

## Body1 Physician Finder™ System (PFS) Components

### 1. Display Module-

The core system. Lists physician, practice, or clinic information, including name, address, phone, fax, physician type, credentials, insurance coverage, office hours, website, bio, and photo. Organized by state and province. Customizable during set-up to include other fields as required.

The screenshot displays three physician profiles on the left and a detailed profile on the right. The profiles include names, specialties, addresses, phone/fax numbers, and website links. The detailed profile for Elizabeth A. Foley, MD, ABPh, includes her title as Director of Wound Care, medical school (Albany Medical College), internship and residency at St. Margaret's Hospital - Tufts University, and specialties in Vascular Surgery. It also features a bio paragraph and a map of The Vein & Aesthetic Center of Boston at 333 Elm St., Dedham, MA.

### 2. Certification Module-

Allows physician, practice, or clinic results to be displayed in hierarchies up to 3 levels deep. Primary results are displayed first, followed by secondary, and then tertiary. Customized level names and icons can be assigned by the client and easily changed. Examples hierarchies include: gold-silver-bronze; premium, preferred, standard; etc.

### 3. Map Module-

Links results to geo-coded maps. Displays distances from zip or postal codes to a particular physician, practice, or clinic. Lists and graphically displays top 5 to 50 search results depending on client preference. Maps a physician, practice, or clinic location. Determines and displays driving directions.

The screenshot shows a map of the Boston area with several location pins. Two detailed profiles are shown on the right: Brooke Seckel, MD, Plastic Surgery, located at Boston Plastic Surgery Specialists, 170 Commonwealth Avenue, Boston, MA 02116; and Daniel Townsend, MD, Oculoplastic & Cosmetic Surgery, located at SkinHealth Centers, 72 Newbury Street, Boston, MA 02116. Each profile includes contact information and a website link.

### 4. Reporting Module-

Sends reports by e-mail to physicians, practices, or clinics on a client-determined schedule (monthly, biweekly, daily) on the numbers of visits to profiles, websites, office information, and biographies. Also aggregates and communicates the number of relevant geographic and zip/postal code searches. Reports are automatically calculated and sent to physicians, responsible sales executives, and marketing personnel as determined by the client administrator. Also useful in updating physician information within the finder, as it allows physicians to respond rapidly with address changes.

## 5. Communication Module-

Screens and relays e-mail inquiries to physicians, practices, or clinics from patients. Deploys CAPTCHA technology to prevent robotic contacts. Blocks spam via spam-screening software. Protects physician e-mail addresses from being harvested.

## 6. Metrics Module-

Password-protected back-end reporting engine detailing physician, practice, or clinic visit metrics by time period. Time period fully adjustable for any period from 1 day to 10 years. Includes the ability to either set sessionization (time frame that counts as a visit) time period in advance or allow it to be pre-set. Logs IPs for country/region-specific verification. Filters all known robots and spiders.



## 7. International Module-

For countries beyond the US/Canada (standard). This module provides international country maps tied to the Physician Finder™, broken down by sub-region with geo-coded look-up, maps, and directions. Regions are color-coded, based on the availability of physicians, practices, or clinics.

## 8. Widget Module-

Small, useful tool that can be placed anywhere on a website and is the perfect fit for a sidebar. Provides patients with quick access to searching for physicians, practices, or clinics by zip code or country and includes links to the full physician finder if they need more.

## 9. Content Management Console-

Password-protected administration console for client administrator management of the entire system. Alternatively this system can be used as a back-up with Body1 managing the PFS.

## 10. Application Interface (API)-

Allows the export of PFS details to Customer Relationship Management (CRM) systems such as Salesforce.com, Oracle, and SAP, based on client specifications.

### Initial Set-up-

Process which establishes client accounts, granting access rights, overseeing content population, and integration into client's web properties.

### Customization-

This system can be completely customized, based on client needs.

### Training-

A ½ day of telephone and web-based training for up to 8 people is included with all implementations.

### Ongoing Maintenance and Support- Two levels, based on client needs-

- [Standard maintenance](#)- provides regular programmatic updates, bug fixes, and telephone support. Client manages the content in the PF. Included in base charges
- [Extended maintenance](#)- provides the above plus Body1 manages the content in the PFS on behalf of the client. Slight additional charge based on number of items.