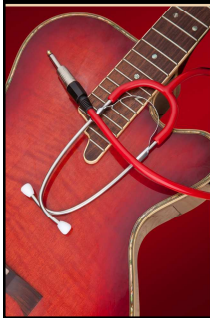


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## **Using Social Media and Other Technologies to Build Your Referral Base and Market Your Practice**

J. Allen Meadows, MD  
Keith Borglum, CHBC  
Betty L. Evans, CMPE

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## **Learning Objectives**

- Understand how to set up and manage a basic practice website
- Describe how to effectively use various social media tools to enhance patient care and increase your patient base
- Describe how your EHR portal services can be integrated into your practice website
- Interpret metrics to achieve better marketing outcomes

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## Creating a Website For Your Practice

**J. Allen Meadows, MD**

Clinical Instructor, UAB  
Montgomery Internal Medicine

[www.eallergy.yourmd.com](http://www.eallergy.yourmd.com)

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## Disclosures Off Label Use

- Medem
  - Vice Chair board of directors
  - Consultant
  - Former user of ihealth service
  - Friend of CEO
- Intuit (Medfusion)
  - Current host of my web site
  - “Rocky” transition

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## **Disclosure Off Label Use**

- GSK – Speaker
- Bausch & Lomb – Speaker
- Sunovion - Speaker
- Alcon - Speaker

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## **Objectives**

1. Understand the basics steps of what it takes to start a website, including getting a domain name, selecting the appropriate website builder for your practice, and personalizing your website so it is attractive and personal.
2. Be familiar with strategies to optimize traffic to your practice web site in promoting your practice, including development & organization of content, optimizing placement in search engines, and how to use Google and social networking sites to build your practice

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## Objectives

3. Understand advantages of communicating online with patients, and explain how to avoid potential medical-legal risks of communicating online with patients.
4. Be familiar with benefits to an allergy practice of having a dynamic web site, including e-newsletters, and reducing non-revenue generating telephone traffic to the office.

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## Disclaimer

- I am not a technical expert
- I do not know all the options
- May ask questions I can't answer
- Educate you to make correct decisions for your practice
- Just a regular doctor who gets lots of hits on his inexpensive web site

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## **Why Have a Presence on the Internet With a Web Site?**

- Attract new patients
- Younger/healthier/wealthier people use the internet
  - Better insurance
  - Fewer co-morbid condition
  - More motivated to follow instructions
  - Ideal candidates for IT
- Each year, fewer patients use traditional advertising, such as the yellow pages, to find you
- Can change how you use the phone

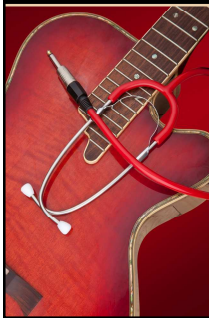
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## **Answering the Phone Is Expensive!**

- You are not charged a per-hit fee online
  - The more online hits, the more visible your web site
  - The more phone calls, the more you spend in hourly wages
- Most callers are not desiring to schedule a visit or spend money

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## Answering the Phone Is Expensive!


- Most of us have a receptionist whose job includes mundane phone tasks like giving directions, office hours, & services available
  - Many can be given a more brief answer, referred to the site for requested information
- Most of us have a full time nurse to answer medical questions
- A good web site allows employees more time to use phone for revenue generating calls

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## Planning Goals

- Determine your goal for your website
  - Who will keep up the website once completed?
  - How often will we update the site?
  - Do we want to get involved in social media?
  - Do we want patients to be able to comment and respond to our information?



## So What Do I Put on My Site?

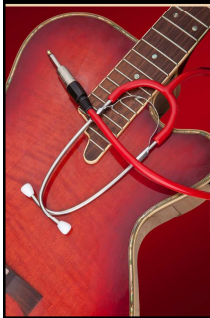
- “About Us” page
  - Have a bio for your doctors!
  - Meet the staff page
- New patient section
  - Summarize your new patient call
  - Make your life easier... get downloadable forms!
- FAQ
  - Address the FAQs of your office (e.g. shot hours, what an ARNP is, your RX refill policy, etc)
  - THIS SAVES TIME AND MONEY!



## So What Do I Put on My Site?

- Patient resources
  - Link to all the best allergy articles and web sites
  - Videos from staff explaining what allergy testing is
  - Testimonials
  - Online asthma/allergy questionnaires
- Pictures!
  - Add a “personal feel” to your website
  - If you can, hire a professional to document an office visit and a couple other office photos
  - If you can't, iStock photo is always available (but still not so personal 😊)

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## **Video of You on the Web Site**

- Practice seems cutting edge
- Very easy & affordable to place a link from a YouTube video on a web site
- New patients feel more comfortable
- Patients & patients' family members can hear you tell them common messages again


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## **Practice Web Site Selection Three Strategies**


- Static online billboard
- Dynamic, interactive, changing site
- Comprehensive patient portal
- Hybrid
  - Many plan a dynamic site and end up with a billboard, which is likely worse than any of these options
  - Areas designed for updated information have out-of-date “news”
  - This is a common mistake that gives internet savvy patients a negative first impression of practice





## Static Online Billboard

- Advantages
  - Easy, less expensive
  - Better than nothing for patients searching the web for an allergist
- Disadvantages
  - No repeat traffic
  - Poor placement on search engines
  - Why would anyone return?



## Dynamic, Interactive, Changing Site

- Advantages
  - Drives traffic to your site better
  - Improves placement with search engines
    - More visitors
    - Changing content
  - Encourages patients to check the web site instead of calling the office
- Disadvantages
  - More expensive
  - Requires someone in your office to be “in charge” of the changes (usually the doctor or practice manager)



## Dynamic, Interactive, Changing Site

- Examples of information I post in the announcement section on my site
  - Shot hours
  - Last minute changes in shot hours
  - Availability of flu shots
  - Job openings
  - New services the practice offers
  - Planned TV appearances
- Examples of content I change
  - New educational materials (video & written)
  - Editorial comments
  - New web links



## Two Options for a Dynamic Site

- Someone in your office updates the site
  - Much more expensive upfront cost
  - Can quickly and frequently make changes to the site
  - Requires someone in the office to have at least some IT expertise
  - Drives traffic to your site
    - Decreases phone calls
    - Increases search engine placement

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## Two Options for a Dynamic Site

- The people who design your site make the changes
  - Expensive to make each change
  - Might take days to get something new posted
  - Changes may not be accurate
  - No one in your office needs to be a network engineer
  - Major concern:
    - If it costs \$100 to announce closing shot hours 30 minutes early so the only doctor at the site can attend an unexpected event, will you really go to the trouble?

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## Patient Portal

- Advantages
  - Nothing drives traffic to your site better
  - Really improves placement with search engines
  - Better encourages patients to check the web site instead of calling the office
  - Requirement in federal “Meaningful Use” standards
- Disadvantages
  - Much more expensive
  - Patients must register to participate
  - Requires many people in your office to be “in charge” of various areas including the doctor and practice manager

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## **Patient Portal**

- Examples of services that can be hosted on patient portal web sites
  - Virtual visits or email communication
  - eNewsletters to patients
  - Appointment scheduling
  - Prescription renewal
  - Online bill payment
  - Interactive maps
  - Prior authorization requests
  - Completion of registration materials, and pre-evaluation questionnaire
  - Hosting of personal health records

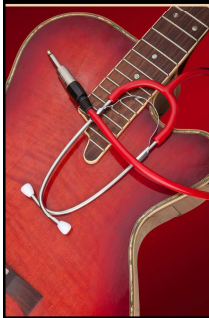
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## **Patient Portal eNewsletter**

- Examples of information I send in eNewsletters
  - Links to medication coupons on my web site
  - Last minute changes in shot hours
  - Availability of flu shots
  - Job openings
  - New services the practice offers
  - Planned TV appearances
  - Asthma camp applications

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## Patient Portal

### Why Consider Virtual Office Visits?

- Desirable patients think they want it
  - Few actually use it
- A good option for patients whose “time really is money”
- Option every other year for annual visit “easy” patient with hives or rhinitis
- Great option for students out of state or international travelers

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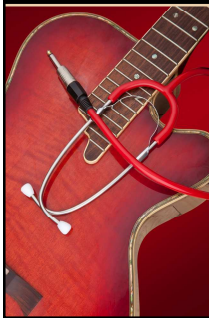


## Patient Portal

### Why Consider Virtual Office Visits?

- Most are easy to do using templates
  - Intuit offers product which asks questions for you!
- Something staff can offer “difficult” patient who is over due for a visit
- Aware of practices who now give “sick calls” three options
  - See a CRNP
  - Virtual visit
  - Talk to an RN on the phone for a fee

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## Patient Portal Why Not Just Send an Email?

- Not easy to get paid for emails
- People under 30 don't read emails
- Email communication is governed by HIPAA laws
- Communication must be encrypted and secure
- Published eRisk Guidelines
- Most operate like online banking
  - Patient receives an email indicating they have a message & log-on to a secure site

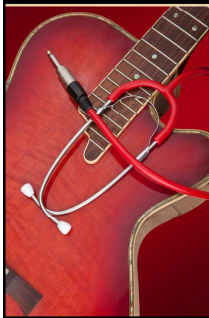
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## Virtual Office Visits: The Pitfalls

- Governed by each state's BME
  - A supplement to, not substitute for in person visits
  - In Alabama may give advice and refills to a patient, *if medically appropriate*, for a maximum of 2 years of an in-person visit
- Practicing in a state you have no license
- Must be able to electronically collect credit card payment upfront
- Malpractice carrier must know you are doing online visits

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## **Virtual Office Visits: The Pitfalls**

- Some insurers pay for virtual visits
  - Rates are so low barely worth filing the claim
- Most insurers don't pay but require patients to waive their right for you to file a claim on the service
  - Most except a virtual waiver
  - Waivers built in to most sites that offer service

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## **Virtual Office Visits: Options**

- Ask your current local web site developer to create a virtual visit module
  - Prohibitively expensive
  - Unlikely to meet all government & insurance rules & regulations
- Use an established provider of online communication
  - As an add-on to an existing site
  - To replace an existing site

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## Virtual Office Visits: The Big Five Players

- Intuit
  - Acquired the ACAAI Medem sites in 2009
  - Comprehensive suite of online services purchased “a la carte”
  - Very expensive startup and maintenance costs, especially if using interactive services
  - Outstanding references

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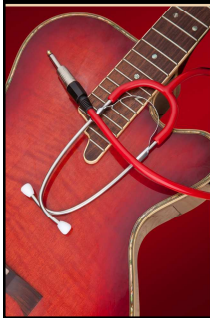


## Virtual Office Visits: The Big Five Players

- Kryptiq
  - Only offers online communication as an add-on to existing web site
  - At least on the surface seems more affordable
- Relay Health
  - Does not return the calls of a small practice



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## Virtual Office Visits: The Big Five Players

- Google
- Microsoft
- I'm sure there are others

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## Do-it-Yourself Options for a Dynamic Web

These don't include a patient portal

1. *sitekreator.com*
2. *AndysWebTools.com*
3. *godaddy.com*
4. Squarespace
5. Clover Sites
6. Intuit



## Creating a Web Site Using MS Publisher

- Another “do-it yourself” option



## How Do I Improve My Placement on Search Engines?

- The ultimate “Catch 22”
  - The more unique hits you get, the better your search engine placement
  - You must drive traffic to the site to get the search engines to drive traffic to your site
- The Google Spider
  - The top secret and constantly changing heart of the search engine
  - No one knows for certain, but believed to look for:
    - Unique hits as well as links from other sites
    - Original, changing, and updated content
    - May downgrade for plagiarized content



## Search Engine Placement

- Front office staff frequently encourages patients to get information online
- Give patients a reason to go to the site
  - I “write a prescription” for patient to read specific content
  - Use newsletter announcing information or coupons available on your site
- I get 2,000 –5,000 hits per month



## Search Engine: Key Words

- Key Words
  - Pay someone to advertise for you
    - Many disreputable
    - Uncertain it works
  - Pay Google for top placement key words
    - Very expensive
  - Do it yourself by including key words on the home page
- Pay Google to advertise hits on specific searches
  - Hope you have DEEP pockets

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## Search Engine: Key Words

- Example from front page of my web site
- It reads stupid, but drives search engines to find me
- “I am an allergy & asthma doctor in Montgomery, Alabama. As a board certified allergist, I see adult and pediatric patients for evaluation and treatment of cough, hay fever, sinus problems, hives, eczema, allergic insect and drug reactions, emphasizing prevention.”

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## Blogging

- A blog is a content management tool that allows you to display articles in reverse-chronological order
- Is mostly used as an addition to an already standing web site, but many use as a stand alone
- Upside: Changing content creates interest and buzz and search hits!
- Downside: Content needs to be changed and updated frequently, or it gets old... fast
- If used correctly, it can be a strong asset to your practice

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## Blogging

- Wordpress – FREE and customizable; attractive layouts
- Blogger –FREE, but not as customizable or attractive
- TypePad – Free trial and small monthly fee, but looks extremely professional depending on the layout
- Most web hosts offer a blog feature

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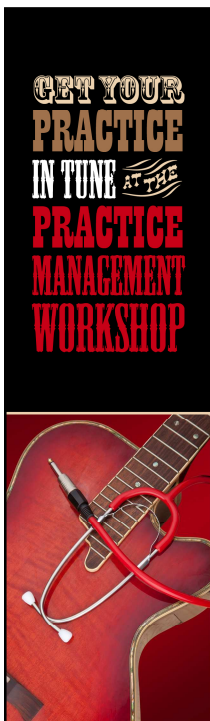
## Social Media

- Social Media is not about you
- Social Media is about sharing ideas and information and making connections with others



## Social Media

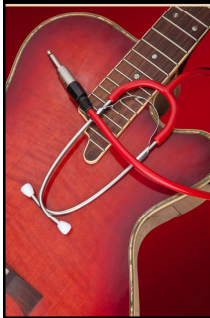
- Social Media is about giving – not about advertising
  - Give tips and content on how to make the follower/reader's life healthier and better WITHOUT inviting them to your office every second
  - RESPOND to others commenting/@-ing, or talking to you! Social Media is not a one way street.
  - The more people “see” you wanting to genuinely help, the more naturally attractive your office becomes
- Low cost/high returns



## Facebook

- Over 500 million active users
- 50% of users log on to Facebook every single day
- Average user has 130 friends
- People spend over 700 billion minutes on Facebook per month

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## Facebook

- Many users on this social networking site
- Essentially free advertising for you
- Post allergy articles
- Interact with other allergy-related groups to create discussions that others can be a part of
- Upside: Once you have an account, people can “friend suggest” you to others and if successful, you can have lots of followers
- Downside: Easy access for disgruntled patients to blast your wall with unkind words that others can see

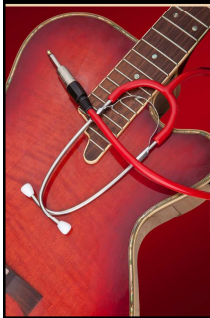
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## Twitter

- Around 75 million users
- Continuous stream of blurbs and information
- Twitter lets you write and read messages of up to 140 characters, or the very length of this sentence, including all punctuation and spaces
- Easy way to get word out

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## Twitter

- Business such as restaurants, retail stores, and different offices all seem to have their own account
- Post coupons, offers, holiday closing notices, etc.
- Have the ability to respond directly back to customers/patients (disgruntled or highly complimentary)
- Encourage your clientele to subscribe to your Twitter account for upcoming news updates such as a the H1N1 breakout, pulling of OTC allergy meds, etc.

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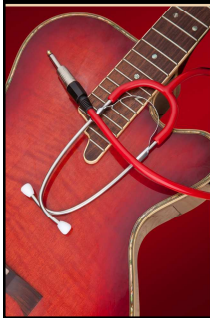


## Have a problem??

- Google your problem. There are thousands of answers out there and chances are, someone else has had the same question before you. For instance:
  - “How to install a theme on Wordpress”
  - “How to embed a Google calendar into my website”
  - “What is a DNS server?”



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## Questions to Ask Potential Vendors

- How much will it cost?
  - Upfront design fees
  - Annual update fees
  - Monthly maintenance and hosting fees
- What will it do?
- How will it be updated?

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## Discussion

- [www.eallergy.yourmd.com](http://www.eallergy.yourmd.com)



# Setting Up a Web Site & Social Media Strategies

## Disclosures:

Keith Borglum is:  
 a Licensed & Certified medical practice Broker and Appraiser  
 a private practice consultant to physicians  
 author of the *Medical Practice Forms Book*  
 author of the *Medical Practice Pre-employment Tests Book*  
 author of the *Medical Practice Valuation Workbook*  
 contributor to the *AAAAI Resource Workbook*  
 member Society of Certified Healthcare Business Consultants  
 member Medical Group Management Association  
 member Institute of Business Appraisers  
 member National Association of Certified Valuation Analysts  
 member California Association of Business Brokers  
 member of consultant-panel or faculty of other associations

Many of which provided information or data



# How to Set Up a Website


- This is what patients really want in one day:

Pages-URL (Top 25)		
11 different pages-url	Viewed	Avg
/	810	1
/telephone.html	18	5
/links.html	16	6
/emergencies.html	14	6
/financial.html	11	1
/address.html	11	4
/hours.html	11	1
/lab.html	8	6
/hospital.html	8	5
/prescriptions.html	7	5
/insurance.html	5	8



## How to Set Up a Website

- Get geo-ID domain name(s)
  - Cities, counties, zip codes
- Get your names as domain name
  - All variations & plurals
- When you search it – buy it!
- Get longest-period registrations
- Get “.com”; maybe .net & .org
- Own & control your own domains



## How to Set Up a Website

- Use a trained professional
- Direct them to a template you like
- Provide them the content
  - All keyphrases - like “Allergist-NYC”
  - Descriptions for each page
  - Landing pages w/content-rich text
  - Office brochure content, expanded
  - Blurbs for others’ blogs and listings
  - Talking-head videos for YouTube

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## How to Set Up a Website

- Submit your domain to listings & directories:
  - Professional associations by specialty, state, county, city, etc.
  - Private directories like hospitals, ZocDoc, Craigslist, HealthGrades
  - Wait one month, then submit to Google, Google+, Google Local, Yahoo, YahooLocal, Bing, ONCE



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## How to Set Up a Website

- Create basic back-linked accounts with static content on Facebook, Linked-in, YP, Yelp, SlideShare, etc,



You can always do more later!  
Be where your competition is.

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## How NOT to Set Up a Website

- Use Content Management (CMS) like WordPress, Joomla & Drupal without changing templates; deleting unused plugins, & disallowing bots, & updating it all FREQUENTLY!
- 90% of all hacked websites use CMS (aside from compromised C-panels and weak passwords)

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## How NOT to Set Up a Website

- Do NOT set up blogs or dated or renewable content unless you will update them at least weekly, FOREVER.

**Sarah's blog**  
The Pollock's crazy adventures in the US

Monday, March 20, 2006  
**Allergy testing**  
A friend from Andrew's work, Marc, got some allergy tests done

**197,332 Visitors**  
Since February 26, 2005

**Blog Archive**

- ▶ 2010 (7)
- ▶ 2009 (9)
- ▶ 2008 (45)
- ▶ 2007 (63)
- ▼ 2006 (113)



# Good Social Media Strategy

- Post to others' popular blogs
  - Theirs are better than yours, with more traffic, and provide better backlink value

Share on: Print

## Mayo Clinic Blogs

### News

- [Mayo Clinic News Blog](#) — See and hear video and audio excerpts featuring Mayo Clinic physicians and researchers providing context for stories about their research and other health and medical news.

### Patients

### Comment Policy

We encourage your comments on Mayo's various blogs, and hope you will join the discussions. Learn more about our [comment policy](#).



# Good Social Media Strategy

- Links & Backlinks from .gov and .edu are worth more
  - Just give good content

**NASA Chats**  
Ask an Expert Your Questions

**Ask an Expert**  
Text Size Average Rating

**Ask an Expert: Tracking Sickness From Space**  
Sometimes the best way to fight sickness on Earth starts with a view from space...

On Thursday, June 10, Dr. Jeff Lu a research scientist at NASA's Marshall Space Flight Center, answered your questions about "Tracking Sickness from Space." NASA research has been instrumental in tracking conditions that affect health on Earth, including allergies, heat-related illnesses, Lyme disease, and heart and stroke conditions.

**NASA Social** @NASASocial  
We're the @nasa Social Media Team. Follow us to learn about us, to get connected and collaborate with NASA.  
<http://www.nasa.gov/social>

Followers 70,035 Following 11,817

Tweets

**NASA Social** @NASASocial  
@jenlabusch asks @nasaajl Engineer @tweetsoutloud his thoughts on space movies: [bit.ly/16k2sEj](http://bit.ly/16k2sEj)



# Good Social Media Strategy

- Links & Backlinks from popular sites are good SEO

Results for #allergy

Tweets Top / All

**Anna Burns** @annaburnsxo  
 My brother: "take me out to ball game, buy me have an allergic reaction, send me to the ER #allergy  
 Expand

**Wendy Lavender** @mumscoffeclub  
 "I Have A Nut Allergy" Awareness wristband - kidsonestopshop.co.uk/products.php?p... #al these are fab under £4.50



# Good Social Media Strategy

- Geo-locate your efforts

- Dr. Arthur Lubitz**  
[www.nycallergydoctor.com/](http://www.nycallergydoctor.com/)  
 3 Google reviews
- Dr. Mariana Marcu, MD**  
[www.nyallergycare.com/](http://www.nyallergycare.com/)  
 1 Google review
- Dr. Jennifer S. Collins, MD**  
[www.jennifercollinsmd.blogspot.com/](http://www.jennifercollinsmd.blogspot.com/)  
 Google+ page
- Steven Schnipper MD**  
[www.allergist10016.com/](http://www.allergist10016.com/)  
 Google+ page
- Dr. Boyan Hadjiev, MD**  
[www.drsneeze.com/](http://www.drsneeze.com/)  
 1 Google review
- Weichenberg Deborah MD**  
[plus.google.com](http://plus.google.com)  
 2 Google reviews

- A** 30 E 40th St # 1101  
 New York  
 (212) 737-0011
- B** 30 E 40th St #802  
 New York  
 (212) 481-1744
- C** 380 2nd Ave  
 New York  
 (646) 438-7893
- D** 345 E 37th St #314  
 New York  
 (212) 681-6200
- E** 30 E 40th St #1204  
 New York  
 (212) 679-1200
- F** 285 W End Ave # 4Y  
 New York  
 (212) 769-3535

**Allergy & Asthma Care of New York**  
[www.nyc-allergist.com/](http://www.nyc-allergist.com/)  
 Find a New York Allergist at Practice Allergy & Asthma Care of New York on ZocDoc.  
 Allergy & Asthma Care of New York. 212-260-6078. CALL NOW FOR ...

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## Good Social Media Strategy

- Have active content that is quality, but doesn't require your work or attention



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## Good Social Media Strategy

- Track your traffic & results
  - Every web visit is track-able

### [Allergy Testing - Groupon](#)

[www.groupon.com/deals/elite-lab-testing-montgomery](http://www.groupon.com/deals/elite-lab-testing-montgomery) ▾

Apr 29, 2013 – Respiratory **allergy tests** reveal reactions to common household and environmental substances, such as ragweed, pet dander, dust mites, ...

### [PA Allergy Relief Laser Center Deal of the Day | Groupon Philadelphia](#)

[www.groupon.com/deals/pa-allergy-relief-laser-center-1](http://www.groupon.com/deals/pa-allergy-relief-laser-center-1) ▾

Oct 31, 2012 – One or Three Laser Allergy Treatments and **Allergy Testing** at PA Allergy Relief Laser Center (Up to 75% Off)

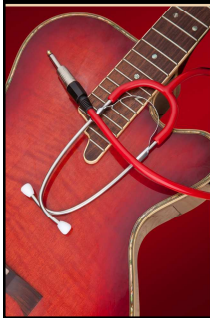
### [interchange-medical-wellness-center-chicago - Groupon](#)

[www.groupon.com/deals/interchange-medical-wellness-center-chicago](http://www.groupon.com/deals/interchange-medical-wellness-center-chicago) ▾

Aug 10, 2011 – for a Food-**Allergy Test** and Consultation at Interchange Medical Wellness Center (\$229 Value)



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## **Top Social Media Mistakes**

- No strategy
- Stale content
- Thinking your posts are private
- Friend-ing patients
- Posting your personal info
- Practicing medicine online
- Arguing with bad ratings on Yelp
- Texting / posting while inebriated

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## **The Future of Social Media**

- It is labor-intensive
- It will continue to change - faster
- Don't ignore "old media" like
  - Phone book
  - Direct mail
  - Networking
  - Newspaper
  - Signs in waiting rooms
  - Paid Google ads, etc.

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## **Patient Portal/EHR Integration to Improve Daily Workflow**

Betty Evans, CEO, CMPE  
Oak Street Medical, PC  
Eugene Oregon 97401  
(541) 431-9500  
betty@oakstreetmedical.com

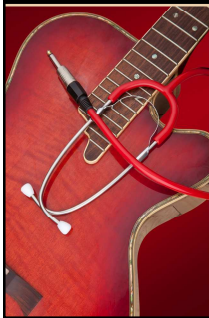
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## **Benefits of Using a Patient Portal**

- Easier access for patients – available 24/7
- Efficient routing of questions/ requests behind the scenes

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## Direct Routing

Appointment request	Reception
Medication refill	Nursing staff
Request report copy	Nursing staff
Physician/nurse questions	Nursing staff for screening
Billing question	Billing department
Statement payment	No staff involvement
Selected forms – record release	Direct download
Travel records	Direct download

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## Benefits of Using a Patient Portal

- Easier access for patients – available 24/7
- Better routing of questions/ requests behind the scenes
- More efficient use of staff to complete necessary tasks
- Decreased processing costs – no postage, envelopes, paper etc.

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## **Other Benefits of Using A Patient Portal**

- Mass notification of upcoming events, influenza clinic, schedule changes, etc. via newsletter
- Patient recall notices – increased revenue
- Retrieval of lab results – with physician comments
- Electronic submission of patient visit summary (Meaningful Use requirement)

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## **Find Creative Ways to Bring Viewers!**

- Pollen count
- Blogs
- Photo Friday

# Pollen Counts Updated Daily

## Web Site

**POLLEN COUNTS**  
*What this means to you*  
 The continued warm and dry weather with a breeze out of the North has resulted in continued VERY HIGH grass pollen counts.  
 Last Counted: 06/07/2013

**GRASS POLLEN**

0-4	Low
5-19	Moderate
20-199	High
>200	Very High

**TREE POLLEN**

0-14	Low
15-89	Moderate
90-499	High
>500	Very High

Today's Grass Pollen Count: 605  
 Today's Tree Pollen Count: 20

**NAB SCALE**  
**KNOWING WHAT'S IN THE AIR HELPS US HELP YOU**  
 Oregon Allergy Associates is one of about 50 stations nationally that collects and provides pollen counts to a scientific database for the National Allergy Bureau. Neither

## Mobile Optimized

Allergy Associates

MENU

**POLLEN COUNTS**  
*What this means to you*  
 The continued warm and dry weather with a breeze out of the North has resulted in continued VERY HIGH grass pollen counts.  
 Last Counted: 06/09/2013

GRASS POLLEN

0-4	Low
5-19	Moderate

TREE POLLEN

0-14	Low
15-89	Moderate

Today's Grass Pollen Count: 599  
 Today's Tree Pollen Count: 16

# Blogs

**Why Pollen Counting Counts for Something**  
 Posted by [Kraig W. Jacobson, M.D.](#) on Tuesday, May 07 2013 in [Allergy](#)

Bookmark | Facebook | Twitter | LinkedIn | Print

In a prior post, [Pollen in the Willamette Valley](#), I explained what pollens are, when they occur, and why it is important to follow the counts. But if you've ever wondered how pollen is actually counted and reported, read on.

**What is a pollen count?**  
 Pollen counts are a measure of the concentration of airborne pollens present in a cubic meter of air over 24 hours. This worldwide standard ensures an accurate comparison of pollen levels from all locations where pollen is counted. In North America, counts are compiled by the [National Allergy Bureau \(NAB\)](#) of the [American Academy of Allergy Asthma and Immunology](#).

...

[Continue reading](#)

Page: 1 2 3 4 5 6 7 8 9 10 Next

PATIENT PORTAL

## Photo Friday - Facebook

Photo Friday: Weekends, Families and Sunshine! (12 photos)  
OSM and OAA staff and providers out and about, enjoying each other, the beautiful Oregon summer weather and ... life!



Dana Turell  
Good to be working with you, David. Nice pic for Oak Street...  
👍 1 · May 2 at 7:28pm

More Posts ▾

Recommendations See All

★ ★ ★ ★ ★  
What do you like about this place?

**Robin Ehrhardt**  
Best in town. I always recommend them to my patients and...  
over a year ago

**Lisa Emond**  
My favorite thing about Oak Street is the family feeling. Eve...  
over a year ago

**Mary Humphrey Alsop**  
These Dr.s and team staff are so wonderful!!! They are aw...  
👍 1 · over a year ago


**Jason Friesen**  
Welcome to our Facebook page. Check it out for helpful inf...  
over a year ago

See More ▾

## Easy Access to Portal From Web Site

A screenshot of the Allergy Associates website. The header includes the logo and navigation links: HOME, BLOG, FACEBOOK, CONTACT US, ABOUT, RESEARCH, POLLEN COUNTS, FOR PATIENTS. The main content features a profile for Dr. Kraig W. Jacobson, M.D., Allergy, Asthma &amp; Immunology. Below the profile is a call to action: "Make us your Medical Home". At the bottom, there is a "PATIENT PORTAL" button and contact information: Phone 541-683-1577 | 1485 Oak Street, Eugene, Oregon 97401 | Fax 541-344-6176. Copyright © 2009-2012 Oak Street Medical. All rights reserved.



Log Out | Edit Betty Evans's Account | Admin



## Oak Street Medical, PC

*"Our goal is to embrace a comprehensive view of health and consistently demonstrate compassion & respect for our patients"*

1426 Oak Street, Eugene, OR 97401, 541-431-0000  
541-344-6176 (fax)


1488 Oak Street, 541-683-1577, Eugene, OR 97401

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Home   About Us   My Medical Summary   Download My Clinical Summary   Contact Us   Online Patient Forms   Downloadable Forms   Resources\_FAQ's

**Health Services**

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- [My Medical Summary](#)
- [Download My Clinical Summary](#)
- [Contact Us](#)
- [Online Patient Forms](#)
- [Downloadable Forms](#)
- [Resources\\_FAQ's](#)




### Welcome

**This is the pathway to YOUR healthcare information.**

1488 & 1426 Oak Street, Eugene OR 97401  
Phone: (541) 683.1577 / (541) 431.0000  
Fax: (541) 344.6176

**Appointments**




**[Request Now](#)**

**Recent Secure Messages**

@ Oak Street Medical Blog  
9/30/2011 10:32 AM

[View My Inbox](#)

**RX Refill**



Oak Street Medical, P.C. is a progressive independent multi-specialty clinic located in the heart of downtown Eugene, Oregon.

**Questions**



**[Ask a nurse](#)**  
**[Billing questions](#)**

9/30/2011 10:32 AM

[View My Inbox](#)

Oak Street Medical, P.C. is a progressive independent multi-specialty clinic located in the heart of downtown Eugene, Oregon. We strive to offer our patients convenient, personal, high-quality care.


One of the ways we do this is by offering our patients online health services through our website. These services include online appointment scheduling, access to medical records, medication renewals, and more.

**[How to Register](#)**  
**Current Patient:**  
If you are currently a patient with our clinic contact our Receptionist to generate a "portal letter" this will assign a unique pin number which links directly to your patient chart to use during your on-line registration process.

**New Patient:**  
If you are not currently a patient with our office but would like to become one, simply click on the **Register** link at the top of this page and follow the instructions to sign-up.


If you have any difficulty or would like to talk to someone directly to learn more about becoming a patient with our clinic, please contact our office directly at (541) 683-1577.

You can find out more information about our clinic and our staff at [oakstreetmedical.com](http://oakstreetmedical.com).




**[Ask a nurse](#)**  
**[Billing questions](#)**  
**[General questions](#)**

**RX Refill**



**[Prescription Refill Request](#)**


**PATIENT CHART SUMMARY**



**[Traveling and need a copy of your medical record?](#)**

**Feedback**

**[Help us be BEST that we can be.](#)**



## New Patient Request

Oregon Allergy Associates / Oak Street Medical Billing Office  
Mailing Address: 1488 Oak Street, Eugene, OR 97401  
Phone: 541-683-3401  
Fax: 541-344-6176

**Contact Form**  
I am interested in becoming a new patient:

Full Name (\*)   
Email (\*)   
Phone (\*)   
Date of Birth (\*)   
Preferred Physician: Please Select   
Preferred Method of Contact:  Email  Phone

OUR PROMISE: To be a premier medical clinic and health care resource that embraces a comprehensive view of health and consistently demonstrates compassion and respect for our patients and staff.

- Contact page on web site
- Request to become a new patient with preferred physician identified

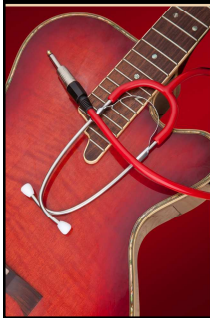


## New Patient Access

- Direct routing to call center for follow up and scheduling
- Downloadable new patient registration form via web site as well as patient portal



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## **Patient Portal/ Meaningful Use**

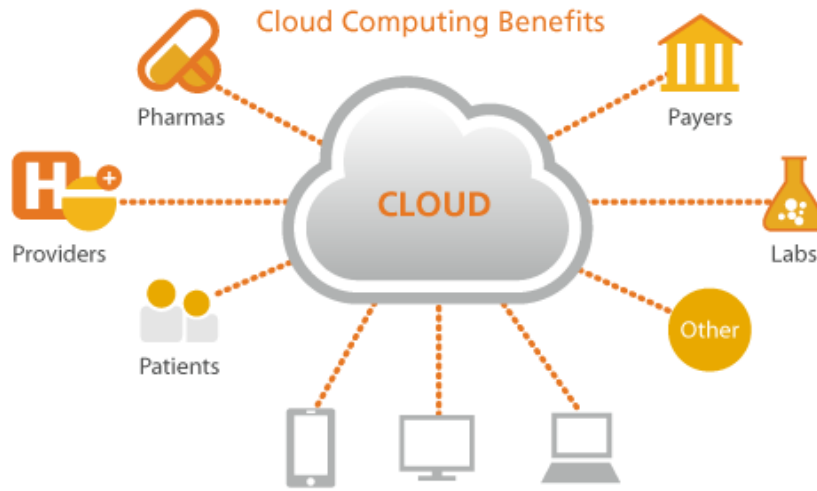
- Electronic access to medical record
- Electronic 2-way communication between patient and physician
- Summary of office visit
- Medical record access when traveling
- Electronic coordination with other offices

## **In Summary**

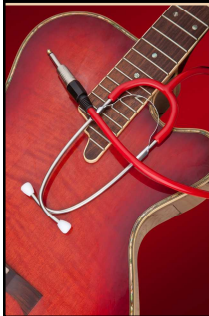
Changes continue to be mandated on all of us!  
Thus the future.....



# Medical Neighborhood



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Thank You!