

Creating a Website for Your Practice: A Workshop for Rheumatologists



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Disclosures

- I have no affiliation with any of the products I will mention in this presentation, and have no other financial relationships relevant to this presentation to disclose



In the next two hours...

- Overview of the Internet
- Basics of Web site design
- Key Elements of a Good Web Site
- Key Elements for Physician Web Sites
- Web site editors
- Obtaining a domain name
- Web site hosting options



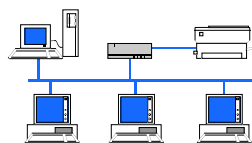
The Internet

- A global network of “interconnected networks”
- Adherence to certain protocols allows for different tools/types of data transfer:
 - Web
 - Email
 - etc.



History of the Internet

- 1969: We land on the Moon & the Internet is born
- ARPANET: Commissioned by the DoD
- Military Purpose
- 4 “nodes” at first:
 - UCLA, Stanford, UCSB, U of Utah
- By 1971:
 - 15 “nodes” on ARPANET
 - Email Invented



History of the Internet

- 1972:
 - Telnet developed: allows accessing/retrieving data
 - INWG: Internetworking Working Group, development of protocols
- 1973:
 - First International Connections
 - FTP (File Transfer Protocol) specified
 - Until Web, the most popular means for transferring data over the Internet



History of the Internet

- 1977: number of Hosts passes 100
- 1982: TCP/IP developed
 - The term Internet is defined
 - “Interconnected Networks”
- 1984: Number of Hosts passes 1,000
 - DNS (Domain Name Server) introduced (123.456.789.10 -> becomes -> site.com)
- 1986: 5000 Hosts



History of the Internet

- 1987: Commercialism takes hold
 - Host number rockets up to 28,000
- 1988: AMA puts JAMA data online
- 1989: >100,000 Hosts
- 1990: 300,000 Hosts
 - The first commercial Internet Service Provider “The World” comes online



History of the Internet

- 1991: Tim Berners-Lee, while working at the European Particle Physics Lab completes his program called:
 - “World Wide Web”
 - Goal: to develop a [hypertext](#) based, user friendly, & platform independent program to allow free exchange of information over the Internet
 - Commonly referred to as the Web
 - Revolutionized the Internet (and the World)



History of the Internet

- WWW created, but very little content to view, and not much to view it with until...
- 1993: Mosaic is developed by NCSA
 - The first user friendly, graphical browser for the WWW
 - Distributed freely
- Creators then left U.Illinois & formed a little company called Netscape

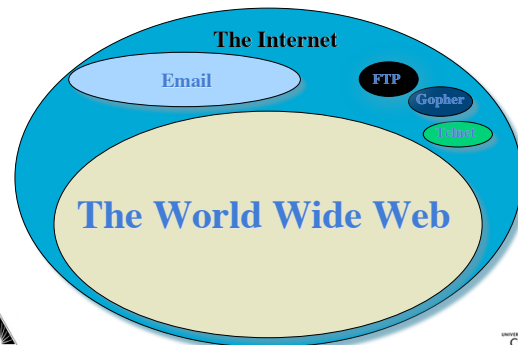


History of the Internet

- By end of 1993, 600 Web sites
- 1994: Physicians Online, Medscape & the AMA launch their web sites.
- 1995: WWW surpasses all other programs (FTP, etc.) causing “traffic” over Internet
- Internet Service Providers like CompuServe, AOL, & Prodigy emerge



Internet vs. WWW



Who Owns the Internet?

- Nobody does
- Data standards agreed upon
- Otherwise, it's anarchy at its finest



Role of Web Today

- Major communications medium
- Patients:
 - Growing number rely on Web for their info:
 - Health Information
 - Decision making
 - Expectation is growing that practices should have a Web presence
 - Similarly regarding Email - a whole other workshop



Web Sites

- Web Page is a document on the Internet
- Web Site is a collection of Web Pages
- Viewed by those “on” the Internet
- Using Web Browser
 - Example: Internet Explorer, Netscape, Firefox



Creating Web sites: Basic Steps

- Step 1: Organize and Plan (on paper)
 - What content do you want to post
 - How will your site be organized
- Step 2: Design Web pages
- Step 3: Secure Hosting/Domain Name
- Step 4: Load Web site
- Step 5: Update, update, update



Some key elements for any Website

- Content, content, content
- User Friendly Design
- Useful and clear links
- Designed for most browsers/computers
- Creation/update dates
- Attributions
- Content kept fresh



Some key sections for Physician Websites

- About us
 - Describe the mission and history of your practice.
- Physician profiles
 - Not just your CV. Explain in a few paragraphs what makes you tick as a clinician and person. Include a photo.
- Photos, titles, and job descriptions of staff.
 - Dual purpose: it lets patients differentiate people in the office and makes the staff feel good that you recognize them as the integral part of the practice that they are.



Some key sections for Physician Websites

- Our services
 - Highlight common conditions that you treat, as well as ancillary procedures you offer
- Insurance and fees
 - List the insurance plans you participate in and tell patients how you expect them to pay their portion of bills
- Office hours and location
 - Besides providing these basics, insert a link to MapQuest or GoogleMaps to provide directions
- Patient education
 - Provide either your own content or links to content you trust for your patients



Some key sections for Physician Websites

- Frequently asked questions
 - "FAQs are some of the most heavily visited pages,"
 - Poll your staff on the questions they hear most frequently, and then write up your responses.
- Contact us
 - Include an e-mail address for non-clinical messages
 - <http://www.embi.net/patientemail>
 - Consider providing some advice regarding what's appropriate for email and what's not
- Disclaimer
 - Warn visitors that anything is just informational/generic, than decisions about their care should be made with their physician, etc.



Advanced features

- Online services
 - Secure messaging
 - Lets patients request prescription refills, referrals, and appointments, ask non-urgent clinical questions, and pay bills.
- Online forms
 - Whatever forms patients fill out in the office can be posted on your site, either as a document they submit electronically or as one they print out and bring to the office
- PHR (Personal Health Record)
 - Provide patients access to view/share their EHR info



Creating Web Pages: HTML

- Web pages are written in HTML
- HTML: HyperText Markup Language
 - Less of a "language" than typical programming language
 - More a set of simple "tags" that define how elements will behave on browsers
 - <head> </head>
 - <title> </title>
 - <body> </body>



Web Pages: HTML

- Example of simple Web page source code:

```
<HTML>
  <HEAD>
    <TITLE>Test Page</TITLE>
  </HEAD>
  <BODY>
    This is where the content goes.
    <p>
    This is <a href="index.html">a link</a> back to the main Web page.
  </BODY>
</HTML>
```



Web Pages: Links

- [Hypertext Links](#)
- Jump to other pages using Links
- Across the street or Across the World
- Let's view some simple pages
 - <http://www.embi.net/websites>



Web Page Editing Software

- Useful to know, but manual coding is tedious
- Good software for creating sites quickly
 - WYSIWYG (What You See is What You Get) Editors
 - Adobe GoLive or Dreamweaver
 - For Mac users - iWeb
 - Even Microsoft Word can “save as” webpages
 - Links at: <http://www.embi.net/websites>
- Example of one: GoLive



Content management systems

- Software that allows creation of database-driven sites/content
- Many open-source solutions available
 - e.g. Joomla!, Drupal, etc.
 - Some made available through hosting services
 - Often take some set-up
- A bit of a learning curve, but
- Can be quite powerful and make ongoing management easier



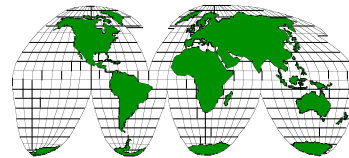
Domain Names

- Domain name is your ‘address’ on the Web
- http:// ADDRESS
 - Hypertext Transfer Protocol (http)
 - Address = Uniform Resource Locator (URL)



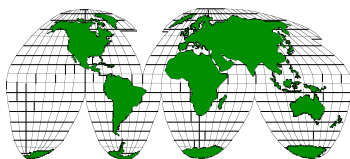
Domain Names

- Suffixes often indicate type of entity
- .com, .edu, .gov, .mil, .org
- Countries have their own: .us, .ca, .uk, etc.
- .net, and others – added due to growth



Domain Names

- To secure one, you must register it
- Registering domain name ≠ having Website



Domain Names

- Securing your own domain name
- Use any of a number of services capable of registering with InterNic
 - Some may offer bundle space with domain name registration
- Search for available names
- Want a short one that is memorable
- Let's search for names
 - <http://www.embi.net/websites>



Web site hosting service

- Web pages must be stored on an Internet connected server to be available on Web
- Storage Space options - several options
 - ISP (Internet Service Providers)
 - "Free" services
 - Fee-based storage space - many companies
 - If full service, they'll often host for you
- Some free services make creating/hosting very easy...



Free Web Hosting Sites - Medical

- Medscape
 - Free sign up; create home page
 - <http://www.medscape.com>
 - Suggests useful sections
 - Limited styles
 - To use:
 - Sign up for Medscape account
 - Under Account Info - Create Website
 - Follow Directions



Physician Web Site Administration
Create New Physician Web Site

Step 1: Web Site Address

Create your web site URL address. Be careful because you cannot change the address later. Medscape recommends that you do not use spaces or punctuation. In the box below, enter your name in the format, **FirstNameLastNameMD** (Example: MariaSophoclesMD).

<http://doctor.medscape.com/> (REQUIRED)
WRITE YOUR WEB SITE ADDRESS DOWN FOR FUTURE REFERENCE.

Step 2: Email Address

Check the email address below to make sure it is current. If necessary, delete it and enter a more current email address. You'll receive important messages about your web site, including a reminder of the web site address you created.

Email Address: (REQUIRED)

Step 3: Practice Name

Enter the name of your practice

Practice Name: (REQUIRED)



www.medscape.com

Physician Web Site - Embi Medical Office
Main Editing Menu

Please select which page you wish to edit. Fill out as much or as little information as you wish.

- [Select a Design](#)
- [Home Page](#)
- [Office Locations](#)
- [Credentials](#)
- [A Note from Your Doctor](#)
- [Preparing for a Visit](#)
- [Patient Information Health Links](#)
- [Frequently Asked Questions \(FAQs\)](#)
- [Delete My Website](#)
- [Exit This Application](#)

If we need to contact you regarding your website, we will send correspondence to: [practice@embi.net]. To change this address, [click here](#).

© 2005 Medscape, Inc.

Too busy? Come back and finish any time!
Your Web Site Address: <http://doctor.medscape.com/EMBI>
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Free Web Hosting Sites - General

- Geocities/Yahoo
 - "Free" with sign-up
 - Advertisements appear if you don't pay monthly fee



Free Web Hosting Sites - General

- Google Pages
 - New offering from Google
 - Easy to use tools
 - More flexible than most such services
 - No advertisements - for now
 - Free for limited time - sign up now - ? \$ in future
 - <http://pages.google.com>



Creating your Website: Make it happen

- Creating a simple site is easy
- DIY vs. Going Pro
 - Depends what you want to do with your site and how much time you have
 - You may find outsourcing is still the best option
 - If you go Pro, hopefully now you're better equipped to know what you're purchasing



Thanks!

- More info and handout:
 - <http://www.embi.net/websites>

