

# What is Your Internet Strategy? (Does Your Practice Need One?)



## Whose Patients Are They Anyway?

Whose patients are on the Internet? And when they are surfing the Web, gathering health care information, is it...credible? Is it accessed within the context of their overall health status? Is it reasonable for your patients to present you with independently obtained data, sometimes from unknown sources, and routinely expect your analysis without a reimbursement mechanism to support your allocation of practice resources to this process?

## Do Patients and Trading Partners Expect Practices to be Online?

Will patients consider your practice to be technologically advanced and oriented towards patient convenience without a credible Internet presence? Will your practice be ready when your business-to-business trading partners' vision of Web-based transactions with practices become a reality...an expectation...a necessity?

## Are There New Revenue Opportunities & Overhead Cost Reductions On the Web?

Is your practice missing opportunities to reduce administrative expenses, increase revenue, and increase productivity by not migrating practice processes to the Internet?

## Will The Internet Enhance Clinical Compliance and Patient Satisfaction?

Can Web-based services be used to enhance patient communications and compliance? Can an Internet presence, under your explicit control, be used to foster better outcomes?

## MEDWIRED'S INTERNET SOLUTION -

Dr. Thomas Hazy, the M.D. founder of MedWired Corporation, believes Internet solutions should be physician-driven, affordable to the practice, expedient to develop and manage, and presented without sacrificing the quality, integrity, and professional standards necessary in the provision of health care and related services.

MedWired's Internet solutions are designed to **RE-INVENT** the doctor-patient relationship for the benefit of doctors and the patients they serve, and **RE-THINK** both the professional and economic relationship that doctors have with their patients.

MedWired believes practices need to rapidly adopt a practice-based Internet strategy for many important reasons, including:

- ♦ Enhancing services to current and prospective patients turning to the Internet for health care information.
- ♦ Facilitating improved outcomes.
- ♦ Re-positioning the physician practice as the cornerstone of health care in the U.S., thereby improving the economics of medical practice.

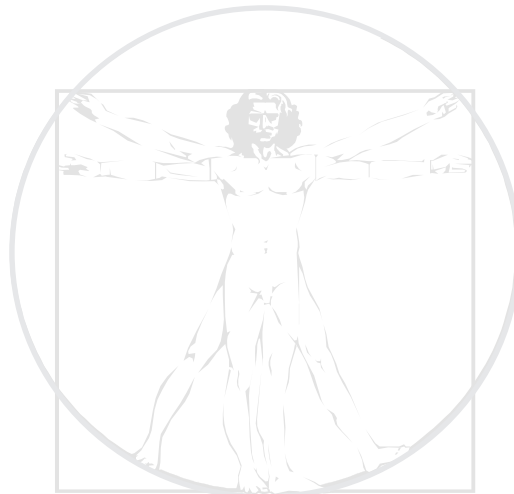
To support physicians in the rapid adoption of Internet solutions for their practices, MedWired is teaming with organizations that want to strengthen and fortify the physician-patient relationship.

As a physician practice, you are invited to sign up and have a customized Web platform and unique '.com' Web address developed and deployed for your practice at *no cost!*

If you already have a Web site, we invite you to explore the advantages of a MedWired Web platform and how you can integrate your current site graphics and content into a MedWired Web site.

The key objective of this program is to bring physician practices online in a manner that requires limited practice resources and yet creates a unique, credible, leading edge Web platform for each practice.

Learn more about our Web Portal by calling us toll-free at **1.877.985.2900** or visiting us at **[www.medwired.com](http://www.medwired.com)**.



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