

# City's #1 Patient Health Care Feedback Web Portal Introduces New FREE Membership for Doctors

*Providers' practices can benefit from array of FREE offerings*

Cincinnati, OH:---www.Cincinnati.MD—the number one health care website in Cincinnati dedicated to improving the quality of health care through effective doctor-patient communication and feedback tools—announces the availability of a **FREE Basic Desktop Membership** for physicians and healthcare providers. This membership was previously offered on a fee per month basis.

**Doctors and other health care professionals can now enroll FREE FOR LIFE.** Benefits of the **FREE Basic Desktop Membership** include:

- FREE user-name and password
- A directory services listing with the physician's address and telephone number
- One searchable specialty (physician's primary specialty)
- Patient feedback reports in Microsoft Excel
- Posting of patient feedback ratings on the site with doctor-approved patient testimonials
- Doctor-to-patient "one button" communication. (This feature hides the physician's e-mail address and is delivered through Cincinnati.MD's system)
- A MapQuest link to physicians' offices

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Providers are urged to visit [www.Cincinnati.MD](http://www.Cincinnati.MD) to learn more about the new FREE Basic Desktop Membership, along with options for enhanced membership packages.

“Our enhanced membership packages include links to physicians’ external websites from their .MD listing pages, their professional accreditations, awards, bios, office hours, custom survey questions with reporting and even video ads,” said Joseph Benza, Jr., CEO of YourCity.MD, a Cincinnati based internet health media company with a nationwide network of 300 city-specific websites for patients and health care professionals. “Member doctors and other medical providers utilize the site to improve patient satisfaction and retention in their practices. Cincinnati.MD also provides targeted marketing and sponsorship opportunities for local health professionals seeking highly effective ways to specifically reach health care consumers.”

Dr. James Springer, a Sharonville dentist, noted that his practice has grown substantially since becoming a Cincinnati.MD sponsor. “Cincinnati.MD is the first medium that has produced the kind of positive results we wanted,” he says.

Cincinnati.MD is the only local website offering consumers a free, health care resource that provides comprehensive information—including patient-submitted doctor ratings and word of mouth feedback— on over 6,900 doctors, dentists, chiropractors and other medical professionals in the Greater Cincinnati area. Additionally, Cincinnati.MD allows member doctors to receive patient feedback instantaneously, so that they can quickly respond to areas of patient concern through the site’s back end provider desktop tools and continue to provide their patients with the best care possible.

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Cincinnati.MD is currently averaging approximately 200,000 local hits per month. “Access to reliable information about the area’s medical providers empowers patients to make the most informed decisions possible about their own health care,” said Michael Barber, M.D., Chief Medical Advisor of Cincinnati.MD. “This information includes patient feedback data—which studies have shown to be important to patients forming a helpful and trusting relationship with their physician.”

One ‘Greater Cincinnati Top Doctor’, Mark D. Deutsch, M.D. , of Queen City Ear, Nose and Throat Associates, noted that, “The ability to evaluate real-time feedback from our patients has enabled us to improve overall patient care.”

According to Dr. Joseph Bateman, vice-president and medical director of Alliance Primary Care (APC)—one of Greater Cincinnati’s largest primary care physician groups, “APC received dozens of new patients in just a week’s time from employers directing patients to find great doctors on [www.Cincinnati.MD](http://www.Cincinnati.MD). This is a great free service to patients and a big help to quality providers like APC. Cincinnati.MD is the easiest way to let the public know where to find these top quality services. We encourage our staff to ask every patient to leave our doctors feedback on [www.Cincinnati.MD](http://www.Cincinnati.MD) after every office visit in order to maintain our edge and constantly improve our practice on a real-time basis.”

***MEDIA: For more information or to arrange an interview, please contact Joyce Kamen at 513.543.8109.***

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*YourCity.MD’s mission is to provide effective communications tools and information that empowers patients to make the most informed decisions possible about their own health care.*

*YourCity.MD’s vision is to improve the quality of health care in each community it serves.*