

*UCH's most-searched Web physicians*

## CHEN, KAM, GASPAR HEAD "TOP 100" AGAIN

Even as overall traffic to the hospital's Web site continued to increase during August and September, searches for physicians remained the fourth most-often used tool on the site.

There were close to 79,000 individual physician "page views" on the site during August and September, amounting to more than 11 percent of the total number of pages read during that time.

Almost two-thirds of those who searched for physicians, moreover, were new to the UCH site.

"That's just how you'd want it to work," said Angela Lieurance, vice president of Marketing and Development, whose department oversees the site's content and the efforts to drive traffic to the site. "It indicates we're attracting people new to the UCH system, or at least people new to those physicians."

**Top Web docs.** Doctors Changhu Chen, Igal Kam, Laurie Gaspar, Thomas Bak and Brian Kavanaugh were the most frequently viewed, as they were in the most recent previous listing (*Insider*, August 25). But 25 of the 100 physicians who attracted the most searches were new to the top of the search list.

The reasons some physicians may get more searches than others are varied. "It can be influenced by marketing, news stories, speaking engagements, outreach to community physicians, by publishing a paper or by how obviously a given service is featured on the Web site," noted Bill Sonn, UCH director of Marketing, Communications and Public Relations. "When a physician gets a rush of new appointments, that can lead to searches, too."

However, the physician directory, Sonn added, remains one of the most challenging areas of the hospital's new site, which launched in March. There have been numerous problems in matching the information on the UCH site to other physician databases

within the clinical enterprise. As a result, physicians' specialties have come up incorrectly and physicians themselves have been hard to find from time to time.

A committee that includes Sonn, Webmaster Kelly Davis, Medical Staff Office Director Sue West and Web content manager Bill Kaluza is continuing efforts to solve the remaining issues. "None of us is satisfied with or tolerant of how erratic that section of the site has been," Sonn said.

## 100 "Top Web Docs," Aug.-Sept., 2008 By unique page views

Rank	Physician	Unique Page views	Rank	Physician	Unique Page views	Rank	Physician	Unique Page views
1	Chen, Changhu	269	35	Bhide, Manisha K	97	69	Ringel, Steven P.	71
2	Kam, Igal	256	36	Poddar, Sourav K	93	70	Tanaka, David J	71
3	Gaspar, Laurie E.	250	37	Casserly, Ivan P.	93	71	Chacko, Karen M	71
4	Bak, Thomas E	243	38	Chang, Victor H	93	72	Brandenburg, Suzanne L	71
5	Kavanagh, Brian D	210	39	Davidson, Susan A.	92	73	Sperry, Corydon S.	69
6	Raben, David	181	40	J. Bronwyn Bateman	90	74	Lillehei, Kevin O.	68
7	Wachs, Michael E.	172	41	Flaig, Thomas W	88	75	Cass, Stephen P.	68
8	Liu, Arthur K	172	42	Corbin, Lisa W	88	76	Sieja, Amber L	68
9	Zimmerman, Michael A	166	43	Anderson, Jessica L	88	77	Donohue, Robert E.	68
10	Schefter, Tracey E.	164	44	Schorr-Ratzlaff, Wagner J	86	78	Durairaj, Vikram D	67
11	Crawford, E. David	161	45	Tidler, Diana L	86	79	Myint, Han	67
12	Carroll, John D	156	46	Breeze, Robert E	86	80	Breese, Jessica R	67
13	Bristow, Michael R	151	47	Lindenfeld, Joann	85	81	Davis, Karlotta M.	67
14	Barqawi, Al B	144	48	Feinberg, Lawrence E	84	82	Cain, Jeffrey J.	67
15	Flynn, Brian J	139	49	Albertson, Gail A	83	83	Frey, Lauren C.	66
16	Meyer, Sue Anne	120	50	Lobo, Ingrid E	83	84	Hergott, Lawrence J	66
17	Franco-Webb, Cecilia M.	120	51	Foster, Carol A.	81	85	Loyd, Stephen O	63
18	Doebele, Robert Charles	120	52	Meacham, Randall B.	81	86	Anderson, Robert J	62
19	Abaza, Mona M.	119	53	Braverman, Rebecca Sands	81	87	Spitz, Mark C.	62
20	Zerzan, Judy T.	112	54	Swigris, Rachel E	80	88	Song, John I.	62
21	Carroll, Eugenia P.	111	55	Granston, Laurence A.	80	89	Ene, Heather	61
22	Akuthota, Venu	110	56	Alvero, Ruben J	80	90	Brice, Sylvia L	61
23	Aagaard, Eva M	110	57	Aycock, Joyce K	79	91	Dunnick, Cory A	61
24	Buttrick, Peter M	110	58	Gordon, Michael J.	75	92	Patel, Vikas V	60
25	Abraham, Adam T	109	59	Kim, Fernando J.W.	75	93	Lin, Chen-Tan	59
26	Maroni, Paul D	109	60	Daugherty, Stacie Luther	75	94	Falko, James M	59
27	Kutner, Jean S.	107	61	Mahidhara, Nivedita D	74	95	Davidson, Richard S	59
28	Eckhardt, S Gail	106	62	Arruda, Jaime S	74	96	Aron, Elisabeth A	59
29	Corboy, John R	105	63	Kick, Steven D	73	97	Mandava, Naresh	57
30	Bennett, Jeffrey L.	105	64	Hrywnak, Virginia A	72	98	Horwitz, Lawrence D	57
31	Anderson, Clark A.	104	65	Overholser, Linda S	72	99	Penaloza, Richard S.	56
32	Kay, Joseph D	104	66	Agrama, Susan D	72	100	Khoo, Michelle S.C.	55
33	Wilson, Shandra S	100	67	Damek, Denise M.	72			
34	Borges, Virginia F	100	68	Schilling, Lisa M.	71			

Continued

**More marketing efforts.** Meanwhile the hospital is currently marketing its transplant, cancer, neurosurgery and addiction treatment services – along with other initiatives and more general UCH features – in online search engines used by people along the Front Range.

The effects can be dramatic. For example, Sonn noted, traffic to the University Laser Vision pages – which promote UCH’s refractive eye surgery – fell by 75 percent immediately after an online campaign for it ended on July 1. By September, traffic to the page was about 7 percent of its June high.

Conversely, unique page views and numbers of requests for appointments made over the Web at the Center for Dependency, Addiction and Recovery (CeDAR) more than doubled from 3,523 in April, when an online campaign began, to 7,640 in September.

In all, some 182,079 visitors – 47 percent of them new – came to UCH’s site in August and September. Each visitor looked at about four pages.

## THE TOP 20

Doctors Judy Zerzan (Internal Medicine), Cecilia Franco-Webb (Plastic and Reconstructive Surgery) and Sue Anne Meyer (University Medicine) were new to the 20 most-searched physicians on the UCH Web site in August and September (*see additional table in this story for a complete list of the 100 most-searched physicians during this two-month period*).

Rank	Physician	Unique Page views	Rank	Physician	Unique Page views
1	Chen, Changhu	269	11	Crawford, E. David	161
2	Kam, Igal	256	12	Carroll, John D	156
3	Gaspar, Laurie E.	250	13	Bristow, Michael R	151
4	Bak, Thomas E	243	14	Barqawi, Al B	144
5	Kavanagh, Brian D	210	15	Flynn, Brian J	139
6	Raben, David	181	16	Meyer, Sue Anne	120
7	Wachs, Michael E.	172	17	Franco-Webb, Cecilia M.	120
8	Liu, Arthur K	172	18	Doebele, Robert Charles	120
9	Zimmerman, Michael A	166	19	Abaza, Mona M.	119
10	Schefter, Tracey E.	164	20	Zerzan, Judy T.	112