Boost Your Visibility With New Online Profile Form

Improve your practice’s search result ranking with our new online physician profile form. The new form is fast, easy and establishes a cleaner physician data stream for the Find a Doctor tool at AMITAhealth.org. The data you enter into the new form — specialty, office hours, “About Me” philosophy and more — links closely with search engines and apps so that you appear higher on search results.

Update your profile at providerupdate.AMITAhealth.org to drive more traffic to your practice. It’s fast and easy!

NOTE CHANGES TO MEDICAL SPECIALTIES

The new online form includes a pre-set list of specialties and subspecialties recognized by the American Board of Medical Specialties and the American Osteopathic Association. Your current profile will not show any specialties that are not on these lists. However, you can still indicate any other services and interests in the Special Medical Interests section. This new section more closely reflects how people search for doctors online — which will further improve rankings and results.

If you have any questions, or if you can’t locate your NPI number, please contact AMITA Health Marketing at providerupdate@AMITAhealth.org.
Frequently Asked Questions

**Why did Marketing move physician data collection online?**
The new online process is faster and easier than the former paper process, bringing efficiency to your practice as well as to AMITA Health workflows and data management. The online form has been pre-filled with information from your existing profile created under the former process. Exceptions are Medical Specialties, which now follow an approved list and the opportunity to describe your practice philosophy in an “About Me” section.

**How does the new online form improve search results?**
The information in the form is submitted to Marketing automatically via an email. Marketing reviews and approves your changes and updates your actual online profile. When you complete the recognized Special Medical Interests section and enhance your profile as much as possible, this data links to data amplifiers (publishers such as Google and Facebook and data aggregators) to improve search results.

Data amplifiers release your data to the websites and apps consumers use to find products and services near home; e.g., Foursquare, Yelp, Google, Apple Spotlight. The online form supports more precise answers and cleaner, accurate data, which in turn lead to higher visibility among these data amplifiers.

**What data fields are available on the new online form?**
Name and biographical information, languages, contact info, “About me,” photo, insurance, specialties (along with subspecialties and related board certifications), education, specialty medical interests, locations and hospital credentials.
Why were some medical specialties removed from my profile?
Doctors must now choose from a pre-set list of specialties and subspecialties recognized by the American Board of Medical Specialties and the American Osteopathic Association. This will prevent the errors and inconsistencies that occurred with the former process and caused some confusion for patients. Our new lists also reflect how people search online for doctors — which improves data quality and search results.

Where can I add specialty information that was removed?
Several other services and interests are listed under the Special Medical Interests text field. You can check boxes in this list or write in some interests in the text field below the list.

When will my updates appear in the Find a Doctor search tool?
Any changes should appear within 7-10 days of when you update your profile using the online form. If you do not see the changes appearing, email us at providerupdate@AMITAhealth.org.

What else can I do to improve visibility and search rankings?
We recommend always keeping your profile updated. If you haven’t already, consider adding an “About Me” practice philosophy. AMITA Health Medical Group physicians also can work with Marketing to add video, blog posts and social media to further customize the profile — more content boosts your listing even higher. YouTube, where we house our videos, drives 90 percent of Google’s organic search engine traffic to our site.

I'm independent — can I add videos and content to my AMITAhealth.org profile?
Enhanced content is a higher level of service. In the future, we will offer these features to independent physicians at a fair market rate through the AMITA Health Management Services Organization.

Are any enhancements planned for the physician profile form?
Yes! We are adding AMITA Health paid/contracted professional titles (e.g., Medical Director of a program), publications and clinical trials as enhanced features for AMITA Health Medical Group physicians. In the future, independent physicians will be able to purchase additional content or profile data aggregation through our Management Services Organization.
Step-By-Step Directions

PROFILE START PAGE

1. Log in at providerupdate.AMITAhealth.org

2. Enter the following password: practice

3. Enter your NPI#
   Forgot your NPI? Email providerupdate@AMITAhealth.org
Step-By-Step Directions

**NOTE** that screens are pre-populated with information from your current online profile.

**PHYSICIAN INFORMATION**

1. **Enter the following:**
   - Biographical info and languages
   - Contact info
   - Mailing address
   - Select any other languages you speak

2. **About Me**
   Describe your practice philosophy — see examples next page.

3. **Add or update your photo**
   Use your original photo file — we will take care of any resizing needed.

4. **Check insurances accepted**
   (AMITA Health Medical Group physicians — this will be added for you.)

5. **Click “Next”**
Write an Effective “About Me” Section

- Use third person
- Keep tone positive and warm
- Avoid statements that might be misunderstood (“Dr. T likes to tease his patients”)
- Keep the focus on your practice philosophy, without digressions or analogies

EXAMPLE 1
Dr. Yan considers himself a coach as much as a cardiologist. That’s because a physical rehabilitation plan and lots of encouragement is vital for a patient’s success as they begin the long recovery from a cardiac episode. Dr. Yan provides both and takes an extremely active role in his patients’ health.

EXAMPLE 2
Dr. Jones favors an evidence-based approach to treating each of her behavioral health patients, but she never loses sight of the fact that the most effective medicine is often a kind word, a hug and a reminder that they are not alone. Whether her patients suffer from addiction, depression or PTSD, Dr. Jones never lets their mental issues define them. Instead, she typically begins treatment with a quiet, sit-down conversation where she learns more about her patient’s life and family.
Step-By-Step Directions

To make any changes on a previous page, click the “Previous” button at bottom left

**NOTE** that screens are pre-populated with information from your current online profile.

### SPECIALTIES, INTERESTS AND EDUCATION

1. Select specialties from drop-down menu

2. Select subspecialties from drop-down menu
   - **NEW** We are now using a consistent ABMS- and AOA-approved list to improve data quality. Any areas not appearing here may be added under Special Medical Interests.

3. Select board certification and whether you want to see patients for those specialties

4. Select education levels

5. Check any Special Medical Interests
   - **NEW**

6. List any Special Interests or services in the text field box

7. Click “Next”
Step-By-Step Directions

To make any changes on a previous page, click the “Previous” button at bottom left.

**NOTE** that screens are pre-populated with information from your current online profile.

**OFFICES AND CREDENTIALS**

1. **Enter practice name, address and hours for each office**
   - Use “Add Another Office” button, if needed.

2. **Select staff languages**

3. **Hospital credentials**
   If you have changes to hospital credential locations, please contact the appropriate medical staff office.

4. **Click “Next”**
Step-By-Step Directions

To make any changes on a previous page, click the “Edit Profile” button at bottom left.

PREVIEW YOUR CHANGES

1. Review information carefully

2. Click on “Edit Profile” button to make changes to any previous screens

3. Click “Submit”

4. View confirmation screen
Thank you

Your changes will be reviewed and automatically updated within 7-10 business days.

Have a question or need help?

Contact AMITA Health Marketing at providerupdate@AMITAhealth.org