Physician Websites: Current Trends

Maria H. Sanchez  
*Rider University*  
msanchez@rider.edu

Peter M. Sanchez  
*Villanova University*

Abstract

Physician websites are common in the world of health care, however, little empirical evidence exists to guide the development of physician websites. In this session, we provide data regarding consumer desires for physician website information and services. We also present the results of an investigation into the current trends in physician websites. We conduct a detailed investigation of over 300 physician websites, including determining if the websites contain the factors and services determined by our consumers to be important. Our results indicate that there is a large gap between consumer preference for physician website capabilities and current websites. Finally, we will present suggestions for physicians when designing their websites. We will note which features are likely to be most helpful to patients and also which features are likely to help physicians market their practices more effectively.