





The Phyzoom Web Development Process

When preparing to create or redesign your practice website it is important to identify what content should be included on the site. There are two types of web content: **static** and **dynamic**.


Static content are topics that either change infrequently or never such as Practice History, Physician descriptions, Patient information, amongst others.

Dynamic content are frequently changing and are the basis for today's search engine optimization (SEO). How frequently you update content on your website enhances your rankings with search firms such as Google, Yahoo!, Bing and Ask. Any web page that includes dynamic content should integrate RSS (Really Simple Syndication)  so that patients, referring physicians, media and others can subscribe to the updates right from their email. These feeds can also be distributed out to other sites like Twitter, Facebook, and Phyzoom.

Website should contain the following content categories at a minimum:

1. **Landing (home) page** that identifies:
 - a. The top 4-5 procedures the practice wants to promote.
 - b. A strong call to action such as "Call 555.555.5555 for an immediate appointment"
 - c. Quick access links to additional content
2. **History/About** the Practice page
 - a. When the practice was founded
 - b. How many physicians
 - c. How many patients and/or surgical procedures performed
 - d. Hospital Affiliations
3. **Physicians** 
 - a. Current photograph of each physician
 - b. Description of the physician either in bullet or paragraph format (no CV's)
 - c. Any individual posts by physicians such as a blog or updated
4. **Procedures**
 - a. Listing and description of procedures
 - b. Frequently Asked Questions
5. **Patient Information**
 - a. Rules of Engagement: show up at least 15 minutes before appointment, etc
 - b. Forms that could be printed and filled out prior to appointment
 - c. Listing of Accepted Insurance
 - d. Forms of Payment Accepted



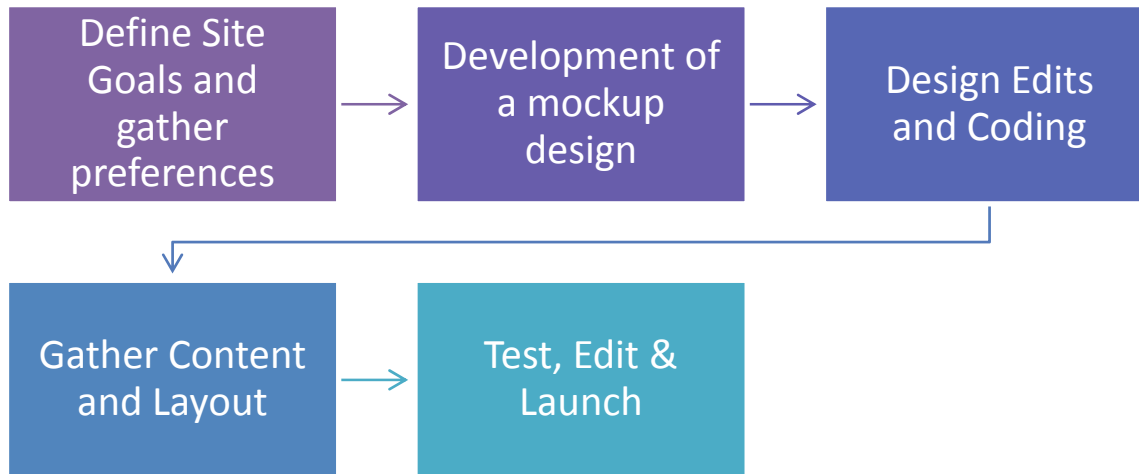
6. **News** 
 - a. Latest Press Releases
 - b. Any articles or research written by the physicians
 - c. How the media can contact you for assistance on a story or article
7. **Contact**
 - a. Office locations
 - b. Link to a map service like Google or Yahoo! so patients can lookup directions
 - c. Indicate best places to park or other convenient notes
 - d. Office Hours
 - e. Phone numbers for Appointment, Billing, and Medical Records

Other items to consider:

1. Analytics to measure traffic and usage patterns of the site.
2. An initial web campaign to promote the site and generate back links (sites that link to your site)
3. eNewsletter out to patients, referring physicians, and hospital/administration
4. Specialty Campaigns such as Health Observance marketing, free screenings, other.
5. Will the site be communicating (or updating) other sites and applications such as Facebook, Twitter, or Phyzoom's directory?
6. Future edits, support and hosting

Phyzoom's typical development process is 5 easy steps.

1. First our team needs to work with you to identify the goals of the site and gather site preference samples;
2. Second the project is handed over to the Phyzoom design team and they will work to create a mockup using any current logos, colors and site samples. The mockup will be of the index page and provided as a PDF file for review.
3. After discussing and agreeing upon the changes that should be made to the mockup our team will begin coding the design into web technology (HTML, PHP, Javascript...).
4. When the index and content pages are coded the team will begin to layout the appropriate content provided by the customer. This is the most time consuming step and requires a lot of customer interaction: sending appropriate content, gathering physician CV's for summarizing, physician photos, etc. At the end of this phase we will provide a link to our test servers which will be hosting the site until it is completed. From this link you will be able to review the site for final edits.
5. Working through the punch list of edits defined in Step 4 we will be changing any final content, testing site links, blog updates, RSS feeds, social media updates.



Quick tips for driving site traffic:

1. After completion of your site Phyzoom recommends 2-3 press releases be distributed through the news wires over the next 3 weeks. This will not only generate hits but also backlinks which are critical to rankings in search engines. It will also provide usage data to analyze how consumers are using the site and where static or dynamic content might need to be enhanced.
2. Encourage patients to take a look at your site and provide feedback – as well as download the forms and have them ready for their next appointment.
3. eNewsletters are a cost effective way of consistently pull patients back to the site for updated information.

For additional information about Phyzoom’s press or campaign marketing solutions contact **John Goff** today at 614-224-2343 or jgoff@phyzoom.com.



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