



Scripps Mercy  
PHYSICIAN  
PARTNERS

## Webinar Notes - March 17, 2015

### Practice Marketing

Below are the webinar notes from the Practice Marketing webinar on March 17, 2015.

Our **goal** is to provide Physician Partners members with cutting edge patient outreach and physician marketing capabilities as a free member benefit.

#### General Information

- The current web URL for the patient engagement and marketing site is - <http://myqcare.com/>
- The new 2.0 version of the marketing site will progressively go live over the next 6 weeks. The web enhancements will include:
  - New look and feel
  - Improved Site Search and Navigation
  - Improved Search Results Pages
  - Improved Mobile User Experience
  - NEW Specialty pages and Same Day Appointment pages by Geographic City (e.g. - Pacific Beach, Hillcrest, etc.)
  - NEW Medical Group Website Pages
  - Updated Physician Profiles
  - NEW Clinical Data Pages (Conditions, Procedures, Discharge Instructions, Healthy Living)
  - Various Bug Fixes

#### Physician Profile Updates

- Please send all physician profile update requests to [webmaster@partnersdocs.com](mailto:webmaster@partnersdocs.com)
- Please be sure to use the attached excel spreadsheet when sending your updates.

- It is very important that you utilize unique content in your physician biographies section that has not been listed anywhere else on the web. This helps the overall website and your physician profile in its Search Engine Optimization efforts.
- Send all attachments in a zipped folder within the same email.
- All updates will be performed within 24 – 48 hours of receipt.

### **Medical Group Webpage Updates**

- Please send all medical group webpage update requests to - [webmaster@partnersdocs.com](mailto:webmaster@partnersdocs.com)
- Please be sure to use the attached excel spreadsheet when sending your updates.
- It is very important that you utilize unique content that has not been listed anywhere else on the web for your medical practice biographies section. This helps the overall website and your webpage in its Search Engine Optimization (SEO) efforts.
- Send all attachments in a zipped folder within the same email.
- All updates will be performed within 24 – 48 hours of receipt.

### **Medical Group Webpage Set-Up**

- Once these web pages are set live in late April, and your practice content is updated, you may choose to redirect the current web domain you currently have in place. This page will then act as your New Practice Website. \*\*\*Please note that you will very likely lose any previous SEO equity that you currently have in place with your site on Google, Bing, or Yahoo.
- You can also use the webpage as a supplemental patient resource to your site by linking to it from your current site. (See the website linking badge section at the end of this document)
- If you do not have a current web domain in place, you may choose to purchase a web domain from a registrar such as <https://iwantmyname.com/> for about \$15/year.
- Here is an article on how to forward / redirect a newly purchased web domain <https://help.iwantmyname.com/customer/portal/articles/1418597>

- If you already own your web domain, please contact your domain registrar for details on how to perform a 301 redirect to a new web URL.
- Launch - Again, we expect to have the NEW practice web pages active and ready for member usage by the end of April.

### **News Article Submissions**

- Suggested news article formats are:
  - Simple tips
  - Top areas of focus within a topic or subject (Top 5 to 10 areas per topic)
  - Things to look for...
  - Responses to possible questions in the community
  - Launches or announcements at your medical practice
- Suggested word count for each post is 250 to 350 words.
- We will supply all necessary images for your web posts using our Getty Images account. This is required, as we must have proper content licensing for all posts.
- All physician posts will also be posted to your physician profile on the website.
- Example posts currently live on the website:
  - Sodium and Your Skin (by Dr Heidi Gilchrist) – <http://myqcare.com/sodium-skin/>
  - Top Hiking Trails (by Ashley Ruppel, Physician Partners Admin Assistant) - <http://myqcare.com/top-hiking-trails-san-diego-county/>
- All posts will be shared via Social Media and the original post link will be provided to your practice to share.
- Please send all news posts to – [webmaster@partnersdocs.com](mailto:webmaster@partnersdocs.com)

### **Events Submissions**

- If you are hosting a special “patient centered” event at your practice, and would like for us to post it, please share it with us.
- Please send the following information to [webmaster@partnersdocs.com](mailto:webmaster@partnersdocs.com)
  - Location / Address
  - Date
  - Time

- RSVP Link / Email Address
- RSVP Phone Number
- General information about the event (150 words or less)
- Other pertinent information
- Note - We are launching our NEW “Events” section in late April.

### **Website Bugs Issues or Suggestions**

- If you come across any website bugs or have suggestions to improve the site usability, please let us know.
- Please send the communications to [webmaster@partnersdocs.com](mailto:webmaster@partnersdocs.com)
- We will respond to your issue within 24 - 48 hours of receipt

We will continue to expand the information in this document as new web features become available. If there is any information not listed in this document that you would like added, or if you have any questions regarding the content in this document, please respond to me directly.

Thank you again for attending yesterday’s webinar. We hope you found the information useful and informative to your medical practice.

Kind regards,

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