



# Forget Dr. Google: Creating Medical Content on Your Own Practice Website

# Your Presenter



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Account Manager

Rebecca has been working with pediatric and family practices since 2007. She is passionate about helping healthcare providers and practices reach their communities with relevant information to support children and families.

# What You'll Learn Today



Be more accessible (and more reliable) than “Dr. Google” by including online medical resources on your website. This boosts your SEO, lets your patients self-serve, and elevates your patients' confidence in your practice.

- Understand the importance of having reliable medical content on your website instead of linking to third-party sites.
- Create a consistent message from search time to appointment time.
- Discuss the synergy of using a symptom checker with triage advice and aftercare instructions.
- Learn why it's necessary to update website content regularly.

# Content Placement is Vital



## Stay on Your Website

- Cement that you're the SME
- Already a trusted partner

## URL Placement

- Closer to the Main Domain Name is better

## No Easter Egg Hunts

- Know your patients + most searched content
- Quick Links on homepage

# End User Experience



## Search Your Website as a Parent

- Mobile first - about 70% will use their cell
- Search fever, strep, or medicine dosages



# Building a Foundation



- [Well Child Visits](#)
- [Immunizations](#)
- [Medicine Dosages](#)
- [Medical Library](#)
- [What's Going Around](#)





# Consistent Content



## **Parent Calls Office**

Triage Advice, most likely Dr. Bart Schmitt

## **Parent Checks Website for FAQs**

Is Your Child Sick? by Dr. Bart Schmitt

## **After Visit Instructions**

Parent Care Advice by Dr. Bart Schmitt

# Links & Resources



**Client Success Story**

**Problem**  
Pediatric Healthcare Associates, based in Fairfield, Connecticut had an outdated website that was difficult to navigate and lacked the customization required by the practice to provide a better patient experience.

**Solution**  
RemedyConnect's web services, medical content package, scheduling events calendar, and SEO package were the perfect fit to help the practice attract new patients and support the services already in their care.

**Results**  
Since the new website was launched, PHA has seen a 10% increase in user engagement, moved to #10 and frequently with 3,000 backlinks, and now ranks at the top of the first page for almost all searches for the most sought-after keywords phrases for "pediatric near me" and "local pediatrician".

**Websites Work: Building Trust with Your Patients Outside Your Practice Walls**

Pediatric Healthcare Associates of Fairfield, Connecticut is the region's largest independently owned pediatric practice, providing collaborative, compassionate care to 35,000 patients ranging in age from infancy to young adulthood. The practice is a recognized HCA patient-centered medical home located along Connecticut's Gold Coast, with four locations, 23 pediatricians, 11 mid-level providers, and a variety of pediatric specialists on staff.

As is common with most aging websites, PHA's patients were having difficulty finding information and educational materials, and a lack of customization prevented the practice from creating the website they had envisioned. Marketing Manager Cris Caputo decided that a refresh was in order. She wanted the site to be helpful for their existing patients, but she also wanted to find a way to attract new patients.

After several setbacks, staffing changes, extensive research, and inquiries to other pediatric practices about their own experiences with various website developers, Cris was ready for a change. She found RemedyConnect's suite of practice marketing solutions to be the perfect fit.

Learn more + schedule a demo  
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## Client Success Story

### Websites Work: Building Trust with Your Patients Outside Your Practice Walls

## Remedy Web Services Overview

### Connecting with Patients in a Digital World

**Remedy Web Services**

#### Connecting with patients in a digital world

Tech savvy patients have turned to the internet and social media to find the right provider for their healthcare needs. In today's digital age, your online presence is an important tool to attract new patients, while engaging those already in your care.

Whether it's a website design refresh, increased findability on the web, boosting your patient satisfaction ratings, or online patient education that helps reduce your 24/7 call volumes, we've got all the tools you'll need.

#### Responsive Website Design

First impressions make all the difference. A custom-designed, user-friendly website with trusted resources offers a window into the heart of your practice and keeps your families educated and engaged.

- Mobile and "search engine ready" designs ensure **your practice will be seen first** when someone uses their phone to search "pediatrician near me"
- A **mobile app** that mirrors your website
- Optimized content and layout to **increase findability** in Google searches
- Ancillary services like **SEO, patient educational materials, and reputation-management** can be seamlessly integrated to your site for optimal results
- Secure and **HIPAA compliant**