

## **Medical Web Experts Launches New Bundled Physician Marketing Solution**

*Medical Web Experts is proud to announce a new product titled 'The Physician Solution'. It is a bundled physician marketing, web design and patient portal solution.*

June 14, 2010 (FPRC) -- Kirkland, WA – Medical Web Experts is proud to announce a new product titled 'The Physician Solution,' geared directly towards the small private physician practice. This solution helps address the challenges that private practice physicians are currently facing in the wake of the recent Medicare and insurance cutbacks. The product accomplishes this by providing physicians with tools that help them better market their practice and streamline communication between their office and their patients. The Physician Solution is a bundled package that contains three elements that are critical to a physician practice in the current health environment.

The foundation of the package consists of the development of a custom practice website. Medical Web Experts brings years of physician web design experience and expertise to each project. They design search engine friendly, high converting custom websites that stand out for their elegant design, useful content, and effectiveness in attracting patients.

Once a high-converting website has been developed for the practice, Medical Web Experts leverages a number of proven online marketing strategies to help drive traffic to the website. This includes submitting the site to Google Maps, Bing Maps and other popular directories. The practice is also assisted with setting up both Facebook and LinkedIn pages to help attract new patients in these popular social media networks. Medical Web Experts also addresses the growing need for reputation management. Many websites provide incorrect or negative information about physicians; Medical Web Experts assists in correcting this information. The practice is also supported through the establishment of a distinctive brand, creation of a polished and memorable logo, and standard designs for paper-based marketing materials such as brochures, business cards and stationary.

An optional add-on to the package is a web-based patient portal system that facilitates efficient communication between the patient and the physician, offers medical animations and provides the patient with electronic access to their medical record. Medical Web Experts offers two patient portal solutions to choose from: (1) Medical Web Experts' proprietary patient portal which is designed to be a low-cost and easy-to-use solution and (2) a market-leading solution offered by EliteHealth. Both options integrate into the website to provide the patient with a seamless user experience.

The Physician Solution package is offered in 3 different price levels and 2 different payment plans, with options starting at just \$1000 setup and \$360/month for 12 months. The patient portal option can be added on for just an additional \$500 setup and \$50/month thereafter.

'We have a deep understanding of the private practice and the challenges it is facing. The Physician Solution addresses these at the core by providing the practice with more of the type of patients they desire, as well as providing them with additional revenue streams and improving the efficiency of the practice,' states John Deutsch, founder of Medical Web Experts.

Further information about The Physician Solution may be found online at [http://www.medicalwebexperts.com/physician\\_marketing.php](http://www.medicalwebexperts.com/physician_marketing.php)

#### About Medical Web Experts

Medical Web Experts, a wholly owned subsidiary of New Wave Enterprises LLC, is a provider of web solutions for the health industry. Medical Web Experts specializes in website design, graphic design, internet marketing and patient portal solutions. Further information about Medical Web Experts may be found online at <http://www.medicalwebexperts.com> or by calling 866-932-9944.

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