

Online Profile Enhancements

FAQ for Physicians and Providers

May 2020

As we turn the dial on reactivation, we're focused on delivering on our Safe Care Promise and making it easy for consumers to get the care they need. Online physician and provider profiles are the digital "front door" to our system. Now, more than ever, we must ensure this door is open and welcoming to build trust and confidence in our brand. On May 12, we launched a fresh look and user experience consistent across all online profiles in Illinois and Wisconsin to better position our providers as trusted experts ready to deliver on our Safe Care Promise to consumers and referring providers.

Why enhance our online profiles?

- Elevate our physicians and providers as trusted experts
- Build trust and confidence in our brand
- Attract new patients and referrals and support network integrity
- Increase virtual and in-person appointment conversions
- Make it easier to view and take action from a mobile device
- Enhance search engine optimization to amplify our digital marketing campaigns

How was the new design developed?

The new design was developed using consumer research and testing, meaning the content and the way it is presented are based on the information consumers find most valuable and that most influences their decision to make an appointment.

Why are photos and videos so important to have on profiles?

Our research found that photos and videos are most effective in helping consumers get to know a provider on a more personal level and build trust. We also found that written bios on profiles are not effective in driving consumer action. This is why, for Wisconsin profiles, bios are not included on the consumer-facing profiles, however they remain in place in the Clinician and Location Directory on Caregiver and Clinician Connect.

When will photo and video sessions be offered again?

As we continue to advance reactivation, we will determine when it is safe to resume photo/video shoots in both Wisconsin and Illinois and plan for future phases of this initiative.

How do we drive consumers to online profiles?

Some marketing tactics are more focused on building brand awareness – such as TV ads and billboards – while others are more targeted to drive specific consumer actions – such as emails, digital ads and Google listings. But all of our marketing efforts ultimately drive consumers to our websites where they can connect with a physician/provider to make an appointment.

How do I request a profile update?

The processes for requesting changes and updates to online profiles remain the same. Physicians/providers or practice managers may request updates as follows:

- In IL: Click the link for "Request an Update" at the bottom of your online profile page.
- In WI: Use the Provider Location Data Management system QuickLink on your Clinician Connect portal page or Caregiver Connect.

