

Updating Your Provider Profile for MainLineHealth.org

Patients seeking care will be viewing your provider profile, and our research shows that they want to feel like they can connect with their care team in order to have the best possible experience. To help guide the creation of your bios and a practice philosophy that will be included on MainLineHealth.org, we've created the templates below.

Here are some examples to reference:

PROVIDER BIO

Dr. Buza is a board-certified physician specializing in family medicine. Dr. Buza attended Thomas Jefferson University, where he received his medical degree, and completed his residency at Latrobe Area Hospital. He is certified by the American Board of Family Medicine.

In his free time, Dr. Buza is an international Muay Thai kickboxing competitor and Olympic-style tae kwon do competitor and instructor. He enjoys snowboarding, kayaking and travelling.

PHILOSOPHY OF CARE

Practice Philosophy 1:

I believe in a partnership with my patients and use a shared decision-making process when setting wellness goals and treatment plans to reach a decision which encompasses their values and preferences.

Practice Philosophy 2:

I believe that preventative care and education are the keys to optimal health and am committed to the best possible care for every patient that walks through my door.

Now, simply fill in the blanks! If you need inspiration, here are a few of the keywords that relate back to the core mission of Main Line Health:

Preventive Care	Compassion	Education
Human Care	Walking side by side with patients	Treating both the patient and the person
Empower	Partnership	Collaborate with the patient and their family
Wellness	Lifestyle goals	Individualized Care

Adjective Selector: Choose from the following sets of strong words to describe yourself or select your own.

Analytical/Critical Thinking Adjectives: astute, perceptive, practical, methodical, discerning, meticulous, insightful, objective, thoughtful

Innovative Thinking Adjectives: unique, novel, progressive, innovative, robust

Effectiveness Adjectives: accomplished, significant, ideal, advanced, skilled, skillful, influential, strong, qualified, quality, adept

Enthusiasm Adjectives: committed, passionate, energetic, sincere, genuine, devoted, determined, keen, whole-hearted, earnest

Hard-working Adjectives: enterprising, studious, attentive, focused, concerted, persistent, tireless, driven, thorough

Process Adjectives: methodical, controlled, step-by-step, precise, structured, detailed, smooth, timely
Reliability Adjectives: professional, consistent, dependable, diligent, steadfast, loyal, disciplined
Teamwork and Communication Adjectives: cohesive, personable, conscientious, calm, cooperative, pleasant, positive, respectful, clear, patient-minded
Versatility Adjectives: adaptable, flexible, agile, capable, multi-faceted, resourceful,

Physician Profile:

Bio: Written in the Third Person

Dr. McGonigle is a board-certified physician specializing in Internal Medicine. Dr. McGonigle attended Drexel University College of Medicine, where he received his medical degree and completed his residency at the Warren Alpert Medical School of Brown University. He is certified by the American Board of Internal Medicine.

In his spare time, Dr. McGonigle enjoys reading fiction and going on long hikes with his wife and his golden retriever. He also enjoys trying his hand at new recipes in the kitchen and is an avid Philadelphia sports fan.

Philosophy of Care: Written in the First Person

I believe that compassionate care and evidence based preventive medicine are the keys to health and am committed to the best possible care for every patient that walks through my door.

Advanced Practice Profile:

Bio: Written in the Third Person

[NAME] is a board-certified [TITLE] specializing in [SPECIALTY]. [NAME] attended [SCHOOL NAME], where [HE/SHE/THEY] received [HIS/HER/THEIR] [DEGREE]. [HE/SHEY/THEY] is certified by the [BOARD NAME].

In [HIS/HER/THEIR] spare time, [NAME] enjoys [PERSONAL/HUMANIZING DETAIL LIKE HOBBIES].

Philosophy of Care: Written in the First Person

I believe that [TOPIC 1] care and [TOPIC 2] are the keys to health and am committed to the best possible care for every patient that walks through my door.

Helpful Tips

Adding Information to Your Bio

What to include?

- Personal hobbies that you would feel comfortable talking about with your patient

What not to include:

- Personal Demographic Data (birthdate, year of marriage, etc.)
- Family names/specifics
- Name of the town you live in

Style Guide

- Only single spaces after periods before a new sentence
- Avoid using ampersands
- No oxford comma (except in some cases to make the sentence structure more clear)
- Only capitalize proper nouns; do not capitalize specialties, conditions, treatments etc.
- Refer to years in practice as “since 2014” and not “for more than 8 years”