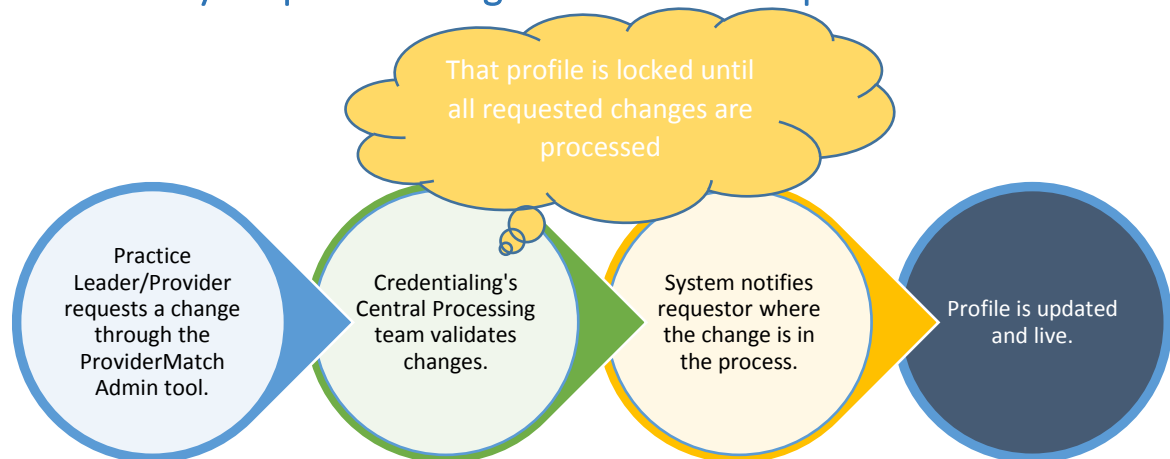


Six Rules to Achieve Higher-Quality Search Results

Rule 1. Review provider's information often and keep it up to date.

- Not all of the information in your profile is visible to the patient search, but it is reflective of the information found in our credentialing and personnel systems. It is your responsibility to keep provider information current and accurate.

Rule 2. Submit all your profile changes in the same request at one time.



- The system only accepts one review per provider at one time.
- For example, if you submit a change request for the demographic data and later on that day want to go back and review and submit a separate request for a different section, the system will be locked until the first change request is complete.
- To avoid getting locked out, review all the sections at once and make your updates before submitting the final change request.
- Finally, your change request will be approved once all of the requested changes in that same request can be validated, which means all of speed of approval for change requests is contingent on the change that takes the longest.

Rule 3. Review the specialization tab with your provider and submit the scope of practice terms, the provider specialties and configuration terms ASAP (~~before Sept. 10 to be ready for go-live~~)

- Make a list of all the search terms you would like your provider to appear under in the Find a Provider tool. Make sure all of these are associated with your profile.
- These terms help your provider become more searchable on the public site. Without these terms your provider will not be featured in specific search results (General Surgery vs. General Surgery > Bariatric Surgery or for Orthopedic Surgeon make the search term knee replacement, etc.)

Banner MD Anderson NO

Clinical Scope of Practice

Define your clinical practice by selecting the medical conditions you treat and procedures/treatments you provide. Defining your clinical scope of practice allows patients and call center agents to find the right providers for their care need.

Edit your scope of practice as follows:

- To select or modify conditions, treatments, and procedures select Edit
- If you see an orange bar at the top of your screen, select Configure to define additional concepts

Conditions & Diseases

- abdominal abscess
- abdominal adhesions
- abdominal cancer
- abdominal dermoid cyst

• Added search terms –
without adding these terms this your profile will only appear under the basic, default search

Only pick the terms that will be the most meaningful to the provider's practice. You're not going to stand out if you find yourself using all of the same keywords as your competitors.

Rule 4. Update the order of your Information Including practice locations.

- By dragging a location to the top of the locations list, you will set the Contact Phone Number that displays in the patient search when they click "Schedule an Appointment".
- Show in ProviderMatch is an indicator you can check to see if a location on your profile is set to show in the patient search results.

- The education, board certificate, and locations can be ordered within the ProviderMatch Administrator tool. Making these changes (by dragging to reorder the values) will update the order the patient sees the listing in the patient search.

Rule 5. Some Fields Must be updated at the Source

- Location, insurance, accepting new practice all are fields that are imported nightly from P4, the source of truth for sensitive data. For that reason, providers and practice managers cannot directly edit those fields in the ProviderMatch Admin tool.
- Instead, requests to those specific sections should be submitted through the notes tab and the credentialing team review and update the information in P4.

General Experience Specialization Locations and Scheduling Insurances Accepted **Notes**

Please use the 'Other Profile Edits' field to request changes to areas of the provider profile that you were not able to edit.

Additional Information Cancel Save

Other Profile Edits

This is where you can input change requests for non-editable fields

Rule 6. Own the Process and Stay Informed.

- As owners of this data, it's important that you understand how the tool functions and the best practices to elevate your providers' profiles. To that end, we are expecting all practice leaders to attend one 30 minute training session between September 6-18.
- It is your responsibility to provide the necessary information for location update requests and any other changes to a profile.
- This tool will be continuously updated with new features and enhancements, new fields and tools. Communication will go out on these updates so please read, learn, and share the information with your teams.