

Physician/Practice Website Development

Resources and Guidelines
for Physicians

Developed by

Potomac Hospital Marketing Department

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I. INTRODUCTION

Is your practice being seen by over 330 million people? If you don't have a practice website, you're missing the chance to market your service to thousands of potential patients. Following are some guidelines and resources that can assist you with building your website, and in turn, your practice.

Millions of people turn to the Internet everyday to find the products and services they need. People book vacations, buy electronics, do research, and much more. And yes, people look for doctors on the Internet -- or they research a doctor who's been recommended.

They take a sneak peak at your virtual office before visiting the real one. Websites have become the new first impression. If a website is clean, professional and filled with useful content, potential patients conclude that the physician's office is managed the same way.

II. BENEFITS

A clear and concise practice website can:

Attract new patients

Provide reliable patient education

Provide practice information such as insurance, payment information, etc.

Promote and describe key services

Increase efficiency by posting forms, directions, etc. (fewer phone calls!)

Attain visibility in search engines such as Google

Retain the growing number of web-oriented patients



III. CONTENT

Recommended website content to maximize marketing and patient satisfaction:

Basic practice information – name, specialty, phone, fax, email

Location, directions and office hours

Physician and staff listing with credentials

Medical services -- with emphasis on specialty services, i.e., ankle surgery, diabetes, etc.

Insurance participation and billing information

Patient education – explanation of specific services/procedures in easy to understand terms

Patient forms to fill out in advance – patient information, patient history, privacy practices, etc.

Patient information – what to bring to first visit, procedures to follow, etc.

Contact information

Other more interactive/advanced features can include: online appointments, results requests, etc.

IV. HOW DO I LOOK?

Design, format and maintenance:

Would you ask a web designer to perform surgery on your mother? Of course not, so when building a website and a practice image, it's best left up to web professionals. This allows your staff to do what they're trained to do – run your office.

Web development and maintenance companies provide consistency, accuracy and efficiency so that your site is clear, concise, informative and easy to use.

Many people use websites to make consumer decisions. Your site is a window into your practice, therefore, should be professional and user friendly.

A well-designed and useful website gives the patient the impression that your practice is well run and trustworthy.

V. GETTING THE WORD OUT

How to Publicize Your Website:

Include your URL (website name) on all printed materials including advertising

Tell Potomac Hospital so that your website link will be included in your referral profile

Include URL on business cards, appointment cards and letterhead

Check with major vendors to provide direct link from their site

Direct callers to your website with your phone “on hold” message

Inform other physicians' offices about your website

VI. WEBSITE DESIGN AND MAINTENANCE COMPANIES

Local Recommendations:

Creating Results LLC

4073 Crown Court, Woodbridge

Contact: Kathy East: 703.494.7888, ext. 11, or kathy@creatingresults.com
creatingresults.com

This strategic marketing agency that offers a full-range of services including web design and development, strategic marketing, PR, partnership marketing, and advertising.

The agency's expertise is in targeting and motivating the 40+ consumer, including Baby Boomers and the Silent Generation, and the more affluent consumer.

Creating Results earned the distinction of being on Inc. magazine's Inc. 500 List of Fastest Growing Private Companies in the country. The company has helped clients generate over \$3.7 billion dollars in sales.

MDA Technologies

14059 Crown Court, Woodbridge

Contact: Al Maxey: 703.730.9444 or amaxey@mdatech.com
mdatech.com

MDA Technologies has provided high value information management systems to Potomac Hospital for seven years. From the public website to secure intranet portals, there's a good chance you've been using solutions developed by MDA Technologies.

Outstanding personnel, with years of experience in graphic/web design, software development and project management, are the cornerstone of MDA Technologies success in delivering quality projects on-time and within budget.

MDA Technologies can help you update your current site and keep the content fresh, communicate new offerings to patients or help you with a redesign to completely change the look of your site.

Other Recommendations:**Healthcommunities.com, Inc.**

tel: 888.950.0808 (413.587.0244)

fax: 413.587.0387

Has provided website services to thousands of doctors throughout the country since 1998.
Services include:

Medical practice website expertise

Comprehensive customer service, from developing to marketing websites, including search engine optimization

Edits made for clients upon request, sparing them the do-it-yourself headaches

Physician-developed patient education articles on a wide selection of medical topics (e.g., colon cancer, allergies, pacemaker)

Listing of all physicians in MDLocator, their online directory of doctors

All-inclusive service package with no hidden costs or long-term contracts

Major Vendors

Some large medical vendors give physicians the option of piggybacking on their website or offer website management. (Example: Medtronic)