

FIND A DOCTOR WEBSITE NOW OFFERS “ABOUT ME” SECTION

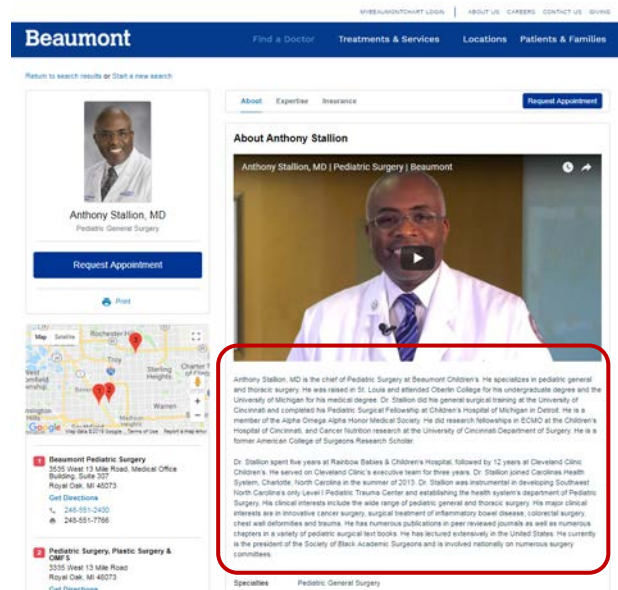
Biographical section allows additional profile personalization

Beaumont physicians can now include a brief biographical section in their Beaumont.org Find a Doctor profile. This is a great opportunity to highlight their expertise and interests.

The primary audience for Beaumont.org is consumers looking for a doctor. Personalized physician profiles can help potential new patients select a doctor.

GUIDELINES

- Biographies should be brief (8-10 sentences) and written for a consumer/patient audience.
- Topics to consider include:
 - physician’s care philosophy and clinical interests
 - why the physician decided to pursue a medical career
 - personal information such as hobbies, family, community activities, etc.
- The Find a Doctor website already lists physicians’ education; it’s not necessary to include that in the profile.
- Write in third person.



HOW TO SUBMIT

Completed biographies should be emailed to PRS@beaumont.org.

QUESTIONS



If there are any questions, please contact:

- Brian Vargo from Digital Marketing at Brian.Vargo@beaumont.org
- Chelsea Lange from the Physician Referral Service at Chelsea.Lange@beaumont.org