

Optimize Provider Profile Page

Updating Provider Profiles

Submit changes to provider profiles using the [Find a Doctor \(FAD\) Change request forms](#) located at the upper right corner of any profile (see image below). The form is sent to Web Services, Credentialing and EPIC; changes are made in the respective source systems and imported nightly.



Visit our [model profile](#) for a look at final layout.

Ways to Optimize Provider Profiles

- Tag providers in the Practice Focus Portal (administrators and marketing have access). These tags are referred to as services on the profiles. This tagging allows us to connect content across the entire web site including:
 - Our Team pages (under [service pages](#))
 - Links to service pages from profile page
 - Specialty drop-down menu on [FAD search](#)
 - Show physicians button on location detail pages
- The About Me section on a provider's FAD profile is a place for providers to highlight themselves, their clinical expertise, interests and research. This section may include the following information:
 - Biographical statement (limit to two paragraphs)
 - Include up to two paragraphs that includes information about the provider's background or other information that may help patients choose a physician. This can include:
 - Patient education work/materials
 - Professional organizations (please note any out-of-state telehealth licensure)
 - Care Philosophy (First person; 1-2 sentence quote)
 - Titles (bulleted list; formatted as: title, department/group)
 - Include relevant HFHS titles, Program Director and above only
 - Research Interests
 - Up to two paragraphs or five bullets to describe your research interests, including grant funding
 - Awards and Honors (Up to five; bulleted)
 - Most recent and/or most prestigious; formatted: Award, Organization (Year)
 - Attach up to 4 videos
 - Videos must be posted on [HenryFordTV](#); If not available, fill out the [video upload form](#)
 - Any [Henry Ford blog posts](#) should attach to physician profile. Please note if not.
 - Publications list: Obtain a link to your publications in PubMed from Sladen Library staff.