

Standards for Physician Portraits on Beaumont.org

The Beaumont Health website (Beaumont.org) features physician profiles via the Kyruus Provider Match Software. To help connect current and prospective patients to a Beaumont doctor, each physician has a profile page that includes details about their scope of practice, office locations and a photo.

It is highly encouraged that Beaumont physicians get a professional photo taken by Beaumont's photography team. However, physicians may submit their own professional photo if the following standards are met:

Attire:

- A white lab coat is required
- Only the blue Beaumont logo, or no logo, may be displayed on the white coat (no competitor or founding system logo)
- We encourage a dress shirt and tie under the Beaumont white lab coat for men; for women, a blouse/professional top is encouraged. Scrubs may be worn under the white coat.
- No hats may be worn

Backdrop: A plain, neutral-colored background (preferably gray) is strongly encouraged. A photo may be rejected if the background is distracting, unprofessional or contains competitor logos/backdrops.

Size/dimensions/resolution: Photos must be high resolution when cropped to a dimension of 260x390 pixels.



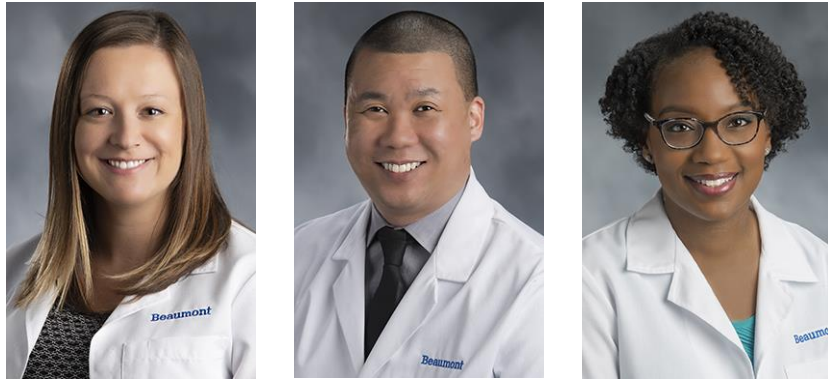
260 Pixel width
390 Pixel height
150 Pixel per inch
.jpg File format

NPI-FN-LN Name convention

Cropping: The crop depends on the size of the person's head and body. The image is usually cropped to just above the head; to just inside the shoulders and just below where the lapels of the white coat meet. Beaumont Marketing can assist with cropping if needed.

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Below are three examples of photos taken by Beaumont's photography team.



Below are some examples of aspects to **avoid**. Issues with photos may include:

- No lab coat
- Not a plain, neutral-colored background
- Low resolution / grainy
- Cropped too tight



Contact Information: Please submit your photo or questions to PRS@beaumont.org