

California Orthopaedic Association

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About Healthgrades

healthgrades®



Orthopedics



Orthopedics



Orthopedics



Orthopedics

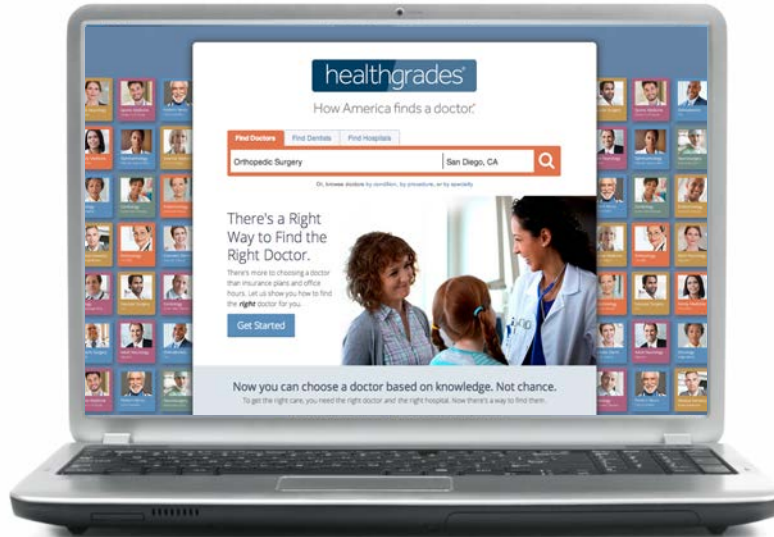


Orthopedics

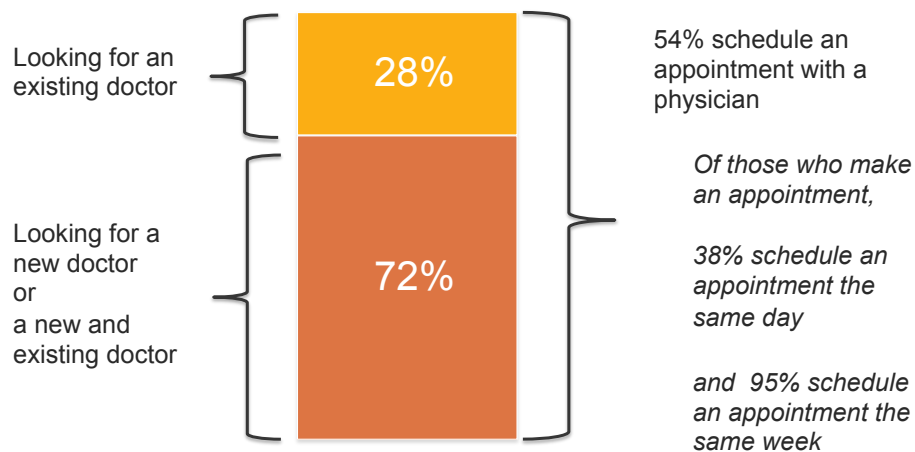


Healthgrades is the #1 online resource

...for helping consumers and physicians search, evaluate, compare, and connect with physicians.



1 Million visitors a day are looking for a doctor on Healthgrades



Stax, Inc., Assessing Objectives & Actions Taken Among Users of Healthgrades, April 2011

Fast Facts about Healthgrades

- The Healthgrades website displays information on over 3 million healthcare providers:
 - Over 1 million physicians
 - 35,000 active Orthopaedic Surgeons
 - 4,023 active Orthopaedic Surgeons in California
- Orthopaedic Surgeons are the 2nd most searched specialty on Healthgrades.com with:
 - More than 13 million profile views/year nationally
 - Nationally, nearly 400 profile views/Orthopaedic Surgeon/year
 - Top searched Orthopaedic Surgeons get over 2,400 profile views/physician/year
- California Orthopaedic Surgeons received over 1.7 million profile visits over the last 12 months
- The Healthgrades.com visitor rate is growing at over 22% per year

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Goals of the COA-Healthgrades Partnership

- Helping COA members become more discoverable and differentiated on Healthgrades.com
- Building new and valuable content and applications for providers and patients
- Building consumer awareness of COA

You are in charge of your
profile at
healthgrades.com

**Tools to differentiate
Physicians and make them
more discoverable**

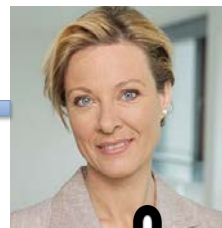
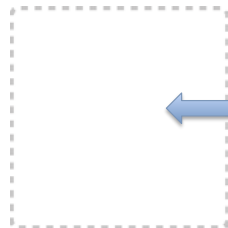
Physician Tools

simply enroll online...



Physician Tools

enhance your profile...



...add your portrait



Physician Tools

create a personal message...

“Our philosophy at Orthopedic Center of Denver is to provide patients with high quality services that focus on the...”

Physician Tools

select your specialty...

and areas of subspecialty...

Neurology
Neurosurgery
Obstetrics & Gynecology
Ophthalmology
Orthopedic Surgery
Pain Medicine
Pediatrics
Plastic Surgery
Psychiatry

- Adult Orthopedic Surgery
- Bone & Joint Orthopedics
- Orthopedic Arthroscopy
- Orthopedic Foot & Ankle Surgery
- Orthopedic Fracture Care
- Orthopedic Hip Surgery
- Orthopedic Knee Surgery
- Orthopedic Shoulder & Elbow Surgery
- Orthopedic Sports Medicine
- Orthopedic Trauma Surgery

Physician Tools

and your experience...

PROCEDURES

- Hip Replacement
- Hip Fracture Repair
- Hip Resurfacing
- Hip Replacement Revision
- Hand & Wrist Surgery
- Joint Injections
- Joint Replacement Surgery
- Hip Labrum Repair

CONDITIONS

- Tendonitis
- Hip Pain
- Torn Rotator Cuff
- Hip Dysplasia
- Hip Arthritis
- Hip Flexor Strain
- Fracture Care
- Hip Bursitis
- Sports Injury

Physician Tools

Creating a
differentiated profile



Dr. Maria Thomas

Orthopedic Surgery
Orthopedic Arthroscopy
Orthopedic Hip Surgery
Orthopedic Knee Surgery
Orthopedic Sports Medicine
Board Certified

Experience

Total Knee Replacement
Partial Knee Replacement
Hip Replacement Revision

Patient Satisfaction



33 responses
How was your experience?

Your voice on Healthgrades.com

- In collaboration with the COA, Healthgrades is developing a new opportunity for you to “speak” to patients and referring physicians
- Today we are announcing the creation of “Your Voice” on Healthgrades.com!
- You are the author; choose your topics and create your personal statements
- “Your Voice” is in development now and will launch in the 2nd half of 2014

Tell prospective patients what YOU want them to know

The new Overview tab shows the personalized messages you want to provide to your prospective patients

Click on “Read More” for Topics Including:

- “” Care Philosophy
- 🗨️ Communication Style
- 📄 Practice Description
- 🎯 Areas of Clinical Interests
- 🏥 Conditions Treated
- 📋 Procedures Performed
- 🎓 Education & Training
- 🏆 Awards & Distinctions
- 📖 Publications & Media
- ❤️ Personal Interests & Charitable Work

The screenshot displays a Healthgrades profile for Dr. Cynthia Nokamura, MD. The profile includes a header with her name and specialization in Orthopedic Surgery. Below this, there are several sections: 'About Me', 'Care Philosophy', 'Practice Description', 'Areas of Clinical Interests', 'Conditions Treated', and 'Procedures Performed'. Each section contains a brief paragraph of text. A hand cursor is visible over the 'Procedures Performed' section, indicating it is being interacted with. The interface is clean and professional, with a blue and white color scheme.

Your voice will now travel throughout your profile

The information that you place in the “Your Voice” section will appear in relevant sections of your profile.

As an example, personalized messages help you add your voice to your experience

Dr. Cynthia Nokamura, MD Save
Specializes in Orthopedic Surgery • Female • Age 43

Patient Satisfaction
★★★★★
27 responses
[Take a Survey >](#)

Orthopedic Associates
6789 N. Main St. Ste. 500
Denver, CO 80202
[Phone Number & Directions >](#)

Overview Experience Hospital Quality Patient

Procedures Performed

I studied under the physician who pioneered the ankle replacement procedure that I now perform several times a week for the last 15 years. This procedure offers lower risk of complications and a faster return to activity...

[Read more >](#)

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Building awareness of your commitment to clinical excellence

Your COA membership is now being displayed on your Healthgrades profile

Building consumer awareness of the COA and your commitment to education and quality of care

Dr. Cynthia Nokamura, MD Save
Specializes in Orthopedic Surgery • Female • Age 43

Patient Satisfaction
★★★★★
27 responses
[Take a Survey >](#)

Orthopedic Associates
6789 N. Main St. Ste. 500
Denver, CO 80202
[Phone Number & Directions >](#)

Overview Experience Hospital Quality Patient

Education & Training

MEDICAL SCHOOL
Johns Hopkins University School of Medicine
New York, NY
Graduated in 1992

INTERNSHIP
Fitzsimons Army Medical Center
Aurora, CO
Completed in 1992

RESIDENCY
The State University Of New York At Buffalo
School Of Medicine
Buffalo, NY
Completed in 1992

FELLOWSHIP

Education & Training
"I received my medical degree from Johns Hopkins, graduating as an officer of the Alpha Omega Alpha Honors Medical Society, and hold board certification from the American Board of Orthopaedic Surgery."
[Read more >](#)

California Orthopaedic Association, Member

The California Orthopaedic Association is the largest statewide association representing orthopaedic surgeons in California. Orthopaedic surgeons evaluate and treat all types of musculoskeletal injuries and conditions. This includes surgical and non-surgical treatment of the spine, hip, knee, ankle, foot, shoulder, elbow and hand. The Association assists our members by providing continuing medical education and other resources that enhance their ability to provide high value quality health care.



To a potential patient, Patient Satisfaction matters

- In addition to clinical experience, potential patients seek highly rated physicians who have more survey responses than alternative choices
- Healthgrades encourages patients to provide feedback on their experience in three areas:
 - Experience in the office and with the staff
 - Experience with the physician
 - Overall experience
- Healthgrades deploys a survey instrument similar to the Clinician and Group Consumer Assessment of Healthcare Providers and Systems (CG-CAHPS)
 - All questions are closed ended
- Healthgrades has published more than 4 million surveys across all providers

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Patient Experience on Healthgrades.com

- Collecting Patient Experience feedback

- Display of Patient Experience ratings

The screenshot displays a Healthgrades profile for Dr. Cynthia Nokamura, MD. At the top, there is a navigation breadcrumb: "Home > Find a Doctor > Find an Orthopedic Surgeon > Colorado (CO) > Denver > Dr. Cynthia Nokamura". The profile includes a photo of Dr. Nokamura, her name "Dr. Cynthia Nokamura, MD" with a "Save" button, and her specialization "Specializes in Orthopedic Surgery • Female • Age 43". A "Patient Satisfaction" section shows a 4.1 out of 5 star rating based on 27 responses, with a "Take a Survey" link. To the right, contact information for "Orthopedic Associates" is provided: "6789 N. Main St. Ste. 500 Denver, CO 80202" and a link for "Phone Number & Directions". Below the profile, there are tabs for "Overview", "Experience", "Hospital Quality", and "Patient Satisfaction". The "Patient Satisfaction" tab is active, showing a star icon and the text "Patient Satisfaction" and "Patients' feedback on their experience with Dr. Nokamura". A section titled "Likelihood of recommending Dr. Nokamura to family and friends is 4.1 out of 5" features a 4.1 star rating and the text "above national average" and "27 responses". A "Your participation is confidential" message with a "Take the Survey" button is also present. Below this, a section titled "Dr. Nokamura's Office & Staff" includes a rating for "Ease of scheduling urgent appointments" with a 4.1 star rating, "above national average", and "27 responses".

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Healthgrades is committed to help you obtain more patient feedback about your practice

- COA members will have the ability to request personalized or non-personalized patient experience cards at no charge to encourage your patients to fill out an experience survey.
- Stop by the Healthgrades booth to order your free cards



Thank you for visiting
Dr. Barry L. Molk
Orthopedics
LOS ANGELES ORTHOPEDIC ASSOCIATES

healthgrades

You are invited to fill out a survey about my office, staff, and care.
Your opinion matters and is appreciated.
www.healthgrades.com/review/y2583



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Patient Satisfaction



33 responses
How was your experience?

Stop by our exhibit booth and let us help you get started

healthgrades

What you need to know about Dr. Thomas

Founder and principal of Orthopedic Associates...

California Orthopaedic Association , Member

