

Website Strategy and Content for Medical Groups

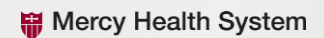
About Geonetric

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

www.geonetric.com



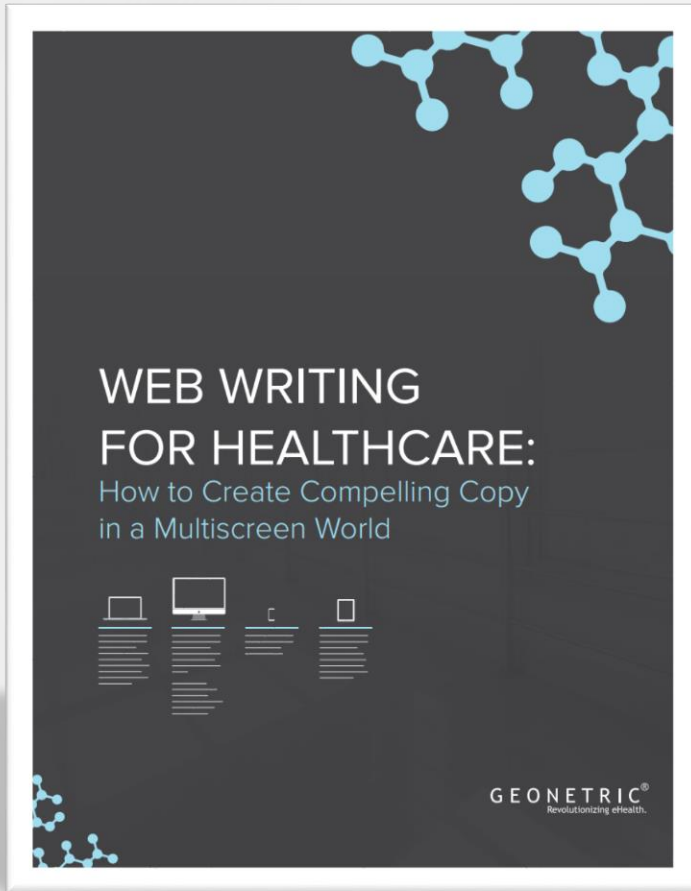
Geonetric Clients



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 content marketing strategy

Packed with examples of great healthcare writing in practice, including the case study we will be covering today.

Today's Presenters

Anne Kapler
Web Strategist and Writer
Geonetric

Matt McKinney
Digital Communications
Manager
Cone Health

Maggie Wright
Senior Content Strategist
Geonetric

Website Strategy and Content for Medical Groups

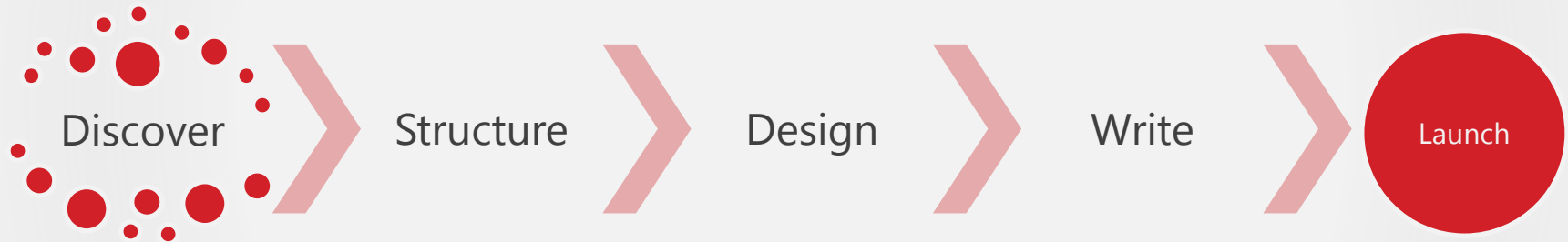
Who is Cone Health?



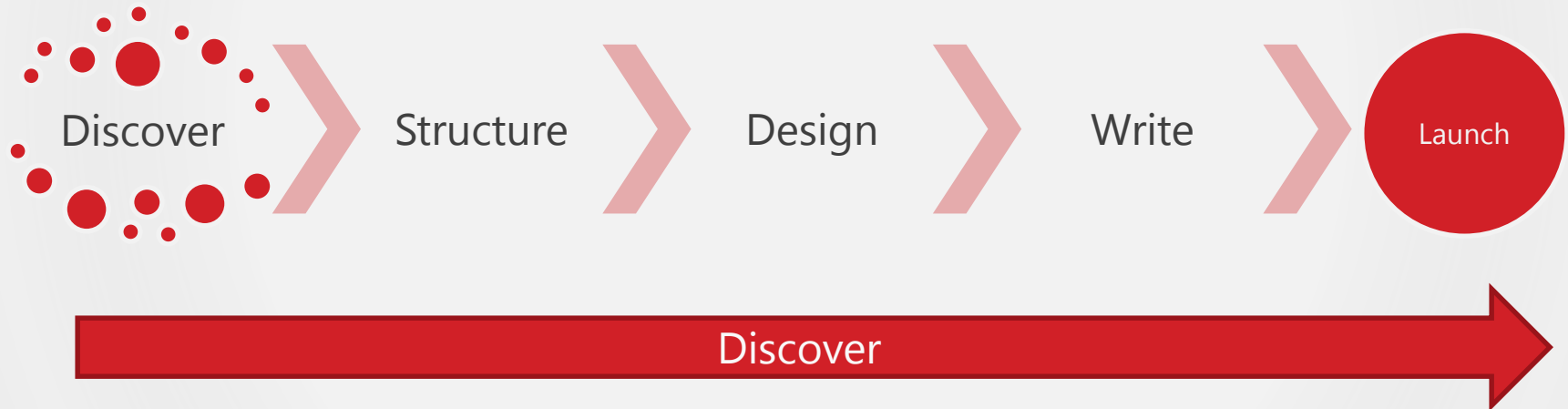
Cone Health Medical Group
Partnering for exceptional care.

Components of a Medical Group Microsite

Building a Microsite



Building a Microsite



Building a Microsite

Site Visitors

Web Team Decision Makers

Stakeholders **Patients** Providers

Leadership Subject Matter Experts

Content Creators

Discovery

Discover

Structure

Design

Write



Cone Health Medical Group
Partnering for exceptional care.

100+ physical practice locations

52 independent practice websites

26 practices with no Web presence



Urgent Medical & Family Care

We want to be your doctor 365 days a year!

Serving
You
Since
1982!

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[Occupational Medicine](#)

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Welcome



Effective July 2015, our weekend hours will be 8am-4pm, on Saturdays and Sundays.

Our lobby door opens daily at 8am.

Welcome to our practice, a great choice for family medical care. We have been located at 102 Pomona Drive since 1982. We offer high quality medical care for minor emergencies and outpatient medical needs for the entire family.

Our experience and long-standing relationships with local and area businesses make us a leader in occupational medicine.

We are here to render quality medical care promptly, caringly and professionally, in a pleasant and friendly atmosphere. Our success depends upon our doing this well.



Make an Appointment | Our Locations | Cone Health | Pay Your Bill | Select Language | *
LeBauer HealthCare
 Partnering for exceptional care.
 MyChart

Home About Services Locations Providers Patients Resources Contact Us

Services

- Behavioral Medicine
- Endocrinology
- Gastroenterology / Endoscopy
- Neurology
- Primary Care
- Pulmonary / Critical Care
- Sports Medicine

Welcome to LeBauer HealthCare! As one of the Piedmont's largest multi-specialty networks of medical professionals, we have the experience and depth to provide high quality, cost-effective care right where you need it: close to home and just around the corner. For your convenience, we have 12 locations across the Piedmont, including Greensboro, Redville, Eden, Stony Creek, Jameson, Burlington and Oak Ridge. Enter your zip code to find a location near you and to schedule an appointment with one of our providers.

LeBauer Near You Enter ZIP Code

Meet Our Providers

Make an Appointment

Now to LeBauer?

Browse by Location ZIP

Browse by Specialty

BURLINGTON Family PRACTICE FollowMyHealth
 1041 Kirkpatrick Rd, Suite 200, Burlington, NC 27215 | Call • 336-584-3100

ABOUT BFP | PATIENT SERVICES | PHYSICIANS & STAFF | NEWS | FORMS & DOCUMENTS | SCHEDULES | PATIENT RESOURCES | CONTACT US

Welcome to Personalized Care.

For more than 20 years, Burlington Family Practice has been known for compassionate, personal care provided by a knowledgeable and caring staff. We strive to be partners in the management of your family's health and accept patients 5 years of age and older.

In addition to routine care, we provide specialized testing, diagnostic procedures, appropriate medicines or treatments, and referrals to specialists if necessary.

Burlington Family Practice now offers our patients secure, online access to important information in their electronic medical record with FollowMyHealth. Learn more about FollowMyHealth.

FollowMyHealth
 Powered by Alantance Regional

THE LATEST News & Promotions FROM BURLINGTON FAMILY PRACTICE

- High Dose Flu Shots are here! Standard and high dose flu shots for the 2015/2016 season are here. High dose flu vaccine...

TIME FOR A MEDICATION PRESCRIPTION REFILL?
 Make sure to use our easy Prescription Refill Request Form today!

ABOUT BFP | INTENT SERVICES | PHYSICIANS AND STAFF | NEWS | FORMS & DOCUMENTS | SCHEDULES | PATIENT RESOURCES | CONTACT US

The Burlington Family Practice focuses on providing your family health-care needs. Patient services include: new studies, E-cards, secure web site online calculator, online risk assessment, 24/7 screening, OTC screening, vaccine information, and preventive health information. We are located in Burlington, North Carolina and our services serve patients throughout Alamance county and the surrounding Piedmont Triad area, including Greensboro, Winston, Graham, Eden, and Glencove.

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Encompass Women's Care

Our Providers Our Services Patient Resources Map and Contact Follow My Health

Welcome to Encompass Women's Care

From pregnancy to menopause, the caring and compassionate staff at Encompass Women's Care is here to provide professional, individualized OB/GYN care for each stage of a woman's life.

Encompass Women's Care now offers our patients secure, online access to important information in their electronic medical record with FollowMyHealth. Learn more about FollowMyHealth.

FollowMyHealth
 Powered by Alantance Regional

OUR PHYSICIANS
 Meet our providers and how they can help you stay healthy. >

NEW PATIENT FORMS
 Download forms before your appointment. >

HELPFUL LINKS
 Information on pregnancy and children. >

W. Spencer Tilley, Jr. MD FACC

Providing comprehensive cardiac care for the whole patient.

W. Spencer Tilley, Jr. MD FACC

Is there still a place where you still reach a person when you call on the phone? Is there a cardiology practice where you see the same physician in the hospital as well as the office? If you would like to learn more please explore our site.

Dr. Spencer Tilley has provided patient centered cardiology care for over 27 years in Greensboro, NC with this model.

I appreciate the trust that you and your physician have placed in me. I will do my best to uphold that trust and to provide personalized, compassionate cardiac care for you.

Dr. Spencer Tilley

[A Practice Affiliate of Cone Health](#)

HOME

LOCATION

ABOUT THE PRACTICE

APPOINTMENTS

ABOUT DR. TILLEY

OFFICE STAFF

ELECTRONIC PATIENT RECORD

HEART HEALTHY DIETS

Quitting Smoking

Medication Assistance

ACC Patient Page

AHA Patient Education

Heart Disease in Women

Cone Health

Urgent Medical & Family Care
 We want to be your doctor 365 days a year!

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We are here to render quality medical care promptly, caring and professionally, in a pleasant and friendly atmosphere. Our success depends upon our doing this well. Thank you for choosing Urgent Medical & Family Care.

Online Bill Pay Now Available



Discover

Structure

Design

Write

Challenges

- Lack of a cohesive brand
 - Unbranded connection among individual sites
 - Patients didn't know what services were offered, by who, and where
 - Missing, inconsistent or outdated content
- Weak focus on benefits of being part of the Cone Health network
- Governance

Structure

Discover

Structure

Design

Write

- **Strategy Development**
 - **Overall system-wide strategy**
 - Brand and message integration
 - Information Architecture

Telling Your Whole Brand Story: System-Wide Approach to Web Content Structure



Discover

Structure

Design

Write

- **Strategy Development**
 - Overall system-wide strategy
 - **Brand and message integration**
 - Information Architecture



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Discover

Structure

Design

Write

- **Strategy Development**

- Overall system-wide strategy
- Brand and message integration
- **Information Architecture**



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[Careers](#)



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[Medical Services](#)

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[Patient Information](#)

[Healthy Living](#)

Design



Discover

Structure

Design

Write

- **Collaboration, Discovery & Creation**

- Internal collaboration between content strategy and design
- Site preferences survey
- Gathering of design artifacts, considering Cone Health's look and feel
- Design hypothesis
- Design comps & templating


The New CHMG

Discover

Structure

Design

Write

**Cone Health Medical Group**
Partnering for exceptional care.


[MyChart](#) [About CHMG](#) [Careers](#)

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Find a CHMG Provider

CHMG is provider-led network of specialty and primary care medical practices comprised of over [500 doctors and healthcare professionals](#).





With [100 locations](#) across the Triad, our providers are employed by [Cone Health](#) and work closely with the region's largest and most comprehensive health network to provide exceptional care.




[Aleksei Plotnikov, MD](#)
Internal Medicine

“A distinctive partnership driving exceptional care”

Representing over 30 specialties, our network of providers is committed to delivering exceptional care for all your health needs.

Family Medicine	Women's Health	Heart Care	Pediatrics
			

 *Your secure online health record*


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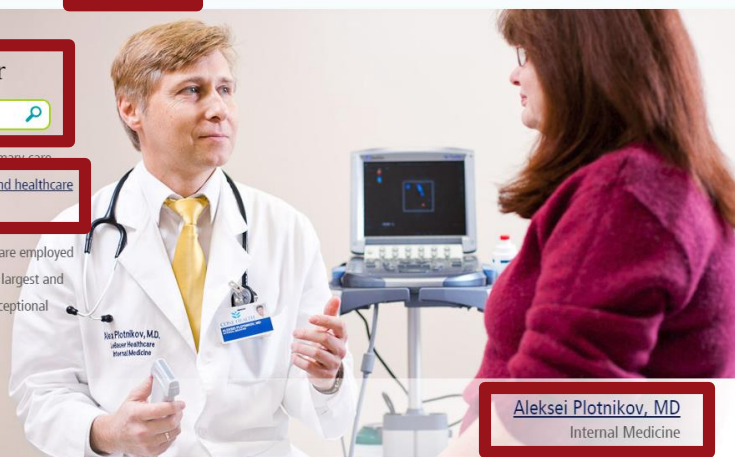


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Search by Name, Specialty, City, or ZIP Code

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Family Medicine



Women's Health



Heart Care



Pediatrics



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Highlight Providers

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Provider Search Results

Search by Name, Specialty, City, or ZIP Code



Showing 41-50 of 50 CHMG providers

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

[Mark C. Skains, MD](#)



Cardiology, Invasive Cardiology

Cone Health Medical Group
HeartCare at Church Street
Greensboro, NC

[Henry W B Smith, MD](#)



*Cardiology,
Interventional Cardiology*

Cone Health Medical Group
HeartCare at Church Street
Greensboro, NC

[Gregg W. Taylor, MD](#)



Cardiology, Electrophysiology

Cone Health Medical Group
HeartCare at Church Street
Greensboro, NC

Cone Health Medical Group
HeartCare at Annie Penn
Reidsville, NC

[Kathryn Rose Thompson, PA, PA-C](#)



Cardiology

Cone Health Medical Group
HeartCare at Church Street
Greensboro, NC

[W. Spencer Tilley, MD](#)



Cardiology

W. Spencer Tilley, MD
Greensboro, NC

[Traci Melinda Turner, MD](#)



*Cardiology,
Non-Invasive Cardiology,
Invasive Cardiology*

Cone Health Medical Group
HeartCare at Church Street
Greensboro, NC

[Jayadeep Srinivas Varanasi, MD](#)



*Cardiology,
Interventional Cardiology,
Invasive Cardiology*

Cone Health Medical Group
HeartCare at Church Street
Greensboro, NC

[Thomas C. Wall, MD](#)



Cardiology

Cone Health Community Health
& Wellness Center
Greensboro, NC

[Scott Thomas Weaver, PAC](#)



Cardiology

Cone Health Medical Group
HeartCare at Church Street
Greensboro, NC

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[Return to Provider Search Results](#)



Vinay Kumar Gudena, MD

Hematology, Oncology



866-822-8740

Biography

Dr. Gudena MD specializes in treating breast cancer. With 814 cases in 2014, breast cancer is the most frequently treated cancer at Cone Health.

He came Cone Health in August 2015 from Sandusky, Ohio, where he worked as a hematologist/oncologist at University Hospitals Seidman Cancer Center at Firelands Regional Medical Center. There Gudena established the Firelands Center for Breast Care.

Education

Medical School
Andhra Medical College

Residency
Medical University of South Carolina

Honors, Awards, etc.

- Served as chief resident at Northeast Ohio Medical University College of Medicine in Rootstown, Ohio.

Board Certifications

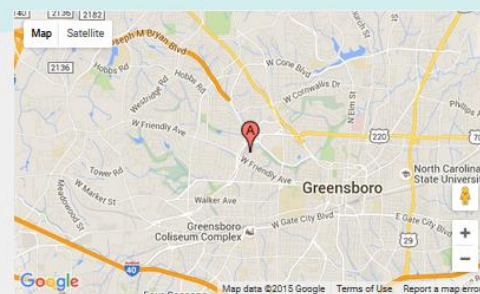
- Oncology
- Hematology
- Internal Medicine

Locations

[Cone Health Cancer Center at Wesley Long](#)

501 N. Elam Avenue
Greensboro, NC 27403
Main: 336-832-1100

[Locate on Map](#)





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Search by Name, Specialty, City, or ZIP Code

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Internal Medicine

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Family Medicine



Women's Health



Heart Care



Pediatrics



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Medical Services

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[Cancer Care](#)

[Cardiac & Thoracic Surgery](#)

[Dermatology](#)

[Ear, Nose & Throat](#)

[Endocrinology](#)

[Family Medicine](#)

[Gastroenterology](#)

[Hospitalists](#)

[General Surgery](#)

[Heart Care](#)

[Heart Tests & Imaging](#)

[Heart Rhythm Services](#)

[Interventional Cardiology](#)

Heart Care

For exceptional cardiovascular care in North Carolina's Piedmont Triad, choose Cone Health Medical Group. Take advantage of a wide range of advanced heart services, including prevention, education, diagnosis, treatment, hospital care and rehabilitation.



Extensive Network, Exceptional Cardiologists

Get the right care with the right provider in the right place at the right time. The CHMG network includes more than 30 of the foremost cardiologists and related practitioners in the region. Gain the benefits of working with the largest provider of cardiovascular care in the area.

Learn more about our cardiology practices:

- [Cone Health Medical Group HeartCare](#) – The Triad's largest cardiovascular practice
- [W. Spencer Tilley, MD](#) – A cardiologist with more than 25 years of experience who specializes in caring for older adults with complex cardiac issues
- [Glen Raven Medical Care Center](#) - Dr. Javed Masoud is a cardiologist in Alamance County with over 43 years of experience.

Convenient Locations

Receive top-quality heart care close to home. Whether you live in Greensboro, Kernersville, High Point, Madison, Eden, Reidsville, Burlington or anywhere in the surrounding area, you can join the more than 1,000 of your friends and neighbors who receive excellent inpatient and

Meet Our Providers



[Mihai Croitoru](#)
Cardiology



[Kenneth Chandler Hilty](#)
Cardiology



[David Wayne Harding](#)
Cardiology



[Luke K. Kilroy](#)
Cardiology



[W. Spencer Tilley](#)
Cardiology

[View More](#)

See Our Locations



[Cone Health Medical Group HeartCare at Northline Avenue](#)

336-273-7900

3200 Northline Avenue
Suite 250
Greensboro, NC 27408-7619

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Family Medicine



Women's Health



Heart Care



Pediatrics



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Highlight Locations

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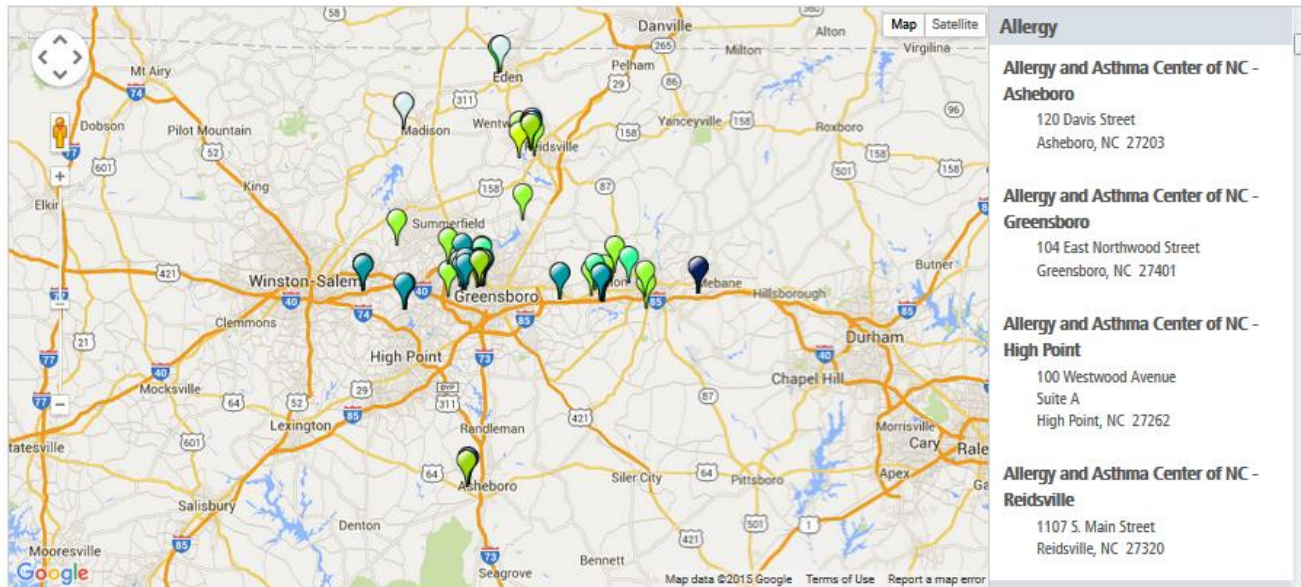
[Practice Locations](#)

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Cone Health Medical Group Locations Map



- ☒ Allergy
- ☒ Behavioral Health
- ☒ Cancer Care
- ☒ Cardiology
- ☒ Critical Care
- ☒ Dermatology
- ☒ Ear, Nose & Throat
- ☒ Endocrinology
- ☒ Gastroenterology
- ☒ Geriatrics
- ☒ Hospital
- ☒ Hospitalists
- ☒ Infectious Disease
- ☒ Medical Center
- ☒ Neurology
- ☒ Optometry
- ☒ Orthopedics
- ☒ Pediatrics
- ☒ Podiatrist
- ☒ Podiatry
- ☒ Primary Care
- ☒ Rehabilitation
- ☒ Sports Medicine
- ☒ Surgery
- ☒ Thoracic & Vascular
- ☒ Urgent Care
- ☒ Urology
- ☒ Women's Health



[Home](#) > [Practice Locations](#) > Practice Locations Profile

[Practice Locations](#)

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Center For Women's Healthcare at Kernersville



[Expand Map](#)

Center For Women's Healthcare at
Kernersville
1635 NC 66 South
Suite 245
Kernersville, NC 27284

[Get Driving Directions](#)

Hours of Operation

Monday – Thursday, 8 a.m. – 5 p.m.;
Friday, 8 a.m. – 12 p.m.

Main: 336-992-5120

[Find a Provider at this Location](#)

Service Line

- [Obstetrics and Gynecology](#)
- [Women's Health](#)

With an all-female staff, the Center for Women's Healthcare features an exceptional balance of expertise and compassion for patients in different life stages. Supporting our physicians are highly-qualified Certified Nurse Midwives, whose services to patients extend beyond delivering babies. We can also help you coordinate yearly screenings for your convenience and as part of our dedicated focus on wellness.

- Obstetrics.
- Gynecology.
- Pap smears.
- Ultrasound.



Kernersville features a headache specialist.



[Vinda Barefoot](#) has worked with patients on managing migraines for more than 10 years.

Special fetal monitoring equipment is available at the Center for Women's Healthcare in Kernersville.

The Center for Women's Healthcare in Kernersville offers ladies the convenience of [obstetric and gynecological care](#) without the drive. Specialists and special equipment are available at the Kernersville office to support a variety of healthcare needs.



Nonstress testing, or NST, equipment can monitor your baby's condition.

An NST monitoring certain measures

Providers at this Location



[Ugonna Anyanwu](#)
Obstetrics/Gynecology



[Linda Barefoot](#)
Obstetrics/Gynecology



[Mira Davis](#)
Obstetrics/Gynecology



[Natalie Prrazier](#)
Obstetrics/Gynecology



[Lisa Leftwich-Kirby](#)
Obstetrics/Gynecology

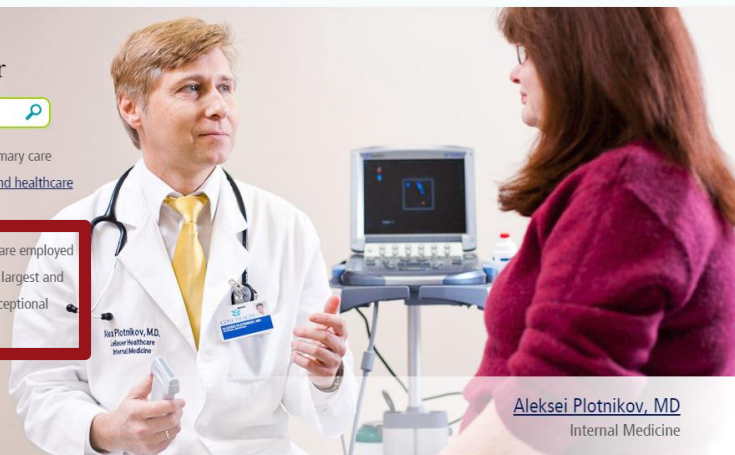
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Heart Care



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Find A Provider



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Highlight Network

Discover

Structure

Design

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Partnering for exceptional care.



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[Careers](#)



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About Cone Health Medical Group

More than 500 physicians and providers.

Thirty medical specialties.

One hundred locations.

All with a single goal: To help you feel your best.

You're at the heart of a new concept of care at Cone Health Medical Group—one that's focused on helping you prevent illness and improve your overall health and well-being.

Following our patient-centered medical home model, you'll build a long-term relationship with your CHMG primary care physician as he or she coordinates your care and acts as your partner and advocate.



For Health Care Professionals

Find out why Cone Health Medical Group is such a great place to work. Explore our site to learn more about:

- [Careers at Cone Health](#)
- [Physician jobs at Cone Health](#)
- [Our medical residency program](#)

A Distinctive Partnership Driving Exceptional Care

CHMG, a provider-led network, delivers specialty and primary medical care to residents of North Carolina's Piedmont Triad. [Cone Health](#), the area's largest and most comprehensive health network, employs our providers. We work collaboratively to ensure you get access to the right care, with the right provider, in the right place, at the right time.

Our medical group recognizes the distinctive character of each of our members. So while our physicians share common values and care standards, they enjoy the flexibility to operate their practices in the way that best serves their individual patients.

Convenient, Comprehensive & Coordinated Approach

Wherever you live, work, or play, [Cone Health](#) is where you live. With easy access to same-day appointments, urgent care services, extended primary care practice hours, and clinics located in underserved areas, you'll enjoy health care that's more convenient and more cost-effective.

[Cone HealthLink](#), our electronic medical records system, allows all CHMG physicians to share information with each other, [Cone Health hospitals](#) and you. So you'll find seamless, high-quality care from CHMG and Cone Health wherever you go.

Caring for the Triad

The physicians and employees of CHMG are your friends and neighbors. We live, work and raise our families in this community. And we're invested in its health.

That's why we're committed to providing high-quality health care to everyone—from newborns to senior citizens, from sixth-generation North Carolinians to recent immigrants, from those with full health care coverage to those who are uninsured or underinsured.

Content Development



Discover

Structure

Design

Write

Laying the Groundwork: System-Wide Content

- Understanding of content goals
 - Communicating at the system level for all service lines while leaving room for highlighting individual practices
 - Prioritized having a wide range of services represented vs. a deep dive into any given service line



Discover

Structure

Design

Write

Laying the Groundwork: Internal Expectations

- Expectation set from senior leadership at CHMG
 - Leadership contacted key service line experts
 - Communicated importance of quick response
 - Explained project goals



Discover

Structure

Design

Write

Content Discovery

- Conducted a services gap analysis based on current website content
- Reached out to SMEs to gather additional and updated information by email or phone



Discover

Structure

Design

Write

Content Project Goals

- Highlight CHMG's distinctive partnership driving exceptional care
- Feature unique services, qualifications and programs on service line pages
- Make content scalable
- Create single pages for shared information



[Home](#)
[About Us](#)
[Our Services](#)
[Forms](#)
[Helpful Links](#)
[Contact Us](#)

Gynecological Care - Greensboro, NC

Welcome to Greensboro Women's Health Care.

The [staff](#) at Greensboro Women's Health Care is dedicated to providing you with the highest quality gynecological care throughout your lifetime. We are an office of women, working together, to care for women. Our staff and board certified physicians are here to knowledgeably answer your health related questions and concerns with compassion in a professional and friendly atmosphere.



We focus on [gynecologic care](#), including adolescent gynecology, contraception management, abnormal Pap smear management, pre-conceptual counseling, well-women care, peri-menopausal management, and menopausal gynecology. We also provide on-site ultrasonography and in-office procedures for management of many gynecologic problems. Our doctors perform in-office procedures for excessive menstrual bleeding and for tubal sterilization. We also perform gynecologic surgery including out patient laparoscopy and hysterectomy and in patient surgery including Da Vinci robotic surgery.

We are [located in the heart of the Triad](#), across the street from the Women's Hospital in Greensboro, NC. We look forward to the privilege of participating in your health care needs.

Our Mission Statement

We provide a supportive and caring environment for women seeking gynecological care in Greensboro, North Carolina.

719 Green Valley Road
Suite 101
Greensboro, NC 27408
Ph: 336-370-0277
FAX: 336-333-9757

[Map](#)

Home • About Us • Our Services • Forms • Helpful Links • Location • Contact Us



[PATIENT PORTAL >](#)
[TRANSLATE >](#)

[About](#)
[Services](#)
[Procedures](#)
[Surgery](#)
[FAQ](#)
[Patient Resources](#)
[Contact Us](#)

The Lab

Solstas Laboratory, a division of Quest Diagnostics provides service to Greensboro Gynecology. The services provided to all patients includes phlebotomy and stat labs. Most labs are performed in the Solstas local lab located in Greensboro, NC. Most results are reported out at approximately 24 hours. Solstas laboratory is COLA and CLIA certified.



[PATIENT INFORMATION >](#)
[SCHEDULING AN APPOINTMENT >](#)

Home

Our providers are dedicated to providing you with the highest quality gynecological care throughout every stage of a women's life. Our staff and board certified physicians are here to knowledgeably answer your health related questions and concerns with compassion in a



[SHARE](#)

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[Patient Resources](#)
[Map and Contact](#)
[Follow My Health](#)



Welcome to Encompass Women's Care

From pregnancy to menopause, the caring and compassionate staff at Encompass Women's Care is here to provide professional, individualized OB/GYN care for each stage of a woman's life.

Encompass Women's Care now offers our patients secure, online access to important information in their electronic medical record with FollowMyHealth. Learn more about FollowMyHealth:




OUR PHYSICIANS

Meet our providers and how they can help you stay healthy. >



NEW PATIENT FORMS

Download forms before your appointment. >



1635 NC 66 South, Kernersville, NC 27284
Phone: 336.992.5100
MedCenter High Point is only 10 minutes away.

[Home](#)
[Our Providers](#)
[Services](#)
[Community](#)
[Directions](#)
[Contact Us](#)

MedCenter Kernersville > Services > Women's Healthcare

SERVICES

- Urgent Care
- Behavioral Health
- Employee Health and Wellness
- Heart Care
- Cone Health Imaging
- Lab
- Neurosurgery
- Oculofacial Surgery
- Physical Therapy
- Primary Care
- Women's Healthcare
- Forms


Women's Healthcare

(OB/GYN)

Phone: 336.992.5120
Location: Suite 245
Providers: Kelly Leggett, MD; Myra Dove, MD; Ugona Anyanwu, MD; Natalie Frazier, CNM; Virginia Smith, CNM; Walidah Muhammad, CNM; Marie Williams, CNM; Dierdre Poe, CNM; Lisa Leftwich-Kirby, CNM; Linda Barefoot, NP
Hours: Monday - Thursday, 8 a.m. - 5 p.m.; Friday, 8 a.m. - 12 p.m.

With an all-female staff, the Center for Women's Healthcare features an exceptional balance of expertise and compassion for patients in different life stages. Supporting our physicians are highly-qualified Certified Nurse Midwives, whose services to patients extend beyond delivering babies. We can also help you coordinate yearly screenings for your convenience and as part of our dedicated focus on wellness.

- Obstetrics.
- Gynecology.
- Pap smears.
- Ultrasounds.



At My 64-year-old mother, my teenage daughter and I all come here now. The all-women staff understands our different needs and can take care of them all in one place. □

Kernersville features a headache specialist.



[Home](#) > [Medical Services](#) > Women's Health

Women's Health

Stay healthy at every age with support from physicians, nurses, midwives and other care providers at Cone Health Medical Group. You'll enjoy coordinated, personalized care from a team that makes your well-being a top priority.

Women's Services from CHMG

As a woman, you have unique health concerns and experiences. At CHMG, you'll find both primary care providers and specialists who take time to get to know you and help you stay well through every stage of your life. Learn more about our experienced:

- [Internal medicine](#) providers
- [Family medicine](#) providers
- [Gynecology](#) providers
- [Pregnancy and birth care](#) providers

The CHMG network also includes the Cone Health [Women's Hospital](#), where you'll find a wide range of services for women, from mammography to family-centered maternity care.

Wherever you are, you can count on safe, consistent care because your CHMG providers have secure, immediate access to your medical records through [Cone HealthLink](#). That means they'll always have a current, complete picture of your health.

Learn More

Visit our health library to learn more about common [women's health issues](#), including:

- [Abnormal Pap smear](#)
- ["Breakthrough" bleeding](#)
- [Contraception](#)
- [Menopause and perimenopause](#)

Migraine & Headache Specialist

Get relief from hormone headaches, tension headaches, migraines, and other chronic, recurring headaches from [Linda Barefoot, NP](#), who has helped women manage headaches for more than a decade.

You'll start with a physical exam and headache evaluation. After determining what type of headache you're experiencing, Linda will work with you to create an individualized care plan to manage your symptoms.

Your Partner for a Healthy Heart

Take steps to reduce your chances of developing heart disease—the leading cause of death for women in the United States—with CHMG cardiologist [Paula Ross, MD](#). Dr. Ross specializes in helping women prevent or control heart disease. She'll work with you and your primary care provider to create an individualized plan to keep your heart as healthy as possible. Your plan may include:

- Physical activity recommendations
- Dietary recommendations
- Weight loss or weight maintenance counseling
- Smoking cessation assistance
- Diabetes management
- Medication

Expert Help Managing Menopause

If you need help managing hot flashes, sleep disturbances, memory problems or other symptoms of menopause, turn to your CHMG primary care provider or gynecologist.

For specialized care, ask for a referral to one of our North American Menopause Society Certified Menopause Practitioners (NCMP). This designation recognizes physicians with expertise in keeping women healthy through perimenopause and beyond. Learn more about our NCMPs:

- [Juan H. Fernandez, MD](#)
- [Deborah Schoenhoff, MD](#)

Meet Our Providers



John Vaughn Ferguson
Obstetrics/Gynecology,
Gynecology Only



Deirdre Catherine Poe
Obstetrics/Gynecology



James Gordon Arnold
Obstetrics/Gynecology



Peggy Constant
Obstetrics/Gynecology



Mary Suzanne Miller
Gynecology Only

[View More](#)

See Our Locations



Center For Women's Healthcare at Kernersville

336-992-5120

1635 IIC 66 South
Suite 245
Kernersville, NC 27284



Encompass Women's Care

336-538-0089

1248 Huffman Mill Road, Suite 101
Burlington, NC 27215



Women's Health Network

336-884-3666

2630 Willard Dairy Road
Suite 205
High Point, NC 27265

System-Wide Approach

Communicates system brand values for women's health care including:

- Services
- Providers
- Locations



W

Stay healthy
provider health
team the

W

As a woman
primary care
well the

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- [Internal medicine](#) providers
- [Gynecology](#) providers
- [Pregnancy and birth care](#) providers

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Gynecology Only

[View More](#)

See Our Locations



[Center For Women's Healthcare at Kennesawville](#)

336-992-5120

1635 IVC 66 South
Suite 245
Kennesawville, NC 27284



[Encompass Women's Care](#)

336-538-0089

1248 Huffman Mill Road, Suite 101
Burlington, NC 27215



[Women's Health Network](#)

336-884-3666

2630 Willard Dairy Road
Suite 205
High Point, NC 27265

System-Wide Approach
Calls attention to Cone Health Women's Hospital and Cone HealthLink, which communicates that CHMG is part of the Cone Health Network.

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System-Wide Approach
Highlights CHMG
providers at different
locations that provide
specialty services



Discover

Structure

Design

Write

Designed for Growth

- Built page structure to allow website to evolve as more practices and services come into the network



Cone Health Medical Group
Partnering for exceptional care.

Find a Pl

[Home](#) > [Medical Services](#) > Heart Care

Medical Services

Allergy & Asthma

Behavioral Health

Cancer Care

Cardiac & Thoracic
Surgery

Dermatology

Ear, Nose & Throat

Endocrinology

Family Medicine

Gastroenterology

Hospitalists

General Surgery

Heart Care

Heart Tests & Imaging

Heart Rhythm Services

Interventional
Cardiology

Women's Heart Health

Heart Care

For exceptional cardiovascular care in North Carolina's Piedmont Triad, choose Cone Health Medical Group. Take advantage of a wide range of advanced heart services, including prevention, education, diagnosis, treatment, hospital care and rehabilitation.

Extensive Network, Exceptional Cardiol

Get the right care with the right provider in the right place at the right time. The CHMG network includes more than 30 of the foremost cardiologists and related practitioners in the region. Gain the benefits of working with the largest provider of cardiovascular care in the area.

Learn more about our cardiology practices:

- [Cone Health Medical Group HeartCare](#) – The Triad's largest cardiovascular practice
- [W. Spencer Tilley, MD](#) – A cardiologist with more than 25 years of experience who specializes in caring for older adults with complex cardiac issues
- [Glen Raven Medical Care Center](#) – Dr. Javed Masoud is a cardiologist in Alamance County with over 43 years of experience.

Convenient Locations

Receive top-quality heart care close to home. Whether you live in Greensboro, Kernersville, High Point, Madison, Eden, Reidsville, Burlington or anywhere in the surrounding area, you can

Extensive Network, Exceptional Cardiologists

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See Our Locations



[Cone Health Medical Group HeartCare at
Northline Avenue](#)

336-273-7900

3200 Northline Avenue
Suite 250
Greensboro, NC 27408-7619



Discover

Structure

Design

Write

Central Location for Patient Information

- Centrally located information
- Single source of information
- Benefit:
 - Easy maintenance: only one place to update
 - Consistent message across the network
 - Smooth user experience

Vaccine Schedules



Stay Healthy This School Year

From sports physicals to vaccines to flu shots, we can help keep everyone in your family healthy this school year. New patients welcome. Call (336) 538-0565 to schedule an appointment.

[MORE](#)

[Home / Vaccine Schedules](#)

Vaccine Schedules

Please click on the links below to view a schedule of vaccines based on age.

[Birth through 6 years](#)
[Ages 7 through 18](#)
[Adults 19 and older](#)

We'd Like To Suggest...

Burlington Family Practice provides these links to information created and maintained by other websites. These links provide additional information that may be useful or interesting. Burlington Family Practice does not control or guarantee the accuracy, relevance, timeliness, or completeness of this outside information.

General Medical Information

Mayo Clinic Disease and Treatment Information

The Mayo Clinic offers a comprehensive A-Z patient education web site.

WebMD

Vaccine Information

CDC Vaccines Page

Health Information for Travelers

Information for Travelers to Foreign Countries

Medications and Over-the-counter Supplements

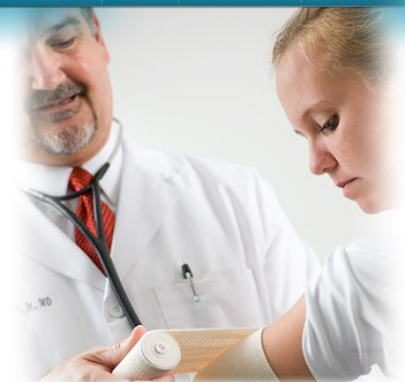
Mayo Clinic Drug/Herb Index

Affordable Care Act Information

Factocheck.org

Sort out the myths, the facts, and the unknowns of the the Affordable Care Act

Health Insurance Marketplace





[Home](#) > [Healthy Living](#) > Vaccine Information

Vaccine Information

One of the best ways to keep yourself or your child healthy is to prevent illness whenever possible. Vaccinations are one of the most effective ways to prevent the spread of many potentially harmful diseases.

How Do Vaccines Work?

Vaccines reduce your or your loved one's risk of infection by helping the body safely develop immunity to diseases without getting sick. Learn more about how vaccines work in the Centers for Disease Control and [Prevention's Parents Guide to Childhood Immunizations \(PDF\)](#).

Visit our health library to learn more about the benefits of [immunization](#).

Prevent Influenza with a Flu Shot

Protect your and your family's health during flu season with a yearly flu vaccine. The vaccine protects against the three or four influenza viruses that are expected to be most common this year. Depending on your age and medical condition, you may be able to choose from a flu shot or a nasal spray vaccine. Ask your primary care provider about the best option for you.

Visit our health library to learn more about your choices for the [flu vaccine](#).

Immunization Schedules for Children

When your children receive vaccines at the recommended times, they safely gain protection against potentially life-threatening diseases early in life. See the recommended immunization schedule for children ages:

- [Birth through six years old](#)
- [Seven through 18 years old](#)

Nearly all children can be safely vaccinated. If your child has a weakened immune system or you are concerned that your child may be allergic to something in the vaccine, talk to your child's primary care provider.

If your child has fallen behind on recommended immunizations, talk to your child's primary care provider about a catch-up schedule to get your child's vaccinations up-to-date.

Immunization Schedules for Adults

Adults benefit from vaccines, too. You may need a vaccine as an adult if you:

- Weren't fully vaccinated as a child
- Are no longer protected by the vaccine you received as a child—for example, tetanus shots are recommended every 10 years
- Haven't received newer vaccines, such as the HPV vaccine
- Need a vaccine that's recommended only for adults—for example, vaccines that protect against shingles or pneumonia
- Are travelling to another country where you may be exposed to diseases like yellow fever or typhoid
- Work in certain industries, such as health care
- Have certain health conditions, such as heart disease or diabetes, or are pregnant

See the [recommended immunizations for adults](#) by age and by health condition.

Complete Vaccine Information

Find current [Vaccine Information Statements \(VIS\)](#) from the Centers for Disease Control and Prevention in our health library. Each VIS explains the benefits and risks of a vaccine, what to do if you or your child experiences a reaction to the vaccine, and more.

Learn About Your Health

Explore common medical conditions, symptoms and treatments in the [health library](#) at Cone Health.



[Home](#) > [Medical Services](#) > Family Medicine

Family Medicine

You count on your family doctor for everything from preventive health care to relief from the latest stomach bug. At Cone Health Medical Group, you and your family benefit from experienced physicians who are dedicated to providing comprehensive care that keeps you feeling your best every day.

Coordinated, Patient-Centered Care

Your CHMG family doctor gets to know you—your preferences, your family, your beliefs and your cultural values. That way, you can work together to choose care that fits your medical needs and your lifestyle.

Following the medical home model, your CHMG family practitioner serves as your “home base” for care. You can count on safe, consistent care because your physician will stay in touch with your specialists. With [Cone HealthLink](#), your family doctor and other CHMG specialists have secure, immediate access to your medical record so they’ll always have a current, complete picture of your health.



Family Medicine Services

Think of your CHMG family doctor as your go-to source for prevention, early detection, and treatment or management of physical and behavioral health issues. See your provider for:

- Regular checkups and screenings
- [Immunizations, including flu vaccines](#)
- School, sport, camp and employment physicals
- Healthy lifestyle counseling
- Diagnosis and treatment of illnesses and injuries

Find a Provider

Search Cone Health Medical Group’s network of experienced [family medicine providers](#).

Primary Care at CHMG

Your primary care provider is your main health care provider. You’ll build a trusting, long-term relationship with your PCP as you visit him or her regularly for preventative care, general health concerns and referrals to specialists. At Cone Health Medical Group, you can choose from several types of PCPs:

- [Family practitioner](#) – Cares for children and adults of all ages
- [Gynecologist or obstetricians/gynecologist](#)– Specializes in women’s reproductive health and may serve as a PCP for women, especially those of childbearing age
- [Internist](#) – Cares for adults of all ages
- [Pediatrician](#) – Cares from children from birth through age 21
- Nurse practitioner (NP), physician assistant (PA) and certified nurse midwife (CNM) – Provide care under the supervision of a doctor



Discover

Structure

Design

Write

Outcomes of the Project

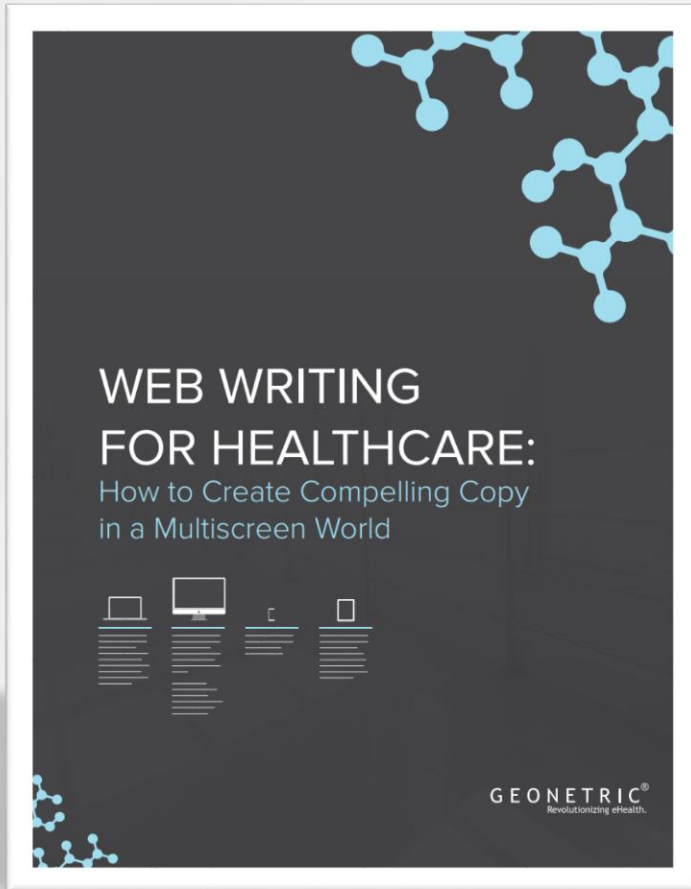
- Bold new site with brand new content
- Created a strong, branded connection among all member practices
- Improved online user experience
- Internal alignment on how providers talk about themselves as a part of the network
- Agreement on the public voice of the organization

Key Takeaways

- Get internal buy-in from leadership
- Prioritize website project
- Set goals at beginning of the project
- Incorporate continual discovery into your process
- Look for ways to use content project to achieve other internal goals
- Consider a phased approach

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 the case study we will be covering today.

Thank You