Doctor, Google Thyself

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Have you ever Googled yourself or your practice? Did you know that you have an ever growing online reputation? Whether you know it or not, doctors have an online presence. When you type your name in a search engine you may be surprised by what you find. Everything you do professionally creates a digital footprint. If you are involved in social media then you are contributing to your online reputation. If not, your online reputation is being written for you. There is a conversation taking place about you online, but unfortunately you may not be included in it.

A simple Google search of your name will likely show your practice website. Your name will also appear in numerous third party review sites. Take the time to read a few. You may be surprised. You will find your name and your practice appearing on people's Facebook and Twitter pages too. While at first this may be disturbing, I view it as an opportunity.

The Internet has revolutionized healthcare. Health information is now available to everyone with the touch of a button. Pew Internet shows that 80% of people look up information online. A patient experience goes like this. Before a patient sees you they research their symptoms to try and decide what is wrong. Next, they search online for doctors and read online reviews to decide who to see. Then, they schedule an appointment to see you. After the appointment they go back online to see if you knew what you were talking about.

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