

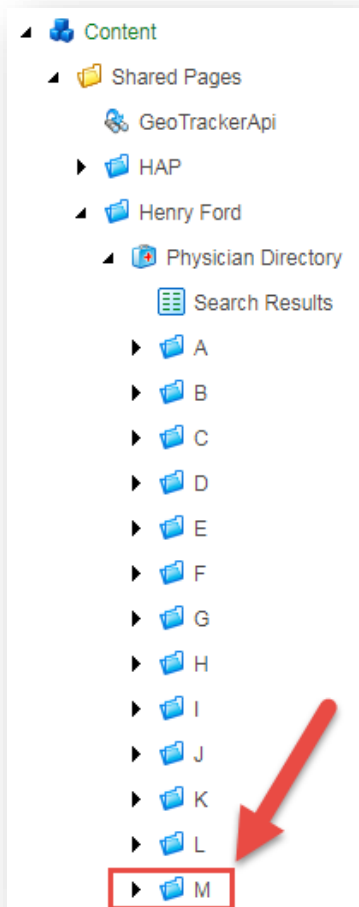
HOW TO UPDATE PHYSICIAN URL/NAME

Rename + Move Physician

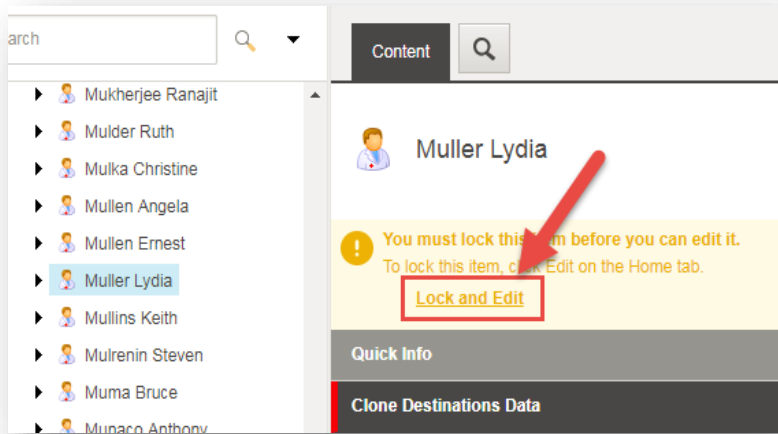
There are many instances where the name of a physician may change. Updating the URL of the physician profile is important to ensure that physician data across all sources such as search engines is accurate.

TIP: Ensure that you make ALL of these updates late in the afternoon/evening to limit the amount of time a visitor may receive a 'page not found' message from google search results (see **Adding Redirect section**).

To begin, navigate to the physician's profile page under **Shared Pages**

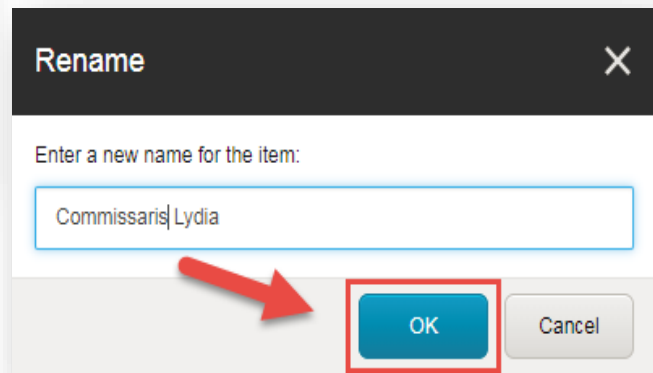
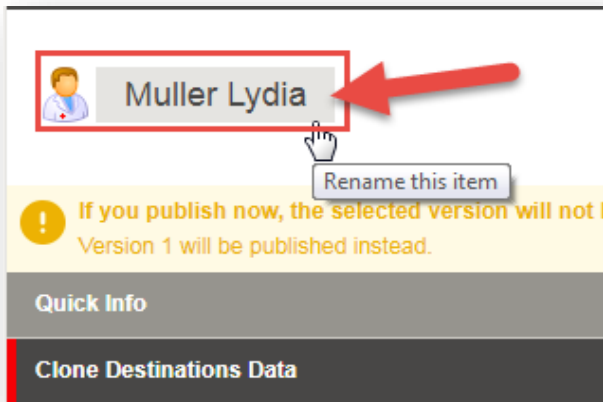


Lock and Edit the physician item



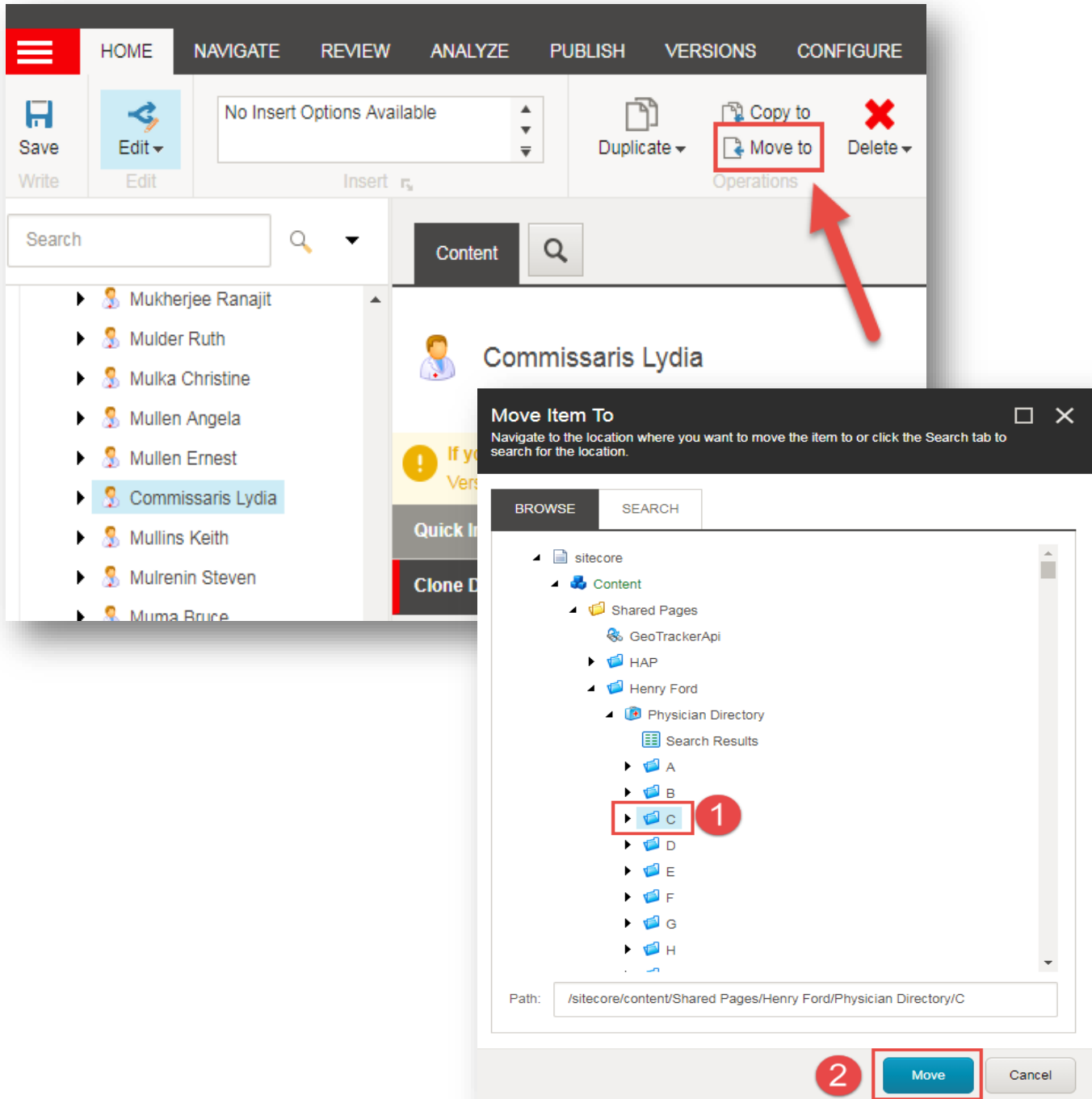
Rename the physician item

- Note – The Physician renaming WILL trickle down to the clone destination(s) automatically!



The item will not move automatically if you are changing the physician's last name. In the menu ribbon, click on **Move to** and select the appropriate location for the newly named Physician.

- Note – Moving the Physician Item WILL trickle down to the clone destination(s) automatically!



Once all updates have been made, check the physician item back in and **Publish** the parent letter folder. A smart publish will suffice. If you have moved the physician item, ensure that you smart publish the new destination AND the old destination.

To ensure that updates are promptly available within the HF Physician Directory, publish the folders in the clone destination(s) as well.

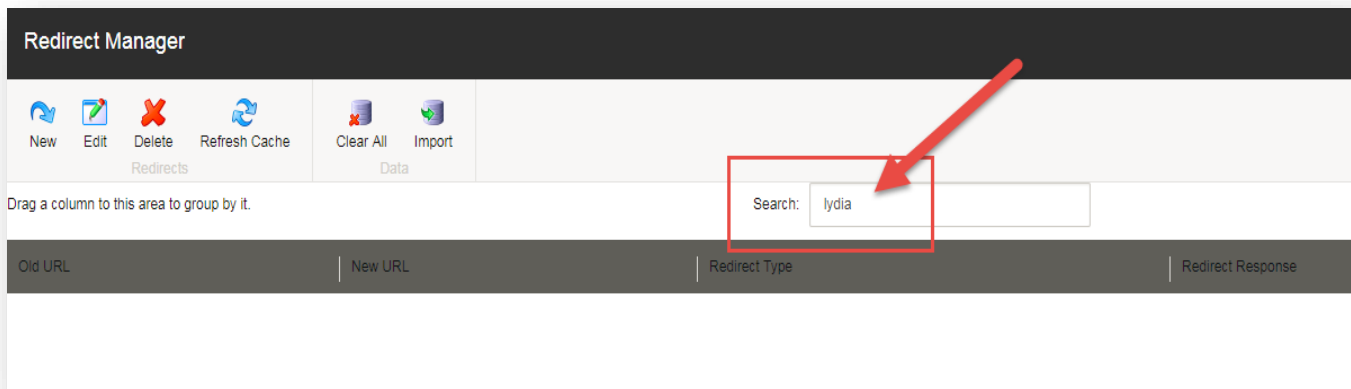
The screenshot illustrates the 'Publish' workflow in the Perficient system. On the left, a list of physicians is shown, with 'Commissaris Lydia' selected. The main panel displays the 'Clone Destinations Data' for this physician, showing 'All', 'HFPN', and 'Med Ed' destinations. A yellow warning message states: 'If you publish now, the selected version will not be visible on the Web site because it has been replaced by an older version. Version 1 will be published instead.' The 'Publish' button is highlighted with a red box and a red circle labeled '1'. Below this, the 'Publish' dropdown menu is shown, with the 'Publish' option selected and highlighted with a red box and a red circle labeled '2'. The 'Publish' dropdown menu shows a tree structure of folders, with 'C' and 'M' highlighted by red boxes and red arrows. The 'Items in the Folder' section on the right shows 'Caballa Lisa' and 'Calderone David'.

Adding Redirect

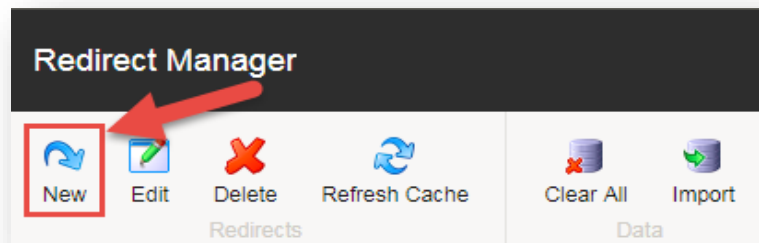
While you wait for Google to re-index the physician's newly updated URL/Name, you will want to create a redirect in the redirect manager to ensure that no one received a 'page not found' message.

TIP: Ensure that you make ALL of these updates late in the afternoon/evening to limit the amount of time a visitor may receive a 'page not found' message from google search results. You will need to wait for the Redirect Manager CD caches to clear nightly OR coordinate a time with MedTouch to clear the CD caches during the workday!

To begin, make sure that you check for any pre-existing URLs for the physician. Update any existing redirect if applicable.



Proceed to add the new redirect



Ensure that:

1. The Old URL matches the Physician's previous path
2. The New URL matches the Physician's new location
3. The redirect is a vanity page and a 301 -> Click **OK** to add

New Redirect
Create a new redirect.

Please enter Old URL to create a new redirect.

The Old URL must be a full URL without http:// or https:// or Fragment ID(#hashtag) i.e. 'www.domain.com/old_page.htm' or 'domain.com/old_page.php'
The New URL can be either full URL (http:// and https:// are optional) i.e. 'www.domain.com/new-page' or root relative i.e. '/new-page'.

Old URL:
 1

New URL:
 2

Redirect Type:

Redirect Response:

Case sensitive URL:
☐

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Wait for the nightly CD redirect server caches to clear OR coordinate a time with Perficient to clear these during business hours for the redirect to fully take effect.