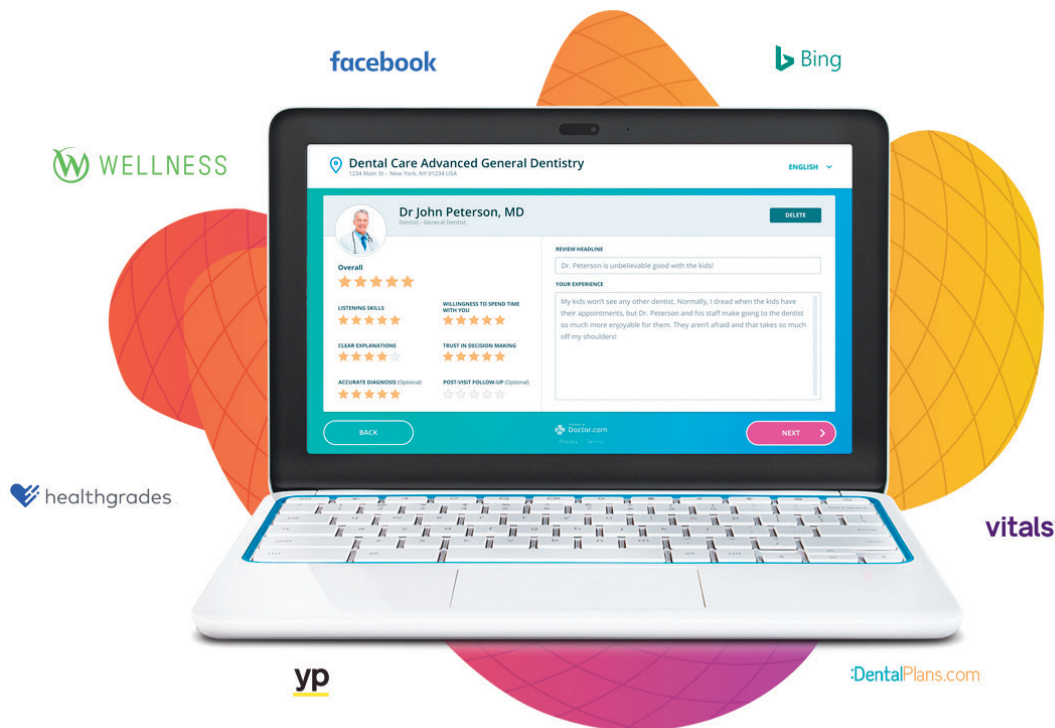


# Doctor.com Online Brand Management

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## DOCTOR.COM

We selected Doctor.com so you would have a complete platform to deliver a better customer experience at every step of the patient journey from online to the office. It starts with your free online patient scheduler on your Find-A-Dermatologist Platform. Now you can start taking control of your online presence, grow a favorable reputation, and future-proof your practice. We've outlined three ways Doctor.com can help.

### 1. Accurate and consistent listings information everywhere patients are searching for care.

Doctor.com's listings management solution identifies and corrects inaccurate data across the web. It continues to work around the clock to suppress errors as new data sources periodically push incorrect listings to various sites. If you move offices, get a new email address, expand your hours of operation, or change anything else, you can easily make updates from one master profile that syndicates your information across the web. Our direct partnerships and API integrations with healthcare and business sites like Google, Yelp, Healthgrades, Vitals, and YP make the process seamless and pain free. This not only improves your practice's SEO, but it also helps to prevent losing potential new patients.

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## 2. Reputation management, simplified.

Patients overwhelmingly turn to objective, third-party sites to read their peers’ reviews — a make-or-break factor for most. It’s crucial that dermatologists both have a deep well of online patient reviews and accumulate them on a regular basis, as 80% of consumers don’t trust reviews older than three months.

Collect authentic patient reviews on the industry’s most trusted websites to build an enduring reputation. The Doctor.com ReviewHub™ encourages patients to review your practice at the point of care. Then, it publishes each review to popular patient destinations — including Healthgrades, Wellness, and Vitals. Doctors have a single interface to read and respond to all reviews so you don’t have to go hunting on individual websites, networks, and databases.

## 3. Stay ahead of the competition by offering a modern booking experience.

One in three scheduling attempts is made after office hours. That’s when your patients have the time to conduct their personal, healthcare-related business. Unfortunately, that’s also when no one’s available at the front desk to take their call and get their appointment in the books.

Enable patients to request appointments directly from 40+ major consumer sites — including AAD.org. Online universal scheduling captures more appointments by expanding your hours of operation 24/7, even when your office is closed. It’s preferable from the patient’s point of view — about half of all patients would rather use online scheduling than make an appointment by calling the office, and 42% will even choose a different provider who offers online scheduling. Plus, it lightens the load for your office staff, as scheduling is a major part of patient intake. Instead, your front office can focus on more important responsibilities.

Get to know Doctor.com’s complete suite of solutions to help you build and manage a thriving online presence, attract new patients, and run a more efficient office.

## LEARN MORE .....

Schedule some time to talk to a practice consultant at [doctor.com/demo](https://doctor.com/demo) — they will walk you through the impact Doctor.com’s platform can have on your business.



doctor.com

An AAD  
Preferred Provider