



# A STEP-BY-STEP GUIDE TO CREATING HIGH-CONVERTING PHYSICIAN BIOS

Turn these necessary profile pages into appointment-making powerhouses.

## 1. Get Physicians Excited About the Process

- Get buy-in from doctors.** Share information on what the profile will look like, what your organization wants to get out of it and how it will expand the doctor's platform.
- Ask out-of-the-box questions.** Try these:
  - What makes you different from other doctors in your practice?
  - What do you want people to understand about the way you practice medicine?
  - What do you wish every one of your patients would do and why?
- Allow physicians to review final content.**
  - Doctors will be more comfortable talking with you, so you'll get better quotes.
  - Ensuring the content is accurate will improve your site's [Google E-A-T Score](#).

## 2. Create a Standard Design for all Physician Bios

- Include high-res headshots.** People view doctors with profile photos twice as often as doctors without photos<sup>1</sup>.
- Use headings and sections.** Make information easy to find.
- Showcase the physician's own words.** Consider using a pull-quote as a designed element on the page.
- Include video.** Behind-the-scenes videos allow potential patients to feel like they're meeting the doctor in person.
- Flaunt their expertise.** Include a section with links to articles they've published or been quoted in and awards they've received.
- Make insurance coverage easy to find.** Link to an overarching insurance coverage page for the facility.
- Incorporate patient reviews.** Enable star ratings and reviews on your site. Claim and complete doctor profiles on third-party review sites like [Yelp](#) and [Healthgrades](#).

<sup>1</sup><https://blog.doximity.com/articles/doctors-headshots-5-striking-lessons-from-500-000-physician-profiles>

## 3. Tell the Physician's Story

- Convey empathy.** Include quotes and conversational language.
- Put experience in context.** Instead of "Dr. X performs 500 biopsies each year," use "Dr. X performs 500 biopsies each year, more than anyone else in the region."
- Optimize for SEO.** Use keywords and follow all [SEO best practices](#). If any of your doctors have a strong reputation, use their name as a keyword.

## 4. Create a Robust Directory

- Use the right language.** Clearly label your physician directory, "Find a Doctor."
- Include a unique URL for each bio.** A dedicated URL allows your organization to showcase links to doctor profiles in [news articles](#) and link to individual doctors within the hospital website.
- Make searching simple.**
  - Allow for general and medical terms, such as "oncology" and "cancer."
  - Include multiple search options, such as by department, physician name and diagnoses.
- Include easy ways to make appointments.** Enable click-to-call and an option for online scheduling.
- Update regularly.** Periodically review the physician bios for accuracy and update them with new information.

Creating engaging physician bios that make an impact is a significant job, especially when you have a lot to write at once. If you don't have the bandwidth, [get in touch](#).

Get the results of our physician bio survey. More than 500 patients shared what they want to know.



# WHAT REALLY MATTERS IN A PHYSICIAN BIO: REAL-TIME SURVEY DATA FROM 500+ PATIENTS

Aha Media Group set out to discover what patients care about in physician bios. We surveyed 570 consumers — men and women ages 18 to 70+. Below is an analysis on where consumers seek physician information and what factors are most important to them when researching.

## THE RESULTS

### People look for physician bios...but not where you think:

- **75%** of respondents said they read a doctor's profile before making an appointment. But the majority aren't going to a hospital website to find them:
- **27%** ask friends and family for recommendations
- **25%** find physicians on insurance carrier websites
- **22%** search online (i.e. Google)
- Only **6%** of respondents visit a hospital website directly to find information on a physician

### Not everyone searches for physician bios:

- Seniors are less likely to seek out physician bios: People over age 71 are the least likely to read physician bios (**53%**). But more than **70%** of those under age 71 said they're likely to read physician bios before an appointment.
- The higher the education level, the more likely a patient is to seek out physician bios. Almost all education levels are at least 60% likely to read physician bios before an appointment. That likelihood increases to more than **80%** for people with Master's degrees and more than **90%** for people with Doctorates.
- Women are more likely to make healthcare decisions on their own compared to men.
- Men are twice as likely as women to make healthcare decisions in partnership with loved ones. They're 3x as likely to make decisions with a spouse compared to women.

### Three factors are more important than any others:

- **26%** of all respondents want to see experience, **25%** want to see insurance coverage details and **13%** value education details.
- Only **7%** care about hospital affiliation.

### Online reviews matter, especially to younger patients:

- Only **10%** of respondents do not value online reviews, most in the 71+ age group.
- **64%** of respondents ages 18 to 34 said online reviews are very or extremely important.

### Most people want to see the lighter side of their doctor:

- The top three factors that make patients more likely to schedule an appointment with a doctor are: sharing similar morals and values (**26%**), a sense of humor (**23%**) and understanding why they became a doctor (**21%**).
- **44%** of those 71+ said a doctor's sense of humor will make them more likely to schedule an appointment.
- Women (**52%**) care more about doctor photos and videos than men (**46%**).
- Those with doctorate degrees are the most likely (**74%**) to seek out photos and videos. Master's degree holders were the next highest (**52%**).

### People still prefer using the phone to schedule appointments:

- More than **50%** of 18 to 34 and 35 to 50-year-olds schedule appointments online.
- Almost **70%** of 50 to 70-year-olds and almost **80%** of 71+ schedule appointments over the phone.
- The lower the education level, the more likely the patient is to schedule by phone.

## Use Our Checklist to Put the Data into Action

Don't skimp on what matters most to audiences: details like insurance coverage, online reviews and doctor personalities. We're far from the days when a slim profile with only the basics is enough.

**Use our checklist as your roadmap. Or if you need helping turning your physician bios into what patients want, [lean on us](#).**

