

## Build Your Own Customized Website (BYOCW) - Guide developed by Dr Navin Thakkar

Navigation is divided in four parts mainly.

1. **Edit – Menus- Customize – Edit the way you like each menu –Maintenance of your web site**
2. **See How It Looks! - Clicking on this link You will be able to see how your website looks after changes you made in edit mode and display of information you edited – will be seen in new window/tab of your browser titled ..... like Welcome to Dr. XXXXXX– after every small change or edit in Maintenance – You can press Reload button of your browser in address bar of web site (which also shows URL of your own customized website) or press ctrl + F5 key board shortcut to see changes in same open window/tab of Welcome to Dr. XXXXX - better than opening every time new window /tab by pressing See How it Looks!**
3. **After completing You can Logout of Maintenance**
4. **Switch to GOA Home page –Member Area – Share and Contribute - Dashboard**
5. **See How it Looks! Link will be only available when you choose yes in Activate website**
6. **Enquiry Tab will be available only when you choose Email or Enquiry as Yes**

Help for Edit Menus:

### 1. Help for Home

- a. **Administrative Options to Manage Your Website**
- 

#### Activate Web Site

Radio button: 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. If you want to allow patients, other visitors, other members to see your details on clicking find your Orthopedic Surgeon in Nonmember area of our Website make it *yes* after building your web site properly. It is advisable to showcase your achievements – skills to others –then make it *Yes*. In other words your name will appear in search, but without your customized Web site details, if you have selected *No* in radio button

#### Web Site Address (URL)

All GOA sponsored web site addresses begin with *http://goa.org.in*. You must pick your own unique identifier to complete your address. **Tips:** The web site address you pick cannot contain any special characters (such as underscores, hyphens, periods, etc.). Only the 26 alphabetic characters (A - Z) and the ten numbers (0 - 9) can be used. If you pick an address that is already in use, the system will notify you and you must then pick a different address. So pick up early and make your unique address to print in your stationary – email signature etc. –wherever you want to display your details for larger audience. Examples are below: These are just examples to explain –don't click on below addresses.

- <http://goa.org.in/member/DrAshitMehta>
- <http://goa.org.in/member/DrAjmani>
- <http://goa.org.in/member/Drnagwadia>

Please take care not to keep any space in between like email address or any special characters

### **E-Mail Address for Feedback**

Radio button : Feedback email address: This facility for feedback will be used by visitors or patients who want to know more or has any questions for your organization or insurance or your skill or appointment etc. If you want to use this facility mark radio button as Yes. On marking Yes, you will be asked to write Email address on which you want this feedback/enquiry text and email address and Mobile number of Visitor who has filled up the form. To submit the feedback form patient –viewer has to fill up his or her email address and mobile number and text field for question –comment –feedback – system will send an email and a link on email address of patient /viewer to confirm – once patient – viewer confirms on link in mail –then and then query will pass to email address of member where he wants that feedback. This is planned to have only genuine feedback. It advisable to give email address of your hospital staff –reception –if you yourself don’t want to answer feedback/query . This email address is not an official registered email address on GOA database which member has updated himself on clicking update your profile. GOA will **not** take any notice of this email address for official announcements and activities of GOA and this email address is purely a communication tool provided to member to interact with his/her patients/visitors. If you will select yes in radio button then and then Feedback /enquiry menu will be available on your own customized website. This facility is provided for fruitful interaction between public and our member. Those who prefer not to have feedback in any form, may choose *no* in radio button and their website will not show Feedback/Enquiry button in Menu. You can switch option anytime and change your email address for feedback.

### **b. Options - Way you want Display Your name and Practice and Philosophy.**

---

#### **Change or Reset How Your Name is displayed**

This will be shown in second line from top of Home page and it is uniformly formatted for all the members about font and color etc. For Example - Dr Hasmukh Nagwadia or Dr Ashit Mehta or Dr Charanjeet Ajmani . Try and Explore.

#### **Change or Remove Your Practice Name**

This will be shown in first line from top of Home page and it is uniformly formatted for all the members about font and color etc. For Example - Shalby Hospital or Dave Orthopedic Centre etc. . Try and Explore.

## **Change or Remove Other Staff in Your Practice**

This option gives you an opportunity to showcase your staff's name, role in organization – assigned duty, contact number etc for classified contact list for patient /viewer –whom to contact for what. It is text box and you can try and explore it at its maximum function. Use this section to describe other physicians, healthcare professionals, and office staff that are part of your practice. Some suggestions are listed below. You may select, copy, and then paste into your web site any of these examples. Then modify each one to reflect the parameters of your practice.

Example 1. My five person staff is committed to giving you the best customer service possible when you come to my practice. Each member of my staff is a professional with experience in working in a orthopedic practice. My staff and I work as a team for you - we are all here to answer any types of questions you may have. Here is a list of my staff, along with their titles:

Dr/Mr XXXXXX : my Orthopedic assistant , contact number :        who will take care of your orthopedic problem when I am not available

Dr/Mr YYYYYY: my medical assistant, contact number xxxxxxxx : will take of your medical problem and history taking

Dr/Mr ZZZZZ : my receptionist , who will assist you in appointment , insurance , billing questions etc

Example 2: The orthopedic surgeons on our staff are qualified and specialist in different aspects of Orthopedic Surgery. When you visit our practice, you'll meet a team of professionals that includes doctors, nurses and administrative staff who are focused on you and your care. You have the option to select an individual doctor from our group to provide you with the majority of your patient care. Should you have an immediate problem and your doctor is not available, another doctor in the group will be available to assist you until your own doctor returns. Our medial service can be reached 24 hours a day.

Example 3: No orthopedic surgeon practices without the support of a professional team and I am certainly no exception! I am pleased to introduce you to my highly trained and eager treatment team that makes everything possible. (Insert names, job titles, and experience etc. . .) Together, we are committed to providing the best possible orthopedic care to our rapidly growing patient family.

## **Help for Your Approach to Patient Care**

Use this section to describe your approaches to patient care. This section will appear on the homepage of your personal customized web site. Use this text box to describe your personal interaction with patients. This is the best area of the web site to differentiate your communication style. Note: Skip a line between each paragraph to ensure that the system formats your web site correctly.

Use this section to describe your approaches to patient care. Some suggestions are listed below. You may select, copy, and then paste into your web site any of these examples. Then modify each one to reflect the parameters of your practice.

### **Examples - General**

As an experienced Orthopedic Surgeon with more than \_\_\_\_ years of specialization in orthopedics and super specialty -----, I take a (highly personal; individual; interactive; team; cooperative; etc.) approach to caring for my patients.

I believe the most important aspects of providing quality care are (listening to the needs of patients; thorough testing; communication; patient education; prevention of musculoskeletal injuries; presenting treatment options to the patient; establishing a relationship with my patients/involving patients in treatment plan; etc.)

I/my practice specializes in (the diagnosis and treatment of \_\_\_\_; trauma –fractures and joint injuries total joint replacement surgery; rehabilitation; general orthopedics; hand; wrist; shoulder, etc.).

During an initial visit/consultation, patients can expect \_\_\_\_\_.

My practice is unique in that we provide \_\_\_\_\_.

I/we are committed to patient satisfaction. I/my practice actively solicit(s) feedback and uses that information to better meet patients' needs.

I/my practice carefully monitors patient outcomes and ranks \_\_\_\_\_.

I look forward to having the opportunity to work with you, and to helping you achieve your best possible musculoskeletal health.

### **Examples - Welcome Statements**

Welcome to the web site of Dr. (insert your /hospital /organization name).

I created this web site to familiarize you with my orthopedic practice, dedicated staff, and the services we provide.

Whether you're making the decision for orthopedic care, or would just like to expand your knowledge, I hope this site helps you become informed and more confident about the incredible realm of orthopedic treatments available.

Possible tagline: "Delivering exceptional orthopedic care in your community for more than (insert info.) Years."

### **Examples - Who I Am and What I Have to Offer**

My name is (insert name), and I am a partner in the (insert practice name) practice in (insert city, state.) I am a certified orthopedic surgeon dedicated to providing exceptional orthopedic care for the past (insert info.) years.

I've gained an immeasurable amount of experience in many aspects of general orthopedics including (list main procedures) with a specialty focus/interest on/in (insert information).

As a graduate of (insert medical school info.), with more than (insert info.) hours/years of surgical experience in the Operating Room, you can be assured my clinical credentials are excellent.

In addition, I've completed post-residency Fellowship programs in (insert program info.) and (insert program info.) to complement my broad experience in general orthopedics.

I strongly believe continuing education is the key to providing excellent, ongoing patient care. As a result, I've recently completed rigorous skills training programs in (insert info.) and (insert info.) to further enhance my surgical skills and clinical knowledge.

(Add if applicable :) I am also completing specialized research in the area(s) of (insert info.)

### **Examples - My Approach to Patient Care**

We believe in meeting patients' individual needs through comprehensive evaluation and treatment designed to help them achieve an active, pain-free lifestyle. Many musculoskeletal conditions can be treated by non-surgical techniques--surgery is just one treatment option. We combine leading edge techniques with proven traditional methods to provide our patients with the best orthopedic care possible.

I work to develop a partnership with my patients. On my part, this begins with listening. And one of the most important things I need to know is how the physical problem affects this patient's life. We develop a dialogue, through which my patients understand the diagnostic process, their own unique problem, their treatment choices, and the recovery process. Patients help to guide and direct the diagnostic and treatment activities.

I believe that knowledgeable patients make the best decisions about their own treatment. That's why I explain every step of the diagnostic process. Next, I want my patients to understand their condition: How it developed and how various treatment approaches can improve or repair the problem. When we consider treatment alternatives, I present a realistic outlook on the results we can achieve. I'll also be frank about any risks that might be involved. If a non-surgical option is available, I'll explain that avenue in depth.

Our purpose is to handle each and every patient visit with care and proficiency. It is also highly important to us that our Doctor/Patient relationship is open and honest. It is my responsibility to make sure patients are well informed about their conditions and the multiple choices of treatment. My professional staff and I will also provide you with patient education materials, (e.g., web sites, pamphlets, and video tapes) that give you added appreciation of your condition and treatment options.

### **Examples - My Commitment to Patient Care**

Your health and quality of orthopedic care are my top priorities. I strongly believe the most successful patient care results from a two-way treatment process.

From the very first visit, I make a conscious effort to establish a warm, friendly rapport with each of my patients to encourage open and direct communication.

I listen to your needs, include them in my diagnosis and treatment decisions, and welcome your input and feedback each step of the way.

My practice also offers helpful patient education resources in print or on-line formats to help make your decision-making, treatment, and recovery as quick and pain-free as possible.

### **Examples - Medical/Surgical Approaches**

When many people consider visiting an orthopedic surgeon, their first thought is "Oh, I don't want (or need) surgery." They may be right.

Surgery is only one of many treatment options. Many of my patients never need to have surgery - many times rehabilitation of the injured area is all that is needed. I work closely with a team of local physical therapists who, like me, believe in conservative methods: If an injury can be rehabilitated without surgery, that is what should be done. I inform my patients of all the treatment options they have for an injury, and what the advantages and disadvantages are of each option. There is a lot of valuable patient information available today that can answer many questions a patient may have, or help to calm some concerns they may have. I believe that my staff and I may be your most valuable resource for any thoughts or concerns you have, which is why we are here.

The best compliment I receive is when patients recommend me to one of their family members or friends. My patient's trust is of utmost importance to me. Any injury causes you concern and anxiety - you may not know what is wrong and what needs to be done to correct your injury. My main approach to helping heal your injury is to keep you well informed - through dialogue between us and through external sources of information that are available. It is my job to help you understand why I take, or do not take, certain actions.

When you come to see me as your orthopedic surgeon, surgery is not your only option. Sometimes through rehabilitation and available prescriptions, your injury may be healed. If you do require surgery, I'll keep you informed of why surgery is required, what will be done in the surgery, and what to expect as an eventual outcome after surgery.

### **Examples - Closing Statements**

Thank you for visiting this web site! If you'd like to learn more about our orthopedic practice, please click the "Place and time for consultations, Insurance and packages or Image Gallery" and other button on this web site.

Please feel free to contact us anytime at (insert contact info.) with any questions, comments or concerns. We'd love to hear from you! Please do not forget to fill up feedback form.

Please be short and crisp and focused for easy reading and your message- philosophy delivery.

---

### **C. Options - Way you want to connect and link Social Media Sites**

Here you can have your social medial link addresses to connect and express your thoughts and communicate with rest of world and have video conferencing tool of Skype to connect to others

Add links as shown on page instructions and explore! One may take help of young generation for the same

### **d. Options - Way you want to change your practice photo and website logo**

#### **Help for Change or Remove Your Website Practice Photo**

This photo will appear on top left corner of your web page - this can a different image than your profile image in update your photo on our web site or if you want to keep you can keep same. On clicking on this option you will be asked to upload a image file and that file – image will appear at top left corner – designated space. There are certain instructions to follow to get it displayed right.

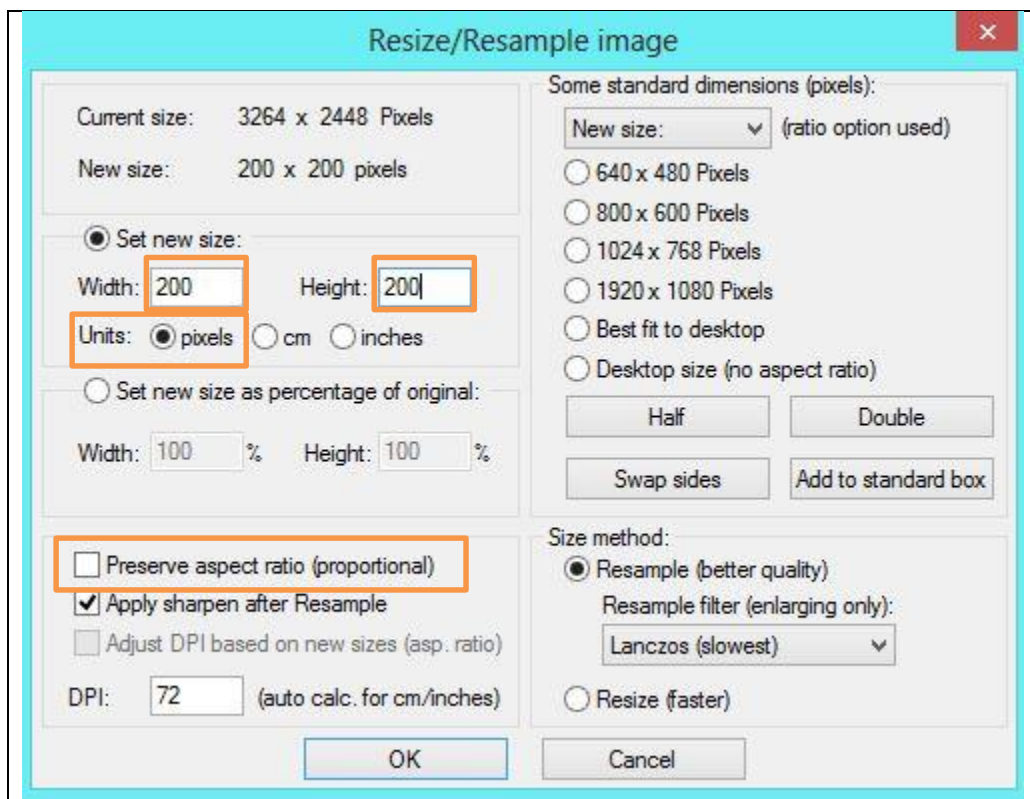
1. Photo has to be color photo of size 200 width and 200 breadth in pixels and file extension should be jpg for uniformity for all members. This dimensions are near to passport photo size, so you can make it from your passport size photo.

2. Keep ready photo on your computer giving appropriate file name and you will be asked to choose file from computer – choose it and then submit it and then see how it looks – if ok – alright –otherwise do it again –previous image will be deleted and new image will come every time you change

3. Those who are novice to resize image to 200 width by 200 length in pixels – I suggest you to down load a image editing software IRFANVIEW free download is available from this link

<http://www.irfanview.com/>

Open the image in Irfanview software after installing software and go to Image – Resize/Resample as shown below.



Select here in set new size to Width - 200 and Height -200 and select pixels as Unit and if required un check Preserve aspect ratio (proportional) . Now click OK and then in file menu save as new name with size written in file name for example my name 200 -200 size – remember the location and name you have given and when prompted to choose file to upload on web site kindly choose file and that will be displayed .

### Help for Change or Remove Your Website Logo

Kindly do same steps as above, only change is the size of image is 120 by 120 pixels.



## 2. Help for About

This section is planned for sharing what your credentials – Educational, Achievements, attachments, affiliations etc.

- a. **Add Your CV/Background Information**  
Here you can upload your CV and later on can replace it whenever you feel. Better format of file to upload is pdf – word format is also allowed
- b. **Add, Change or Remove Education Information:** Complete the forms and that will be displayed on Page –About.
- c. **Add, Change or Remove Society Memberships:** Here four categories are created to submit your membership of different associations – select appropriate and suggest if there is no name of association where you are member and its category to be included.
- d. **Add, Change or Remove Hospital and Academic Affiliation Information:** You can add any number of hospitals where you are attached.
- e. **Add Achievements and Community Activities :** You can add your achievements and community activities and services

## 3. Help for PATIENT INFORMATION HIGHWAY :

- a. **Add Patient Information Documents :** Purpose of this feature is to collect documents related to patient Education in English or any vernacular language , photos or charts or don'ts or do's or exercise programs or education for myths etc. and have central library of such information which can be displayed at Main web site and member orthopedic surgeon's personal website provided by GOA to guide patients to take informed decision about their orthopedic condition and have some uniformity in such information amongst us and patients . If every member can contribute such documents and reviewed for duplication and content by reviewer and then published on website with disclaimer.

- b. **Select Patient Education Information Document to Display at your website**

Once central library is created member can fetch the link here for document according to category and link will be displayed and on clicking that link patient/visitor will be able to see information regarding orthopedic condition. Different categories are developed considering related to patient queries in OPD. So any member can fetch a similar

document to show on his or her website and thus uniformity is maintained and information can be of mutual help. Problem may come of generosity in contribution and time involvement. Solution will be few initial contributions and that will click further.

- c. **Add Recommended Web sites for Patient Education:** Please add web links which you find useful for patient information.

#### **4. Help for CONSULTING TIME – MY CONSULTING DETAILS :**

- a. Add, Change or Remove Languages Spoken : mention languages you wish to list
- b. Add, Change or Remove Office Location(s) and Hours : mention consultation places and timings to display
- c. Sorry! I am not Available : mention details in text box when you are not available for consultation and reason if you feel to write – highlight .

#### **5. Help for SPECIALITY – MY SPECIALITIES DETAILS :**

- a. Add/Modify Areas of Practice : Here select specialties you want to highlight
- b. Add/Modify Special Condition & Techniques : This allows you to save information about your any special Treatment modalities or technique or condition you want to highlight which is not included in above list of specialties

#### **6. Help for Insurance & Packages – MY Packages DETAILS :**

This allows you to save information about your packages and insurance for specific condition – to pass on information to patient to decide to contact you or raise query after visiting your website .You can add, modify or remove time to time.

- 7. Help for GALLERY:** This allows you to highlight your skill, achievements /any detail in image format. Facility allows you to upload five images and that you may change –replace time to time se query after visiting your website .You can add, modify or remove time to time. This five images are to be of size – width 300 and height 200 pixels to be made in irfanview image management software. If you want to highlight more images, you can put url of that album saved either in Picasa or Google plus or drop box or SkyDrive – any cloud

service. Patient / Visitor on clicking that link will be able to see all images which you want to highlight. If you have already having your working updated website – You can put link here to direct them to your other website.

**Disclaimer:** Any information in the form of text /link/images etc. made available by responsible member on their website is the information displayed by that responsible member only and Gujarat Orthopedic Association has not verified that detail.

