risk Assessments' section is highlighted, showing the 'Colorectal Cancer Risk Assessment' tool. The tool includes a brief introduction about colorectal cancer and a series of questions with radio button options for user input. The questions cover age, sex, exercise frequency, weight, height, vegetarianism, diet fat content, alcohol consumption, and smoking history. On the right side of the page, there are sections for 'CONTACT OUR HEALTH PROFESSIONALS' with buttons for 'Request an Appointment', 'Find a Doctor', and 'Pay My Bill'. Below this are 'Related Services' (Specialties, Services) and 'Related Items' (Diseases and Conditions, Tests and Procedures, Articles).

SPRINGFIELD CLINIC

Patient Care Services | For Medical Professionals | About Springfield Clinic

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Health Library | Tools & Multimedia | Risk Assessments

Risk Assessments

Health Library Explorer

Search For...

Conditions & Treatments | Health Centers | Drugs, Herbs & Supplements | Nutrition & General Wellness | Your Family | News Center | Healthy Living | Tools & Multimedia

Colorectal Cancer Risk Assessment

Cancer of the colon or rectum (colorectal cancer) usually develops slowly, over several years. Excluding skin cancers, colorectal cancer is the third most common cancer in both men and women in the United States and the second leading cause of cancer-related deaths overall, according to the American Cancer Society (ACS). Still, the death rate from colorectal cancer has been dropping for more than 20 years because of better detection and treatment. Take this simple assessment to learn about your risks for colorectal cancer.

How old are you?

What is your sex?

☐ Male

☐ Female

Do you get at least 30 minutes of moderate exercise on most days?

☐ Yes

☐ No

How much do you weigh? lbs

How tall are you? feet inches

Are you a vegetarian?

☐ Yes

☐ No

The average American gets approximately 40 percent of calories from fat. Would you estimate that your diet consists of LESS THAN 30 percent of calories from fat?

☐ Yes

☐ No

Do you drink more than 14 alcoholic beverages per week? One alcoholic beverage is considered to be one 12-ounce bottle or can of beer or wine cooler, one 5-ounce glass of wine, or 1.5 ounces of 80-proof distilled spirits.

☐ Yes

☐ No

What is your smoking history?

☐ I smoke.

☐ I don't smoke now, but I have smoked in the past.

☐ I have never smoked.

CONTACT OUR HEALTH PROFESSIONALS

Request an Appointment

Find a Doctor

Pay My Bill

Related Services

Specialties

- Colon & Rectal Surgery
- Digestion & Nutrition
- Gastroenterology
- Hematology & Oncology
- MRSCCT

Services

- Colon & Rectal Surgery
- Gastroenterology
- Hematology & Oncology

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- Colorectal Cancer
- National Surgical Adjuvant Breast and Bowel Project (NSABP)
- Top 10 Cancers Among Men

Tests and Procedures

- Proctoscopy
- Virtual Colonoscopy for Cancer Screening

Articles

- Am I At Risk for Colorectal Cancer?
- Chemotherapy for Colorectal Cancer
- Do What You Can to Lower Your Risk of Treatment and Symptoms of Colorectal Cancer



In Summary

Today we discussed how to:

- Increase engagement and foster brand loyalty with a health library
- Present a consistent user experience by integrating your health library with the look, feel, and navigation of your site
- Effectively cross-promote providers and services with health library content
- Integrate health library content into your online and offline marketing efforts



Questions?

Takeaway: Web Writing for Healthcare eBook



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

- A comprehensive guide for healthcare content development and content marketing strategy
- Packed with examples of great healthcare writing in practice, including health library integration

Sept Webinar:

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Sept. 23, 2015
1:00 pm CT



Attend this webinar and learn how you can use email marketing for everything from educating patients on health topics to driving service line volume. We'll also be workshopping examples and offering tips for improvement. Want to be included? Send your examples to corina.olinger@geonetric.com

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Thank You!