

[Dr. XX/Practice] Goes Online

Patients log onto to [insert practice URL here]

Patients can now find Dr. XX, [type of practice and specialty] on the Web at [insert practice URL here]. Dr. XX is the first practice in the [location] community to join the Medem™ e-health network, created with the clinical leadership and expertise of the nation's leading medical specialty societies, including [insert name of related specialty society here], and the AMA. Dr. XX's office used Medem's *Your Practice Online*™ service to easily create their Web site where patients can learn about Dr. XX's practice and find credible, comprehensive, clinical healthcare information from the American Academy of Ophthalmology; American Academy of Pediatrics; American Association of Neurological Surgeons; American College of Allergy, Asthma and Immunology; American College of Obstetricians and Gynecologists; American College of Occupational and Environmental Medicine; American College of Preventive Medicine; American Medical Association; American Psychiatric Association; American Society of Plastic Surgeons; Michigan State Medical Society and other partner medical societies.

"Many patients have already begun going to the Web for healthcare information, but often times what they find is not credible or relevant," said Dr. XX. "Because I am their practicing physician, I understand my patients' medical concerns, and with *Your Practice Online*, I am able to incorporate information from the nation's leading medical societies to meet my patients' specific needs."

Dr. XX's Web site features patient education materials, including articles, fact sheets and brochures; pre- and post- procedure instructional information; insurance information; hours of operation, driving directions and other office information; physician curriculum vitae (CV); and medical news. Any physician who is a member of one of Medem's participating societies can register for *Your Practice Online* and build their own customizable Web site at www.yourpracticeonline.com.