



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 photos¹.
- 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](#).

¹<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.](#)

