



Personal Physician Web Site Overview

The information below documents how to build and maintain your own AAOS-sponsored Personal Physician Web Site. You do not need to fill out the various forms in this document - they are for illustrative purposes only. All forms will be displayed as you build, maintain, and enhance your web site.

If others on your staff will be helping you (for instance, an administrative assistant), print a copy of this document for them and then circle the areas they will be responsible for.

There are seven main maintenance screens, one for each major section of a Personal Physician Web Site:

1. Home
2. About
3. Library
4. Location & Hours
5. Specialties
6. Forms & Payment
7. Image Gallery

The individual maintenance links associated with each of these areas is described in this document under their respective headings.

Please note that online *Help* is available for each of the major sections. The *Help* links are listed at the bottom of each maintenance screen. The *Help* links also contain sample verbiage for many of the *fill-in-the-blanks* sections (such as *My Approach to Patient Care*) that you can *copy-and-paste* into your web site templates and then customize to reflect your practice environment.

Before building your own web site, take a look at the Design Examples listed on <http://OrthoDoc.aaos.org> to see how others have used the AAOS templates.

If questions arise, please call Member Services at (847) 384-4259 or write to orthodoc@aaos.org

A note about uploading your images

All images must be in *GIF* or *JPG* format. The program will automatically scale the uploaded image to properly display on your web site.

Image uploading errors may occur if the images ARE NOT:

- 800 wide X 600 high pixels or smaller
- Resolution (DPI) or 72
- ".JPG" with an RGB color setting

If you do experience an error:

1. Export the image as a "GIF" image type
2. Upload that "GIF" image to your site

To convert to a GIF in MS Windows:

- Open the image using MS Office Picture Manager
- Choose "File-->Export"
- Choose "GIF" under "Export with this file format"
- Choose "Document Small (800 x 600 px)" under "Export using this size"

If you need assistance with your image files, please Email orthodoc@aaos.org and provide:

- Your website address (e.g., orthodoc.aaos.org/**DrABC**)
- Attach the image you want to upload
- The place you would like it uploaded to (i.e., your main image, your practice logo, or as a gallery image)

Please allow 1 business day for all requests to be processed.

Individual Physician Web Site

Maintenance Screen: *Home* Administrative Information

This is the first step in creating a Personal Physician Web Site.

➔ This is for an individual Web Site not a Group Practice Web Site.

This page allows you to submit the following Administrative Information:

Contact Email Address:

(Required) This E-mail address will be used by the Academy to communicate changes, improvements, and new features of the personal physician web site module. This address will not appear on your web site unless you specifically enter it under the *Office Locations & Hours* section.

➔ **Please keep this email address current**

Activate Web Site:

(Required) Choosing *Yes* allows others to view your web site. Choosing *No* allows you to work on your web site but prohibits others from viewing it.

YES

NO

➔ When you activate your web site, it will automatically be included in the AAOS *Find an Orthopaedist* directory for your listing.

Web Site Address (URL):

(Required) All AAOS sponsored web site addresses begin with *OrthoDoc.aaos.org*. You must pick your own unique identifier to complete your address. Enter only alpha and numeric characters. (Example: *OrthoDoc.aaos.org/DrJohnSmith*)

http://OrthoDoc.aaos.org/_____

(Do not use spaces, commas, periods, hyphens, or underscores.)

➔ You may also point a personal domain name to your AAOS web site. Please call Pam Butenshen at (847) 384-4282 or write to Butenshen@aaos.org for assistance with this option.

Display Style:

(Required) Choose *A, B, C, D, E, F, G, or H* to select the respective of your choice to be used as the background for your personal web site. You can preview each template by selecting any of the designs listed in the upper right-hand corner of the screen.

Design A

Design B

Design C

Design D

Design E

Design F

Design G

Design H

➔ You may change your template choice whenever your wish.

Number of Web Visits:

(Required) This will display the number of web visits on your home page in the lower left-hand column.

YES

NO

Individual Physician Web Site

Maintenance Screen: *Home* Edit Your Image

Use this screen to upload, delete, or change your photograph. Your photo will be displayed in the upper left-hand corner of every page on your web site.

All images must be in *GIF* or *JPG* format. The program will automatically scale the uploaded image to properly display on your web site.

Having trouble? Please see "A note about uploading your images" in this document.

Individual Physician Web Site

Maintenance Screen: *Home* Edit Your Practice Name and Other Staff in Your Practice

Use these two text boxes to enter:

1. The name of your practice or group – this will be displayed above your name at the top of each web page, at the bottom of each web page, and in any *Your Orthopaedic Connection* document that you link to.
 2. Other staff in your practice – this will be displayed in the left-hand navigation column of every page on your site.
- ➔ Both entries use text boxes. If you want to list individual staff in your practice (instead of a description of your staff), enter the following characters after each name to ensure that they are listed one line at a time: <P>

Individual Physician Web Site

Maintenance Screen: *Home* My Approach to Patient Care

This page allows you to submit information that describes your approach to patient care. It is very important to enter information in this option as it is your home page. Use this feature to fairly market your practice and to differentiate yourself. Examples of suggested text and wording can be found in the *Help* text on the maintenance page.

► If your text contains multiple paragraphs, separate each paragraphs with two line breaks (e.g., hit *Enter* several times at the end of each paragraph).

You can revise or add text at any time.

Individual Physician Web Site

Maintenance Screen: *Home* Upload Your Practice Logo

Use this screen to upload, delete, or change your practice logo. Your logo will be displayed in the left-hand navigation column of every page on your web site.

All images must be in *GIF* or *JPG* format. The program will automatically scale the uploaded image to properly display on your web site.

Having trouble? Please see "A note about uploading your images" in this document.

Individual Physician Web Site

Maintenance Screen: *Home* Upload Banner Images

Use this screen to upload, delete, or change your template's banner images. These images will be displayed in the upper right-hand area of every page on your web site. You can add one, two, or three images. This is an option; you do not have to load anything. You also can indicate, via drop-down boxes, the order in which the images will be displayed.

➔ Note: Template A does not display banner images.

The system includes a sample library of sixteen images. You may choose any of these to display on your web site or any others that you have previously uploaded.

Important Note: Ensure that you have the right to use and display on the Internet any images that you upload. Do not violate anyone else's copyright, any applicable HIPAA policy, or your patients' privacy.

Having trouble? Please see "A note about uploading your images" in this document.

Individual Physician Web Site

Maintenance Screen: *Home* Change the *Contact Information* and *Other Staff* Headings

The system allows you to change any of the standard headings that are used in the templates. You can customize the default settings to anything you want, including a foreign language.

This option allows you to change the wording of these headings:

1. Contact Information
2. Other staff in my practice

Simply fill in the adjacent blank fields to modify the standard settings and then click *Revise*. To revert back to the template's default setting, simply click *Remove* after checking the confirmation box.

Individual Physician Web Site

Maintenance Screen: *Home* Change Opening Text and Section Labels

The system allows you to change any of the standard headings that are used in the templates. You can customize the default settings to anything you want, including a foreign language.

This option allows you to change the wording of these headings:

1. Welcome
2. Specialties
3. My approach to treating patients

Simply fill in the adjacent blank fields to modify the standard settings and then click *Revise*. To revert back to the template's default setting, simply click *Remove* after checking the confirmation box.

Individual Physician Web Site

Maintenance Screen: *About* Enter Your CV / Background Information

This page allows you to upload your Curriculum Vitae or any other document that describes your education and work experience. It is an optional field. You may also remove a document that had previously been uploaded.

Uploaded documents must be in Microsoft Word or Adobe PDF format.

You must also enter a description for the document (for example, "Curriculum Vitae") that will be displayed as the link to open the document. You may optionally also enter a brief description of the document.

Individual Physician Web Site

Maintenance Screen: *About* Enter Your Board Certification Status

This screen allows you to list any certifications that you currently have. The following fields are available:

1. Board Name (required)
2. Certification Year (required)
3. Re-Certification Year (future date)

You may add, revise, or remove any of your certifications whenever you wish.

Important Note: Do not enter ABOS certification information. This will automatically be displayed using information from the AAOS membership records.

Individual Physician Web Site

Maintenance Screen: *About* Enter Your Education Information

This page allows you to enter your Educational Background from Undergraduate through Fellowship.

Type:

(Required) You can list on your web site each degree you have earned and each Residency and Fellowship you have completed.

- | | |
|--|-------------------------------------|
| <input type="checkbox"/> Undergraduate | <input type="checkbox"/> Military |
| <input type="checkbox"/> Graduate | <input type="checkbox"/> Fellowship |
| <input type="checkbox"/> Medical | <input type="checkbox"/> JD |
| <input type="checkbox"/> Internship | <input type="checkbox"/> PhD |
| <input type="checkbox"/> Residency | |

Institution Name:

(Required) Enter the name of the college or university you attended or the Residency or Fellowship you have completed.

Location:

(Required) Enter the city (and optionally the state and country) of the college or university you attended or the location of the Residency or Fellowship you completed.

Degree:

(Required) Enter the type of degree awarded (e.g., BS, MS, PhD, MD, etc.) for the program you have completed.

Year(s):

(Required) Enter the year that your degree was awarded or the years that encompassed your Residency or Fellowship program.

Major or Sub-Specialty:

(Optional) Enter your college or university degree major or the specialty of your Residency or Fellowship training.

You can add, update, and remove any of your entries at any time by using the *Revise*, *Remove*, and *Add* buttons. There is no limit to the number of entries you can make.

Individual Physician Web Site

Maintenance Screen: *About* Enter Hospital and Academic Affiliations

This page allows you to update your Hospital and Academic Affiliations.

Type: (Required) Choose the appropriate type of appointment (e.g., *Hospital, Surgical Center, or Academic*).

Hospital

Surgical Center

Academic

Name: (Required) Enter the name of the hospital or institution that sponsors your appointment (e.g., *Community General, Northwestern University, etc.*).

Location: (Optional) Enter the city (and optionally the state and country) of the hospital or institution that sponsors your appointment.

You may add as many affiliations as you need. These entries can be revised and deleted at any time by using the *Revise* and *Remove* buttons.

Individual Physician Web Site

Maintenance Screen: *About* Enter Society Memberships

This page allows you to list any of your memberships in the following:

1. National Societies (from a pre-populated checklist)
2. State Medical Societies (from a pre-populated checklist)
3. State Orthopaedic Societies (from a pre-populated checklist)
4. Regional Societies (from a pre-populated checklist)
5. Orthopaedic Specialty Societies (from a pre-populated checklist)
6. Up to five (5) additional societies (using fill in the blanks text boxes)

You can revise and update this list whenever you wish.

Individual Physician Web Site

Maintenance Screen: *About* Enter Achievements and Activities

This section allows you to enter (via text boxes) any of the following:

1. Community Activities
2. Professional Achievements, Awards, and Interests

➔ Use two line breaks to create spaces between paragraphs.

These entries can be revised, updated, and deleted at any time.

Individual Physician Web Site

Maintenance Screen: *About* Change Navigation Text and Section Labels

The system allows you to change any of the standard headings that are used in the templates. You can customize the default settings to anything you want, including a foreign language.

This option allows you to change the wording of these headings:

1. About
2. Background
3. Board certification
4. Education
5. Hospital/academic affiliations
6. Society memberships
7. Achievements
8. Community achievements

Simply fill in the adjacent blank fields to modify the standard settings and then click *Revise*. To revert back to the template's default setting, simply click *Remove* after checking the confirmation box.

Individual Physician Web Site

Maintenance Screen: *Health Library* Add, Replace, or Remove Your Uploaded Patient Information Documents

This section allows you to build your own information library for your patients, prospective patients, and the general public. You may upload documents in the following formats:

1. JPEG Images (.jpg)
2. GIF Images (.gif)
3. Microsoft Word Documents (.doc)
4. Microsoft PowerPoint Presentations (.ppt)
5. Adobe PDFs (.pdf)
6. General Hypertext Pages (.htm)

You may also upload short video clips that can be used to introduce your staff, describe your practice, showcase your clinic, overview the surgical procedures you specialize in, etc. These video clips will automatically open in the viewer's default media player. For best results, ensure that all video clips are short in duration (e.g., three to five minutes apiece). The following formats are currently supported:

1. Windows Media (.wmv and .avi)
2. QuickTime (.mov)
3. MPG and MPEG (.mpg and .mpeg)

Important Notes: Do not upload copyrighted materials that you do not have explicit permission to use. Do not upload any material that violates HIPAA standards or that compromises patient privacy.

For each file that is uploaded, you will need to supply:

1. The location where the file currently resides on your computer or network
2. A file title – this will be used as the hyperlink on your web site
3. A file classification – this determines whether the uploaded file will be part of an image library or document library in the *Health Library* section
4. An optional text description of the document that explains what it contains or displays

There is no limit to the number of files, images, and video clips that you can upload.

Options also exist that allow you to delete a files or images from your web site or to replace them with others. Simply use the *Remove* and *Revise* buttons for the respective actions.

Individual Physician Web Site

Maintenance Screen: *Health Library*

Edit Your Patient Education Library Materials from Your Orthopaedic Connection

You may link any of the articles found in the AAOS' patient education library – *Your Orthopaedic Connection* – to your web site. For example, if you specialize in hip and knee replacements, you may want to include all *Your Orthopaedic Connection* documents that describe these procedures and their associated post-operative rehabilitation exercises.

The system will first display the major categories in *Your Orthopaedic Connection*, things like *Spine & Neck*, *Arthritis*, *Sports & Exercise*, etc. Clicking one of these titles will reveal all articles associated with that topic. You may then choose which articles that you want included on your personal physician web site in the *Health Library* section. If you have previously selected articles, you may also add more or delete any of those that you had already chosen.

Important Note: All articles, when viewed from your web site, will embed your name, practice name, and contact information at the top each document. This provides additional personalization for information that the public views or that you print for your patients. The AAOS periodically creates new articles for *Your Orthopaedic Connection* and constantly reviews and revises existing material to ensure that it is still current and relevant.

Individual Physician Web Site

Maintenance Screen: *Health Library* Edit Recommended Web Sites List

You may add to your *Health Library* links to other sites. These could be the web sites of your colleagues, articles from other patient information sources, the National Institute of Health, etc.

To add a link, you must provide the web site address (URL) and a title that will be used as the link to that site. You may also enter a short description that describes the content that will be found on the referenced site.

You may add additional links to your *Health Library* whenever you want as well as revise and delete links as needed.

Individual Physician Web Site

Maintenance Screen: *Health Library* Change Navigation Text and Section Labels

The system allows you to change any of the standard headings that are used in the templates. You can customize the default settings to anything you want, including a foreign language.

This option allows you to change the wording of these headings:

1. Health Library
2. Patient information from
3. Patient education library
4. Recommended Web sites

Simply fill in the adjacent blank fields to modify the standard settings and then click *Revise*. To revert back to the template's default setting, simply click *Remove* after checking the confirmation box.

Individual Physician Web Site

Maintenance Screen: *Location & Hours* Edit Office Locations and Hours of Service

This page allows you to enter the Office Locations and Hours of your practice. The following required and optional fields are used:

Display Order: (Required) This field controls the display order of office locations if you have multiple addresses.

Practice/Institution: (Required) Enter the name of your practice or institution.

Street Address: (Optional) Enter the street address of your office.

Additional Address: (Optional) Use this field for any additional address information such as a suite number.

City: (Required) Enter the city in which your office is located.

State/Province: (Required for U.S. and Canadian addresses) Enter the state or province in which your office is located.

Zip: (Required for U.S. and Canadian addresses) Enter the U.S. zip code or the Canadian postal code of your office's location.

Country: (Optional) Enter the country in which your office is located. (Leave blank for U.S. locations)

Important Note: The program will attempt to embed a Google map on the page that lists your primary office location. To ensure that the Google map correctly displays your practice, double check that the street address, city, state, and postal code are entered and spelled correctly.

Phone: (Required) Enter your office's telephone

Fax: (Optional) Enter your office's fax number.

Office Email Address: (Optional) If you want to receive E-mail messages from your patients and the public, enter the appropriate address here. This entry should not be used if your practice does not want to respond to general information requests from the public.

➔ This does not have to be the same E-mail address that was entered under the Administrative maintenance screen.

Office Hours: (Optional) For each day of the week listed, indicate the hours when your office is open. These are unstructured fields. Example entries could be: 8 - 5, 8 AM to 5 PM, Closed, etc.

You may add additional addresses whenever you want. You can also revise or remove addresses that have previously been entered by using the *Edit* and *Remove* buttons.

Important Note: The information for primary address will be listed in the left-hand column of every page of your web site. Each office address listing will automatically include a [Get directions on Google](#) link. This is a great tool that will allow your patients to quickly and easily obtain driving instructions to navigate from their residence to your practice.

Individual Physician Web Site

Maintenance Screen: *Location & Hours* Change Display Order of Locations

This screen allows you to change the display order of the address locations that you have previously entered.

You must tag one address as your primary location. The primary location, when viewed on your web site, will include an embedded Google map. The primary address is also displayed in the left-hand column of every page on your site.

Individual Physician Web Site

Maintenance Screen: *Location & Hours* Edit Languages Spoken

The *Location & Hours* page also lists the languages spoken at your practice. This maintenance page contains check boxes for twelve of the most common languages in the world. You can also add additional languages in a text box.

Once entered, the languages spoken at your practice can easily be updated and changed whenever the need arises.

Individual Physician Web Site

Maintenance Screen: *Location & Hours* Change Navigation Text and Section Labels

The system allows you to change any of the standard headings that are used in the templates. You can customize the default settings to anything you want, including a foreign language.

This option allows you to change the wording of these headings:

1. Location & Hours
2. Languages

Simply fill in the adjacent blank fields to modify the standard settings and then click *Revise*. To revert back to the template's default setting, simply click *Remove* after checking the confirmation box.

Individual Physician Web Site

Maintenance Screen: *Specialties* Edit Anatomical Regions Treated

This section allows you to denote the anatomical regions of the body that you treat. There are check boxes for:

1. Arm
2. Elbow
3. Foot and Ankle
4. Hand and Wrist
5. Hip
6. Knee
7. Low Back
8. Neck
9. Shoulder
10. Spine

To have one of your entries removed, please email orthodoc@aaos.org include your name, customer number, and which entry you want removed.

Important Note: The anatomical regions that you choose will also be listed in the AAOS *Find an Orthopaedist* public directory.

Individual Physician Web Site

Maintenance Screen: *Specialties* Edit Age Groups Treated

This section allows you to denote the age groups that you treat. There are check boxes for:

1. Adult
2. Pediatrics
3. Teen

To have one of your entries removed, please email orthodoc@aaos.org include your name, customer number, and which entry you want removed.

Important Note: The age groups that you choose will also be listed in the AAOS *Find an Orthopaedist* public directory.

Individual Physician Web Site

Maintenance Screen: *Specialties* Edit Treatment Specialties

This section allows you to denote the treatment specialties of your practice. There are check boxes for:

1. Arthritis
2. Arthroscopic Surgery
3. Deformity
4. Disability
5. Joint Replacement
6. Metabolic Bone Disease
7. Osteoporosis
8. Pain
9. Rehabilitation
10. Sports Medicine
11. Trauma / Fractures
12. Tumor / Oncology

To have one of your entries removed, please email orthodoc@aaos.org include your name, customer number, and which entry you want removed.

Important Note: The treatment specialties that you choose will also be listed in the AAOS *Find an Orthopaedist* public directory.

Individual Physician Web Site

Maintenance Screen: *Specialties* Edit Practice Scope and Type of Practice

This section allows you define your practice scope by choosing one of these categories:

1. General orthopaedic surgeon
2. General orthopaedic surgeon with a specialty interest
3. Specialist within orthopaedic surgery

You can also declare the type of practice that you have:

1. Orthopaedic Group
2. Multispecialty Group
3. Hospital Staff
4. Solo Practitioner
5. Academic
6. HMO
7. Hospital Corporation

You may update these lists whenever you want.

Individual Physician Web Site

Maintenance Screen: *Specialties* Change Navigation Text and Section Labels

The system allows you to change any of the standard headings that are used in the templates. You can customize the default settings to anything you want, including a foreign language.

This option allows you to change the wording of these headings:

1. Specialties
2. Anatomical
3. Treatment
4. Age groups
5. Scope of practice
6. Type of practice

Simply fill in the adjacent blank fields to modify the standard settings and then click *Revise*. To revert back to the template's default setting, simply click *Remove* after checking the confirmation box.

Individual Physician Web Site

Maintenance Screen: *Forms & Payment* Add, Replace, or Remove Your Uploaded Office Forms

This section allows you to build your own information library for your patients, prospective patients, and the general public. You may upload documents in the following formats:

1. JPEG Images (.jpg)
2. GIF Images (.gif)
3. Microsoft Word Documents (.doc)
4. Microsoft PowerPoint Presentations (.ppt)
5. Adobe PDFs (.pdf)
6. General Hypertext Pages (.htm)

You may also upload short video clips that can be used to introduce your staff, describe your practice, showcase your clinic, overview the surgical procedures you specialize in, etc. These video clips will automatically open in the viewer's default media player. For best results, ensure that all video clips are short in duration (e.g., three to five minutes apiece). The following formats are currently supported:

1. Windows Media (.wmv and .avi)
2. QuickTime (.mov)
3. MPG and MPEG (.mpg and .mpeg)

Important Notes: Do not upload copyrighted materials that you do not have explicit permission to use. Do not upload any material that violates HIPAA standards or that compromises patient privacy.

For each file that is uploaded, you will need to supply:

1. The location where the file currently resides on your computer or network
2. A file title – this will be used as the hyperlink on your web site
3. A file classification – this determines whether the uploaded file will be part of a document library or is a HIPAA policy
4. An optional text description of the document that explains what it contains or displays

Options also exist that allow you to delete a file or image from your web site or to replace them with others by using the *Remove* and *Revise* buttons. There is no limit to the number of files, images, and video clips that you can upload.

Important Note: U.S. Federal regulations mandate that all physician web sites have a posted HIPAA policy.

Individual Physician Web Site

Maintenance Screen: *Forms & Payment* Medical Insurance Plans and Payment Options

This page allows you to submit information about Medical Insurance Plans and Payment Options.

Accepts New Patients:

Medicare:	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A
Medicaid:	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A
Workers' Compensation:	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A
Other:	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> N/A

Medical Insurance Plans:

A text box is available to list or describe the types of insurance that your practice accepts.

Payment Options:

A text box is available to list the payment options (e.g., cash, credit card, insurance, etc.).

➔ Line breaks can be created between paragraphs and lists by hitting *Enter* twice when inserting characters into the two text boxes above.

Individual Physician Web Site

Maintenance Screen: *Forms & Payment* Change Navigation Text and Section Labels

The system allows you to change any of the standard headings that are used in the templates. You can customize the default settings to anything you want, including a foreign language.

This option allows you to change the wording of these headings:

1. Forms & Payment
2. Accepts new patients
3. Medical insurance plans and payment options
4. Office information from

Simply fill in the adjacent blank fields to modify the standard settings and then click *Revise*. To revert back to the template's default setting, simply click *Remove* after checking the confirmation box.

Individual Physician Web Site

Maintenance Screen: *Image Gallery* Add, Edit, Replace, and Remove Pictures and Details for the Image Gallery

You can add photographs, pictures, graphics, radiographs, and other images to this section. The image gallery can be used to showcase your staff, your clinic and office environment, the equipment you utilize, and anything else of interest that will fairly market your practice to the public and your patients.

To upload a new image, you must provide:

1. The file location on your computer or network. (A copy of this file will be uploaded to the AAOS OrthoDoc web server.)
2. The title of the image.
3. An optional description of the image. The description will appear when the mouse cursor is placed on top of the selected image in the gallery.

You may also revise, replace, or delete any previously loaded image and its associated title and description at any time by using the *Revise* and *Remove* buttons.

Important Notes: Do not upload copyrighted materials that you do not have explicit permission to use. Do not upload any material that violates HIPAA standards or that compromises patient privacy.

Having trouble? Please see "A note about uploading your images" in this document.

Individual Physician Web Site

Maintenance Screen: *Image Gallery* Change Navigation Text and Section Labels

The system allows you to change any of the standard headings that are used in the templates. You can customize the default settings to anything you want, including a foreign language.

This option allows you to change the wording of these headings:

1. Image Gallery
2. These are images provided by the physician.

Simply fill in the adjacent blank fields to modify the standard settings and then click *Revise*. To revert back to the template's default setting, simply click *Remove* after checking the confirmation box.