

5 WAYS TO BE A SOURCE of Health Information for Your Patients

Health-related research is one of the **top three online activities** in the world. Google has been improving **health search results**, and even offering **live chats with doctors**. Can doctors compete with the Internet in terms of providing health info to patients? **YES, AND HERE ARE 5 WAYS TO DO IT.**



1)))

HELP PATIENTS NAVIGATE THE SEA OF MEDICAL INFORMATION (AND MISINFORMATION).

Data shows that of the 72 percent of Internet users who searched for health info in the past year, 77 percent began at a general search engine. Only 13 percent began at a site that specializes in health. Don't tell patients to get off Google, offer them to better quality health content so they don't seek it from less-reputable sources.

2)))

OFFER ACCESS AND EDUCATION. Just because patients can access health info online doesn't mean they understand it. Also, patients don't want search results *or* info from their doctor, they want both. **One study** found that most ophthalmology patients prefer personalized one-on-one education provided by their doctor, along with recommended printed materials and websites.

3)))

OFFER BETTER CONTENT FOR FREE. The best content is not always free. Pew Research found that 26 percent of online health seekers have been asked to pay for access to content they wanted to see online; just 2 percent paid for it. As a doctor, you have access to top-notch proprietary medical content that your patients don't. Offer it without cost on your site to become a destination for quality information not available elsewhere.

4)))

PROVIDE CUSTOMIZED HEALTH CONTENT. More than half of online health seekers researched a specific disease or medical problem. Unlike Google, you can offer your patients timely and accurate condition-specific information expressly targeted to them, their needs, and their health history.

5)))

BOOST PATIENT ENGAGEMENT WITH BETTER PATIENT EDUCATION. By giving your patients more of the info they want — personalized, digital content that answers their questions and can be accessed from anywhere, anytime, you create **engaged patients** who see you as an expert source for their health care.

LOOKING FOR MORE WAYS TO ENGAGE AND EDUCATE PATIENTS? Download our eBook, "Change How You Deliver Patient Education to Change Your Bottom Line." or investigate our blog.



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