

Introduction:

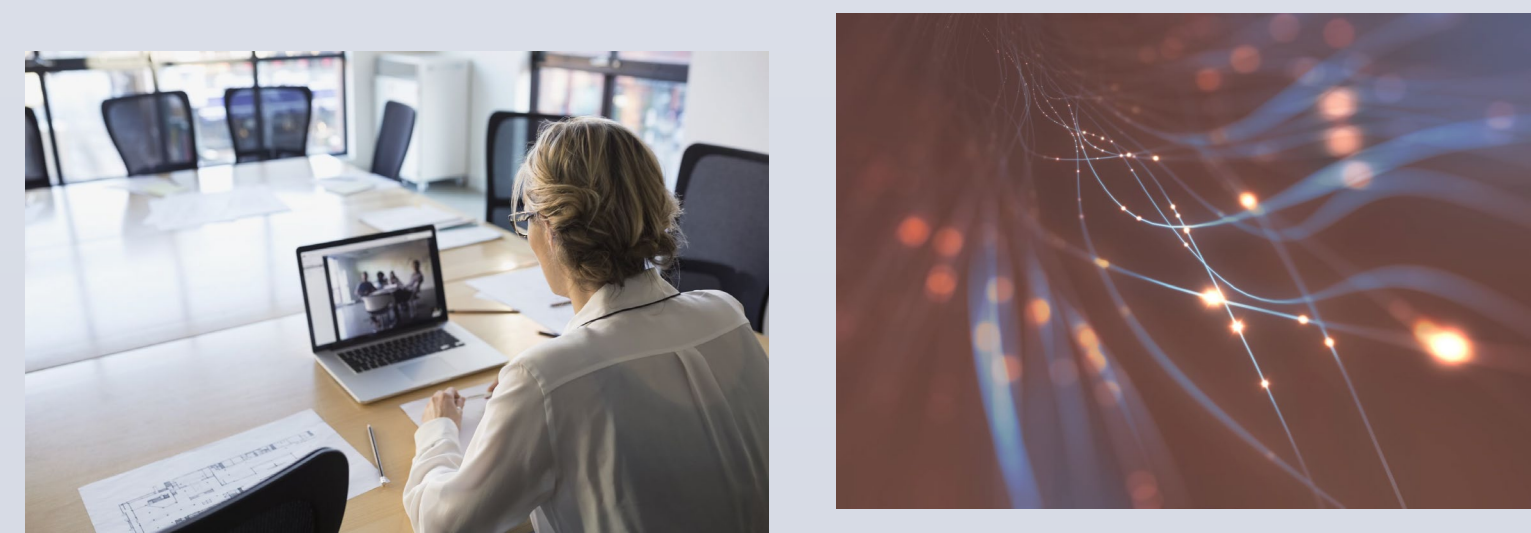
- > An informative website is an effective and positive way to advertise.
- > Busy patients will find an educational website useful for quickly answering common, frequently asked questions
- > We live in a very technological era where patients are likely to search for a doctor online; the website has become the medical offices' first impression

Literature review

- > Research indicates that "A good website establishes credibility, engages visitors, and offers support to your costumers. A good website solidifies your business, and it may deliver critical information on demand. Good website websites are also a good marketing tool." (Captive designs, 2017)
- > According to the website Population Health (2019), the seven must-haves on a medical website are:
 1. Clear messaging
 2. Reviews and testimonials
 3. Set the expectations
 4. Online and staff introductions
 5. Online conveniences
 6. Contact information
 7. Mobile friendliness

Project objectives

- > To research the benefits of a well-designed, educational and professional medical office website.
- > Determine whether an organized and aesthetic website increases utilization of the website, minimizing the number of calls and questions from patients.
- > Can a well-designed website increase business through positive advertising?
- > Study the effects of having patients book online on office efficiency.



Methods:

- > Reviewed original website to identify areas of the website where patient information was located and in need of revision.
- > Searched for examples of effective medical websites to determine what information is essential for a dental website, along with formatting ideas.
- > From the details identified in the review sites, a draft of a revised site was created. Fun fact: the original site was in the early stages of being revised prior to the start of this project. Developing this draft was an effective way to see if the completed research was consistent with what a site should contain.
- > Observed the time necessary to provide patients with e-documents before their appointments.

Results:

- > Based on an extensive review, the old website was lacking information and required updating. Although it was patient-friendly and straightforward, the site lacked many of the seven "must-haves" of an effective site.
- > Because the site is very new many of the results are anecdotal.
- > The revised website includes the following:
 1. Clean and easy use of formatting
 2. Includes procedures offered
 3. Offers office expectations
 4. List of doctors and staff credentials, and awards
 5. Provides PDF forms
 6. Includes office reviews
 7. Includes office contact information.
 8. Mobile friendly

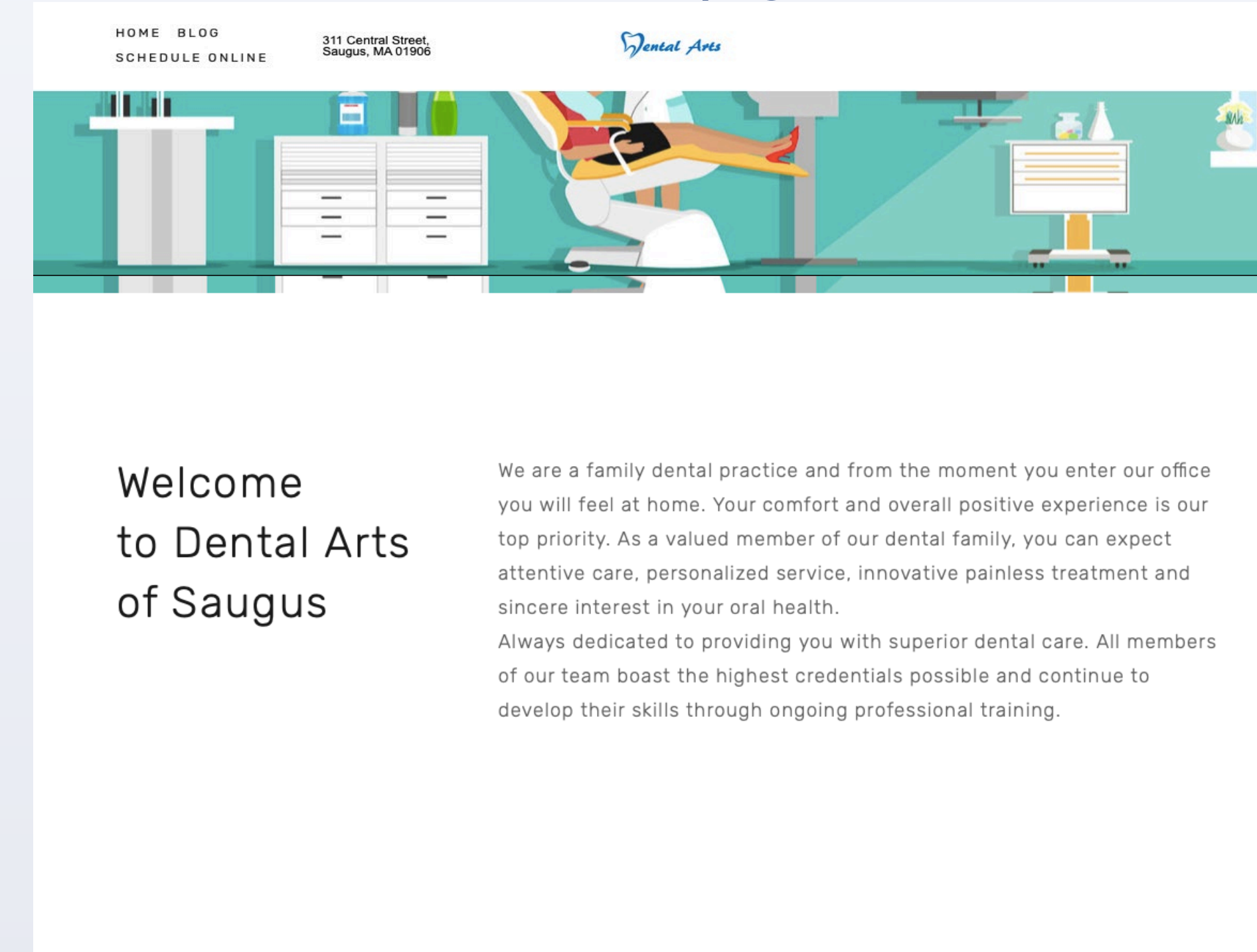
Conclusion:

- > The new website is visually pleasing and different and includes many of the elements identified as necessary for an effective and well-managed site.
- > The revised website includes all 7 "must haves" of website design.
- > Office staff have mentioned a steady decline on calls which ask general questions/ inquiries.
- > Office staff have reported an increase of patients finding the office online. (This information is not yet reported due to the site being new.)
- > On the following images we can see a glimpse of how the site has progressed/ changed.
- > Anecdotaly there has been a decrease in the use of paper documents.



The original website:

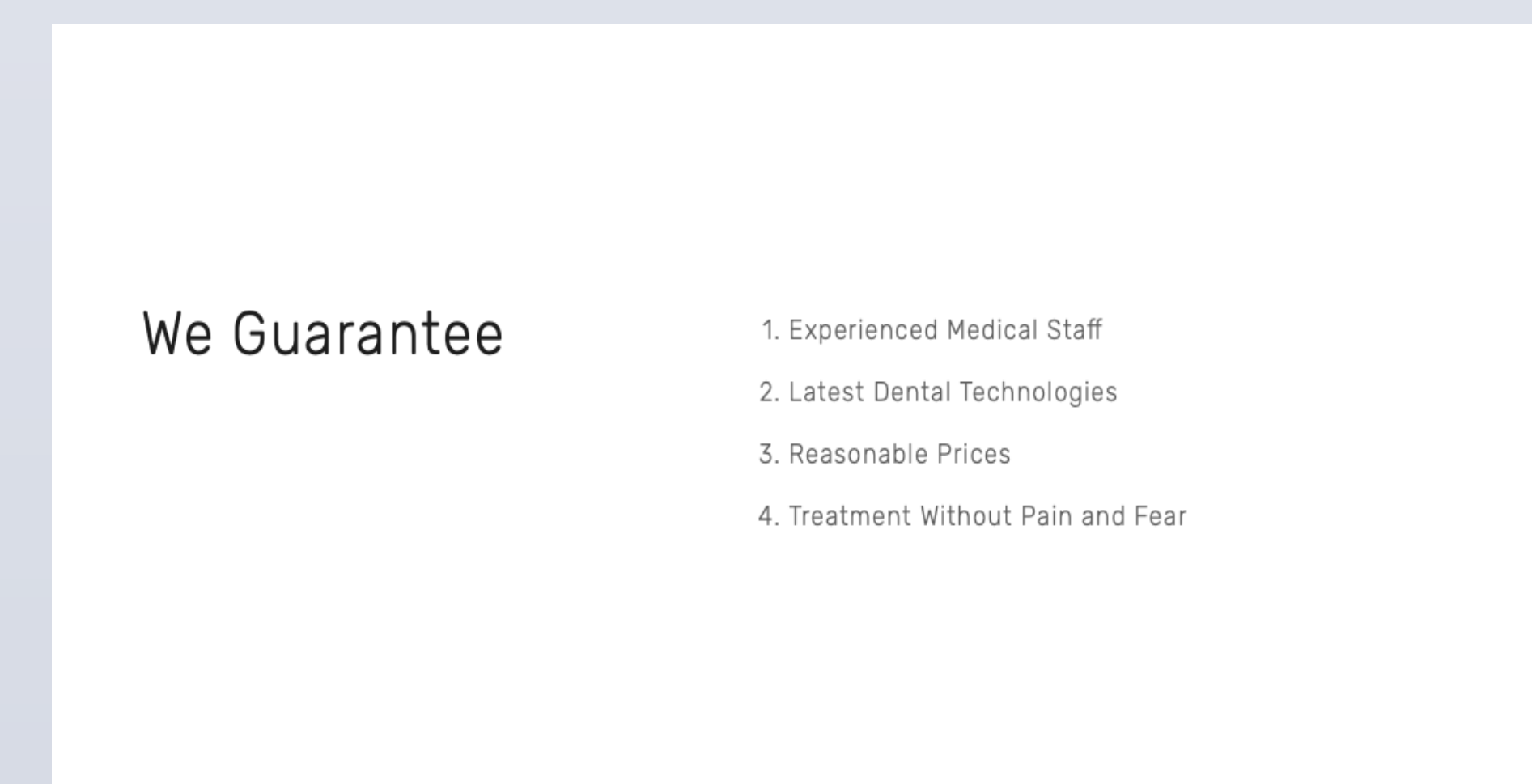
Front page



Picture collage



Office guarantee

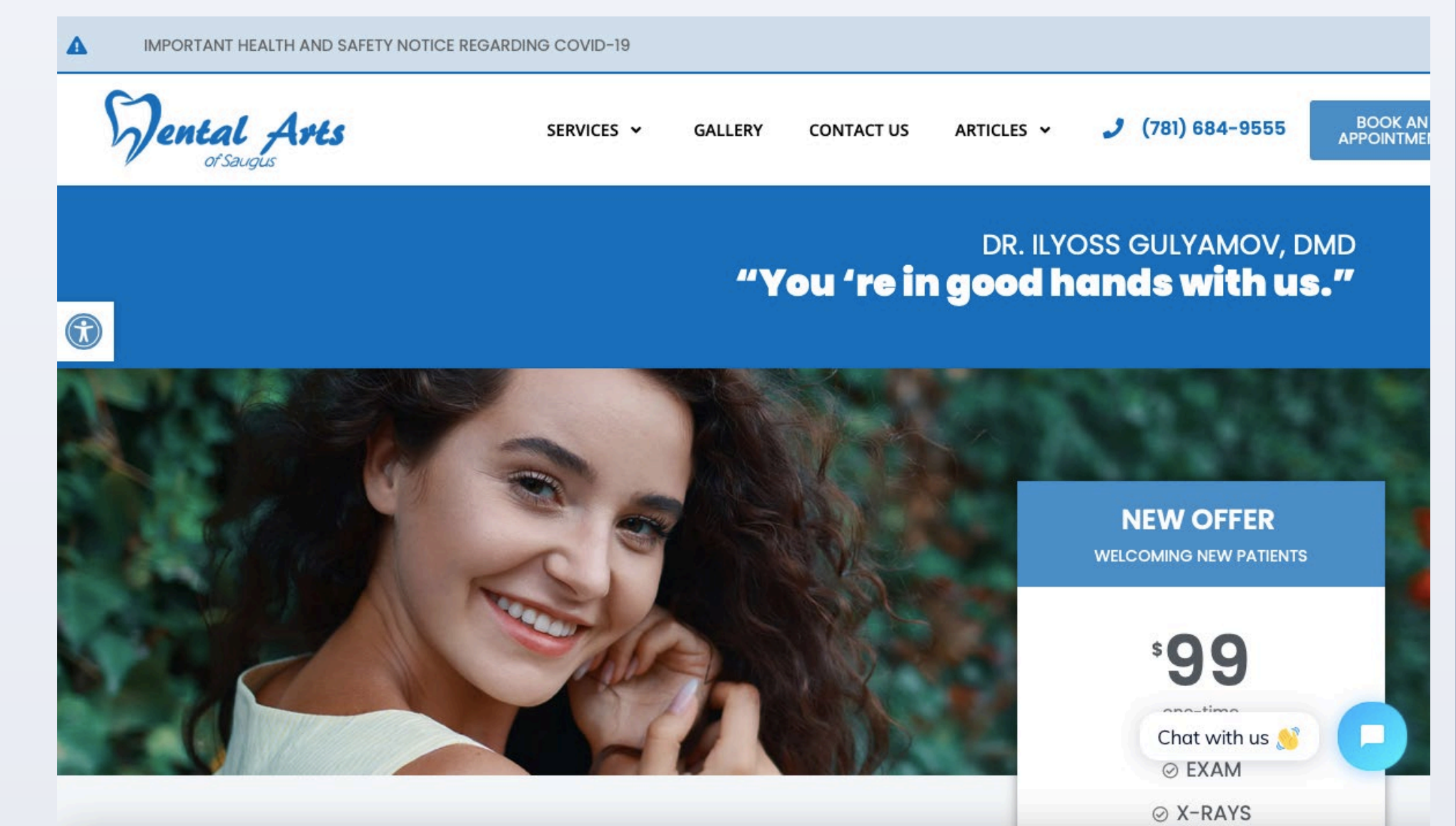


Bottom of webpage/ refer a friend program

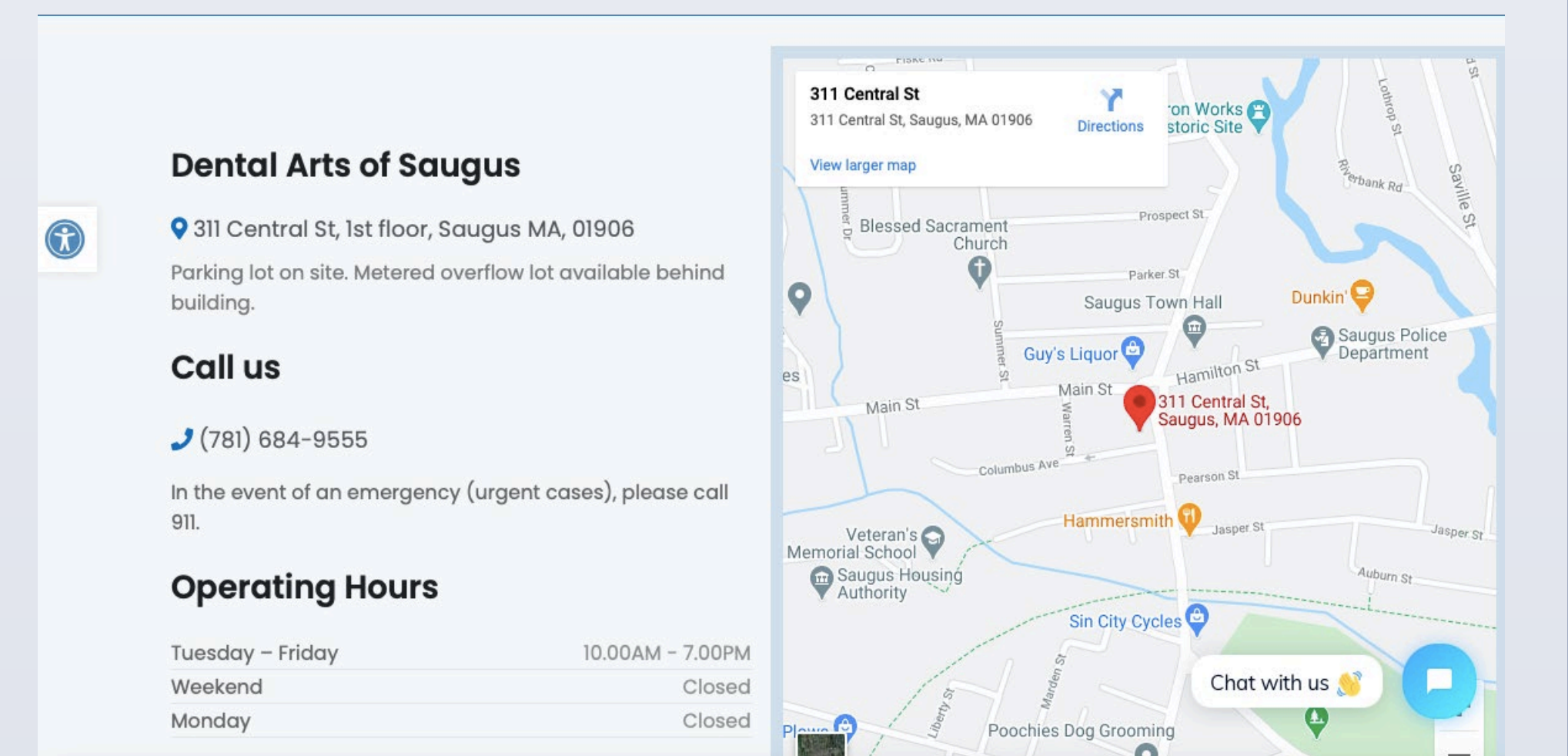


New website/ conclusion:

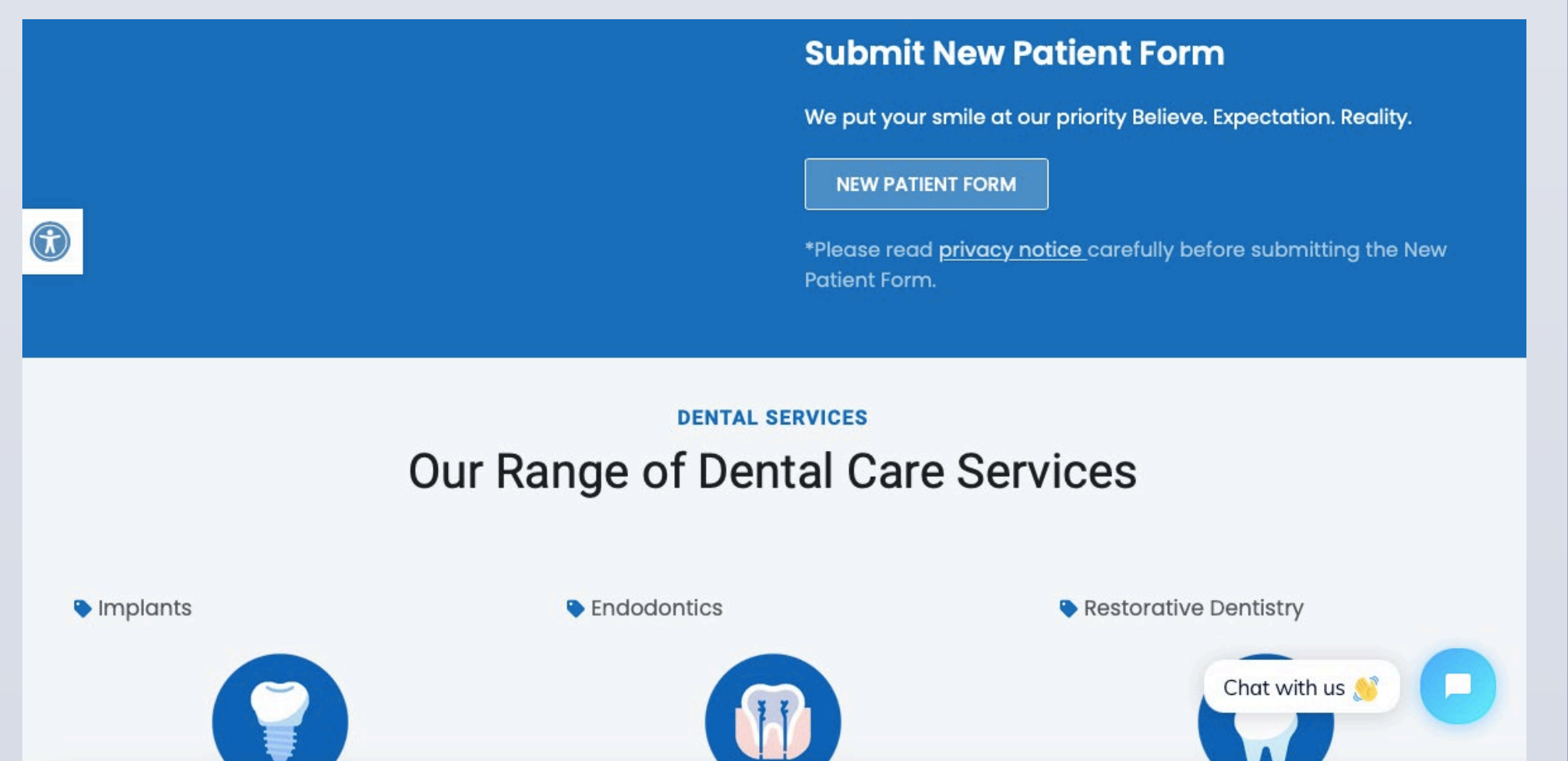
Front page



Address and contact information



Services offered and PDF forms



Office stats/ facts and patient reviews

