

# What Matters in a Physician Bio



## Survey Data From 500+ Patients

Aha Media Group explored what patients care about in physician bios. We surveyed 543 consumers — men and women ages 18 to 70+. Find out where consumers seek physician information and what factors they prioritize when researching.

### Results

#### People seek physician bios — increasingly on your website

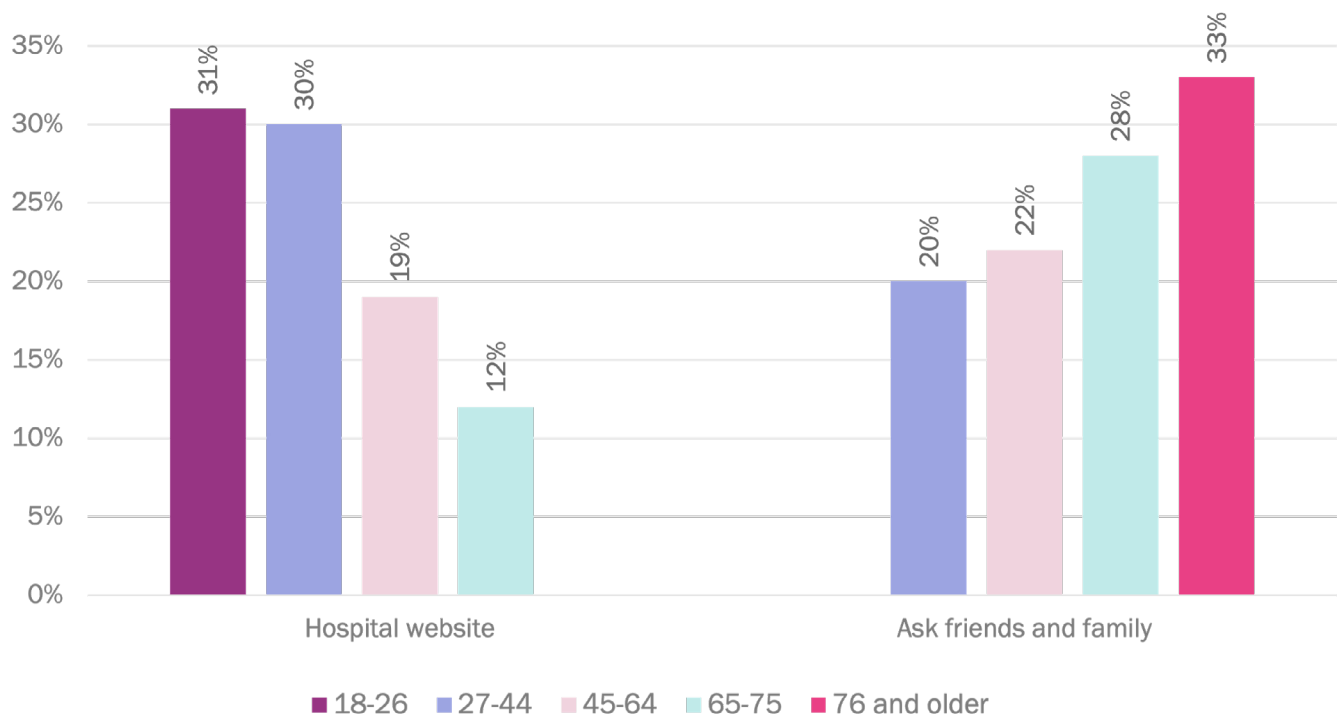
- 92% of respondents read a doctor's bio before booking an appointment, a significant increase from 76% in 2018.
- 26% of consumers visit hospital websites to find a provider.
- 19% start on an insurance website.
- 16% use a search engine (like Google or Bing).

Many patients who start elsewhere end up on your website to make their final decision.

#### Age matters when it comes to searching your website

- As patients get older, they rely less on hospital websites and more on recommendations from friends and family.
- 100% of people 76 and older rely on recommendations from family, friends, or physicians.

### Where do you go to find a new provider? (By age)



#### Education levels of people searching your website

- Nearly 60% of people with less than a high school diploma start their physician search on your website.
- 31% of people with a bachelor's degree search your site first.
- Followed by 20% with a master's, 18% with a high school diploma, and 17% with a doctorate — a shift from the last study, when the most educated were most likely to read bios.

There was no significant difference by gender on any question in the study.

#### What matters to patients

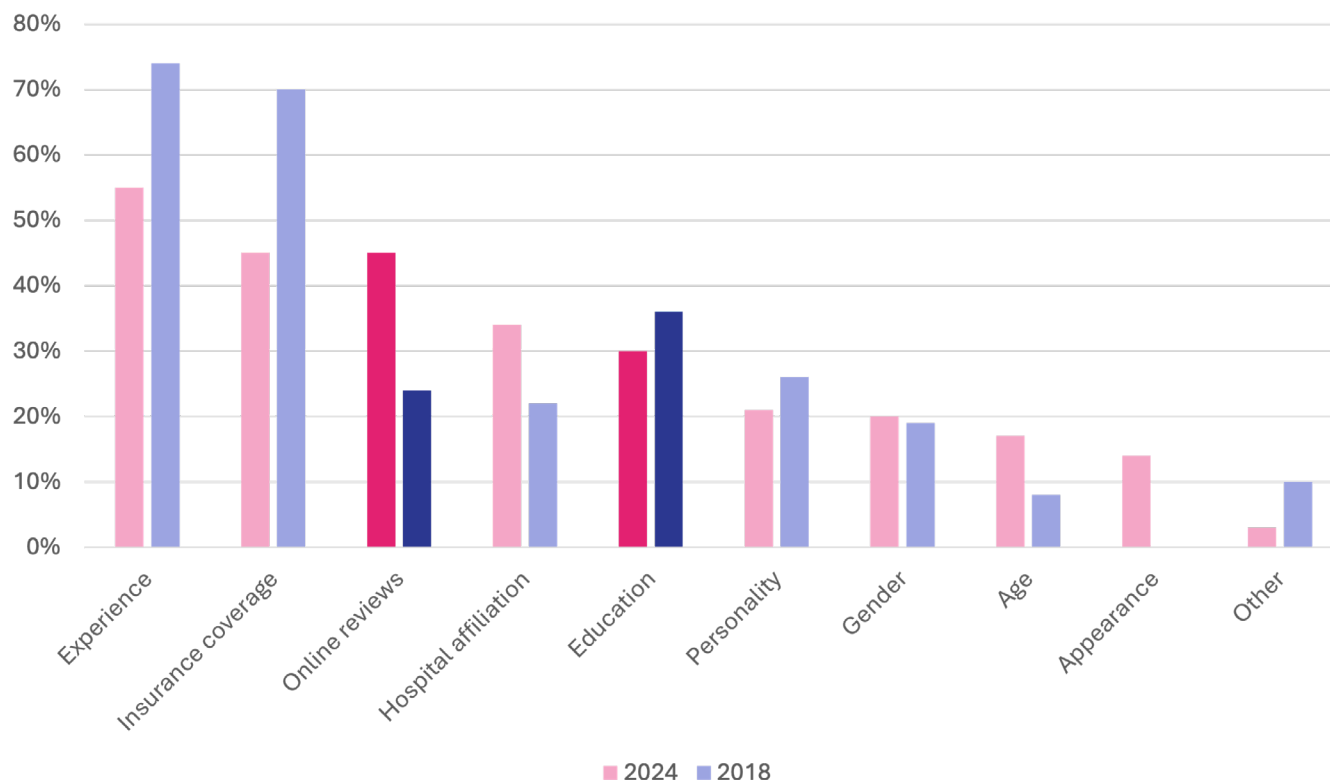
Patients want to learn 3 key things from a physician's bio:

- Provider's care philosophy: 50% want to understand this.
- Why they went into medicine: 35%
- Shared values: 35%

When deciding to book an appointment, patients prioritize:

- Experience: 55% look for this.
- Insurance info: 44%
- Online reviews: 44%
- Education: Only 30% said this is a deciding factor. It's now more of a baseline expectation.

## What are the 3 most important factors to you when choosing a physician?



### Reviews matter more than ever

Online reviews are pivotal in helping patients decide:

- 77% consider online reviews when choosing a provider.
- 94% find online reviews at least “somewhat important” in building trust.

Displaying recent, positive reviews directly in provider bios increases the chances of patients booking an appointment.

### Visual content in bios

Photos and videos are more critical than ever:

- 77% of patients look for photos or videos of the provider before booking an appointment, up from 50% in 2018.
- Older people are less likely to seek out videos and photos — which aligns with their lower likelihood to read bios before booking (for people ages 65-75).

### What matters less

Personal details about providers aren't as important for decision-making:

- Hometown: 15% care about this.
- Family: 14%
- Pets and hobbies: 11%

**Get started creating bios.** Use our checklist on the next page as your roadmap. Or, if you need help turning your physicians' bios into the amazing patient acquisition tools they can be, [lean on us.](#)

# The Step-by-Step Guide to Creating High-Converting Physician Bios



## 1. Get physicians excited about the process

Your doctors should be involved in crafting their bios to make them more authentic. Here's how to get them on board:

- ☐ **Explain the impact:** Show them how a compelling bio can increase their visibility and bring in patients.
- ☐ **Ask insightful questions** to showcase what makes each physician unique:
  - Why did you choose to become a doctor?
  - How would you describe your care philosophy?
  - What do you want patients to know about you?
- ☐ **Review and refine together:** Give physicians the chance to review and approve their bios. This ensures accuracy and fosters trust in the process.

## 2. Create a consistent bio template

Consistency builds trust and makes bios easier to scan. Include:

- ☐ **Professional headshots:** Profiles with high-quality photos receive 3x the views.
- ☐ **Clear sections and headings:** Organize each bio with headings like "Experience," "Insurance Coverage," and "Care Philosophy" for easy navigation.
- ☐ **Videos:** Short, introductory videos where doctors explain their care approach help patients feel a connection.
- ☐ **Patient reviews:** Display recent reviews prominently on each bio.

## 3. Tell the physician's story and make sure it gets heard

A well-crafted bio does more than list qualifications — it tells a story:

- ☐ **Use conversational language:** Show your doctors' empathy and personality.
- ☐ **Contextualize experience:** Explain what stats, accolades, or awards mean for patients.  
For example, "Dr. Jones performs 300 joint replacements per year, helping patients regain mobility faster."
- ☐ **SEO optimization:** To improve search visibility, use keywords that patients actively search for.  
Include cross-links to relevant blogs, patient stories, or social media for better discoverability and engagement.

## 4. Build a user-friendly directory

Make it easy for patients to search for and find your physicians:

- ☐ **Use clear labels:** Call your directory "Find a Doctor" so patients know exactly where to go.
- ☐ **Simple search options:** To make the process quick and seamless, enable search by name, specialty, or condition.
- ☐ **Enable click-to-call and online scheduling:** Allow patients to schedule appointments directly from the bio, removing friction from the booking process.

## 5. Standardize and automate the bio creation process

Managing all your physician bios can be overwhelming. Streamline the process:

- ☐ **Build a workflow that works for you:** Set a standard for roles, responsibilities, and timelines so everyone is on the same page.
- ☐ **Automate updates:** Use content management tools to ensure bios are automatically updated with new certifications, reviews, or changes in insurance coverage.

Creating engaging physician bios that make an impact is a significant job, especially when you have a lot to write at once. If you don't have the bandwidth, [get in touch](#).