Web Liaison Responsibilities

On a monthly basis, all digital products for each of your Department's physicians should be reviewed—noting that activity reports are now being periodically shared with leadership. These digital products include the following:

1.   **Faculty/Physician Profiles**

     For your department's physicians and faculty, ensure their web profiles are both complete and up to date (e.g. http://www.mountsinai.org/profiles/valentin-fuster). You should review all aspects of a physician/faculty web profile. This includes but is not limited to:

     • **Office Information for Patients** – phone/fax number(s), address, office hours, insurance information, payment methods, languages, etc.

       o   *Please Note: A Patient Office address must have a Zip Code for the search on Find a Doctor (FAD) so that patients can search for office locations by zip code.*

       o   *Update Office Information sections via EDIR in Sinai Central, http://sinaicentral.mssm.edu.*

     • **Photo** – To display on FAD and Find a Faculty (FAF)

       o   *Update the photo via EDIR in Sinai Central, http://sinaicentral.mssm.edu.*

     • **Specialty, Certifications, and Education**

       o   *Please Note: To correct an error in these sections, request the change through Medical Staff Services (Contact: Stephen Flaim or Rameza Joaquin).*

     • **Biography, Research, Publications, Awards, Clinical Foci, and Research Topics** (research topics are only applicable to FAF)

       o   *Update any of these sections via EDIR in Sinai Central, http://sinaicentral.mssm.edu.*

     • **Faculty Appointment** (ex. Associate Professor, Medicine)

       o   *Please Note: Submit changes to this section through Appointments and Promotions (Contact: Cathy Peragine).*

     • **Other General Information** (email, business office information)

       o   *Update these sections via EDIR in Sinai Central, http://sinaicentral.mssm.edu.*

2. **Request an Appointment (RAA) & ZocDoc**

- The "Request an Appointment" feature is available on every physician profile page that includes a Patient Offices address, e.g. http://www.mountsinai.org/profiles/valentin-fuster. The Request an Appointment button opens to a form, which allows a prospective patient to send an appointment request to RAA users who will notified of these requests via email.

  - To set up a physician in the RAA system you **must** send an email to webfeedback@mountsinai.org. This ensures that the RAA feature is properly configured in the system.

  - If you believe a doctor's profile is not set up correctly, or if you need help logging into Request an Appointment, please email webfeedback@mountsinai.org.

  - *Please note: RAA notifications are only sent to Group mailboxes monitored by multiple individuals to ensure a timely response to the patient request.*

- The ZocDoc scheduling widget can be added to those physicians' who are signed up with ZocDoc (eg. http://www.mountsinai.org/profiles/carlos-rios). For more information on adding the widget to a profile, please refer to the ZocDoc implementation instructions (pdf).

3. **Find a Doctor/Find a Faculty/Find a Researcher**

- Please verify the search options for Find a Doctor/Find a Faculty/Find a Researcher on mountsinai.org and icahn.mssm.edu by checking the following:

  - Find a Doctor – "By Specialty" or "By Zip Code" or "By Name".
  - Find a Primary Care Physician – "by Zip Code" or "By Name".
  - Find a Faculty - "By Keyword" or "By Name", and "By Department," "By Research Topic", "By Training Area".
  - Find a Researcher – "By Keyword", or "By Name", and "By Department," "By Research Topic", "By Training Area".

4. **Faculty Lists on ISMMS**

- Verify that faculty lists on your department pages are up to date. Example of a faculty list:
  - http://icahn.mssm.edu/about/departments/neurology/faculty

- If you have questions about how to update the faculty list for your department, you can contact your Digital Marketing web marketing manager or email webfeedback@mountsinai.org.

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5. **Third party websites (Healthgrades.com, Google business listings etc.)**

Please reach out to Kenneth Domingo (kenneth.domingo@mountsinai.org) and Colleen Walsh (Colleen.Walsh2@mountsinai.org) to have your physician's information updated in Yext.

Please reach out to Kristen Morales (kristen.morales@mountsinai.org) to have your physician's information updated in Healthgrades .

You may also refer to the [Digital Marketing FAQ page](#) for instructions on updating profiles in EDIR Sinai Central.