ACADEMIC HEALTH CENTER WEBSITES
For Patients webpage

Academic Health Center unit websites should highlight the benefits of receiving care from healthcare professionals at the University of Minnesota and make connections to our research and education mission. Where applicable, inform patients of clinical trials. The academic websites should clearly state how potential patients can schedule appointments and provide location information by linking to the University of Minnesota Physicians website (http://www.umphysicians.org/) as that is where the majority of patient care and patient education information will reside.

An example of a patient information page: http://z.umn.edu/patient

Overview of clinical services
2-5 paragraphs highlighting the clinical services affiliated with the unit, why a patient should entrust their healthcare with the unit, and the types of specialists working within the Unit.

Conditions we treat
List of conditions or procedures with links to UMPhysicians.org for detailed information.

Physician bios
List of clinical faculty linking to each individual bio, a shared file with UM Physicians. See http://ahc-test.umn.edu/ahcdemo/biotest/ for a list of fields available.

Appointment information
Provide instructions for making an appointment and link to UMPhysicians.org.

Clinical trial information
Overview of reasons to participate in a clinical trial and who to contact for more information. Include a list of current clinical trials and where appropriate link to a page with detailed information including lead physician, description of the trial, inclusion criteria and trial contact name and number.