UW Medicine Provider Bio Guidelines

Why have a bio?

More than ever, patients are making healthcare decisions based on information they research online, and health system websites are often the first touch point on a patient journey. Provider bio pages, which comprise 10 percent of all page-view traffic on UWMedicine.org, are an integral part of the patient experience. When it comes to choosing where and with whom to receive their care, patients consider bios among the most important factors when making care decisions.

Having a complete bio is important for a number of reasons:
- They improve search engine optimization (move UWM providers higher up the page on Google, Bing, etc.).
- They humanize providers and promote brand confidence for existing and prospective patients.
- They allow for more appointment opportunities and increased access to care.
- They broaden the reach of UWM by showcasing the achievements, research and skills of our providers.

Create or update your bio now at http://uwmedicine.org/uwmbios.

Who gets a bio?

All providers who see patients should have a UWMedicine.org bio. This includes nurse practitioners, physical therapists and resident physicians. Having more providers on the website equates with more appointment opportunities and increased access to care.

*Accreditation and education data currently does not appear on resident bios and residents will only have head shots (no videos) for the time being.

How do I get my photo and video interview shot?

Beyond surfacing clinic locations, services and specialties provided, visuals are perhaps the most important part of a provider bio. Having a current, professionally shot photograph and video interview helps humanize our providers, instill patient confidence and enable informed decision making. Think of your head shot and 60-second video interviews as a first handshake, with videos taking it a step further and offering insight into individual care approach and bedside manner.

Photo and video sessions are scheduled twice monthly (on average—actual date and location for the upcoming session will be listed on the scheduling website until session is filled, then the next session will appear). They will take place in conjunction with medical staff onboarding orientation at either HMC or UWMC. Sessions happen in 15-minute back-to-back increments per provider.

Schedule your shoot now at uwmedicinebios.simplybook.me.

Photo requirements:
- Photos will be shot against a grey background
- Positioning: slight angle with right shoulder leading.
• Attire: providers should dress as they do when seeing patients. Lab coats are NOT mandatory; if worn, should be clean and well-pressed. Scrubs are not allowed. No ID badges.

Examples:

Edits and technical photo requirements:
• Temporary blemishes (pimples, shaving nicks) and shine will be removed as much as possible.
• Final edited 300dpi /3000x3720 px jpg files will be uploaded to WebDam by the end of the week of each shoot and will be accessible for departments and coordinators to download there. Portraits will be labeled by LastName-MiddleInitial-FirstName.jpg.
• Provider name, medical service, department, shoot date and time, file name and WebDam URL will be recorded on a spreadsheet.

Video requirements:
• Videos will be shot against a green screen with a background added in post-production.
• Positioning: One angle, torso up, right shoulder leading.
• Attire: providers should dress as they do when seeing patients. Lab coats are NOT mandatory; if worn, should be clean and well-pressed. Scrubs are not allowed. No ID badges.

Video interview questions:
Questions are being provided herein advance of your shoot so that you can be prepared for your interview. Your answers should be conversational, like you’re talking to a prospective patient, and restate the question at the start.

1. Why did you join UW Medicine? “I joined UW Medicine because of the . . .”
2. Why did you choose your service line or specialty? “I went into primary care . . .”
3. Describe a patient story that made an impact on you.
4. How do you evolve and advance your practice in parallel with the changing patient care landscape?

Edits and technical video requirements:
• Temporary blemishes (pimples, shaving nicks) and shine will be removed as much as possible.
• Videos will be edited to remove questions and add transitions, captions, background and a UWM background.
• Final, edited 1080p mp4 files will be uploaded to MediaAMP by the end of the week of each shoot and will be accessible for departments and coordinators to download from there. Videos will be labeled by LastName-MiddleInitial-FirstName.mp4.
• Provider name, medical service, department, shoot date and time, file name and MediaAMP URL will be recorded on a spreadsheet.

**Quick links**

• Create or update your bio now at [http://uwmedicine.org/uwmbios](http://uwmedicine.org/uwmbios)
• Schedule your shoot now at [uwmedicinebios.simplybook.me](http://uwmedicinebios.simplybook.me)
• [WebDam photo file access](#)
• [MediaAMP video file access](#)
• [UWMedicine.org](#)

**Billing:**
Photo and video costs will be covered by Strategic Marketing and Communications.

**Opting out:**
We realize there may be extenuating circumstances around completing portions of a provider bio, and opting out can take place at the discretion of the provider.

**Contact:**
For questions, please contact UW Medicine Strategic Marketing and Communications at [uwmbios@uw.edu](mailto:uwmbios@uw.edu).