Patient information

As your unit revises its web presence, review the University of Minnesota Physicians (UMP) website to identify opportunities for improvement. The following is a list of potential content you can help create one for the UMP website.

- **Providers**
  List of physicians by specialty.

- **Image**
  Images of clinics and showing specialties. Image size is 460px wide by 210px tall.

- **About**
  2-5 paragraphs long that highlights what we do, what we excel in, and describes our key differentiators.

- **Conditions We Treat or Treatments**
  A general list of conditions, procedures or treatments with the potential to add links to pages with detailed information. Pages dedicated to specific condition information can be broken into tabs. We suggest: Overview, Screening/Diagnosis, Treatment, Physicians, Resources.

- **Clinic Overview**
  2-5 paragraphs highlighting what the clinic does, what it excels in and types of specialists.

- **Clinic Address**
  A simple, straightforward address for the clinic. It should include the building name if applicable.

- **Clinic Contact**
  Clinic phone number and fax number if applicable.

- **Clinic Hours**
  Hours of the clinic.

- **Info for Medical Providers**
  This page includes information about referring patients. This sometimes includes links to sub pages about referral protocols for specific diseases.

- **Did you know?**
  This is a short teaser on a clinic page to highlight something unique such as an event or news item.

- **Recent news**
  News can be added manually or included as an RSS feed from a partner site such as Minnesota Medical Foundation or the Health Talk blog ([http://www.health.umn.edu/healthtalk/](http://www.health.umn.edu/healthtalk/)).

- **Other**
  The other section is a block of custom content you can add to the bottom of the page. It can be used for anything such as research information, useful links, a video, etc.