

WEB PROFILES FOR NEW FACULTY MEMBERS

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DOM Webmaster

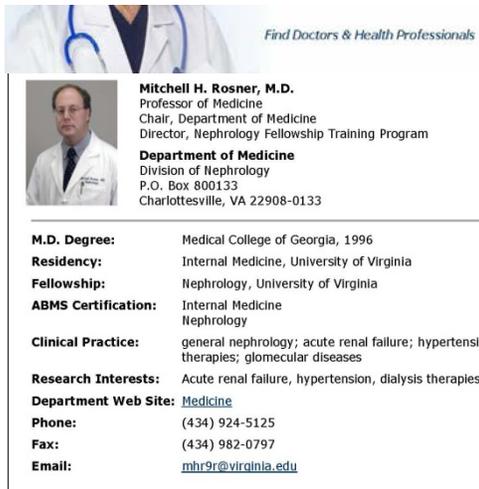
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DOM Communications

New physician-faculty members (ones who see patients) need to be added to the physician directories, with corresponding web profiles, as expeditiously as possible. Here's how to make sure that happens. (For research faculty, see note at bottom.)

Physicians have two different web profiles. The "Find a Doctor and Health Professional" profile, *below left*, is created and controlled by the Clinical Staff Office (CSO), once the credentialing process has been completed. The second profile, *below right*, is in the "Find a Doctor" directory. This directory is aimed at patients, and is controlled by the Health System Marketing & Communications office. Both profiles are generated from data in the CSO's database. Thus, NEITHER profile can be generated until the CSO has completed the faculty member's credentialing process.



Find Doctors & Health Professionals

Mitchell H. Rosner, M.D.
Professor of Medicine
Chair, Department of Medicine
Director, Nephrology Fellowship Training Program

Department of Medicine
Division of Nephrology
P.O. Box 800133
Charlottesville, VA 22908-0133

M.D. Degree: Medical College of Georgia, 1996
Residency: Internal Medicine, University of Virginia
Fellowship: Nephrology, University of Virginia
ABMS Certification: Internal Medicine
Nephrology
Clinical Practice: general nephrology; acute renal failure; hypertensive therapies; glomerular diseases
Research Interests: Acute renal failure, hypertension, dialysis therapies
Department Web Site: [Medicine](#)
Phone: (434) 924-5125
Fax: (434) 982-0797
Email: mhr9r@virginia.edu

PROFILE #1:
"Find Doctors and Health Professionals" directory (Clinical Staff Office)



Find a Doctor

Mitchell H. Rosner, M.D.
Nephrology
Medicine

Contact Information
Address: P.O. Box 800466, Charlottesville, VA, 22908-0466
Phone: 434-924-5125 Fax: 434-982-0797
Email: mhr9r@virginia.edu

Training & Certification
Residency: Internal Medicine, University of Virginia
Fellowship: Nephrology, University of Virginia
American Board Certification(s):
• Internal Medicine, 1999
• Nephrology, 2002

Clinical Practice
Conditions Treated: Chronic kidney disease, Dialysis, Fluid, electrolyte, acid-base disorders, Hereditary kidney disease, Polycystic kidney disease, Renal Failure (End Stage Kidney Disease)

Research Interest: Acute renal failure, hypertension, dialysis therapies



PROFILE #2
"Find a Doctor" directory (Marketing office – for patients)

For DOM internal purposes, the DOM communications staff (Jane) provides a PDF bio form for the faculty member to fill out. This is used for the department's annual profile-update process; it is also used to generate research profiles for faculty who conduct research.

STEPS:

1. Send an email to DOM Communications (Jane), with the new faculty member's name, rank and start date. Let Jane know whether paperwork has been submitted to the CSO, and if so, how long ago. Jane will send back a bio form for the new faculty member to fill out.
3. Joan (based on prompt from Jane) will add the new faculty person to the faculty list on the division's website. Joan needs the person's rank (Asst./Assoc./Professor); also, if applicable, section or sub-specialty within the division -- e.g., Gen Med/Hospitalist.
3. Once Jessica Venable in the CSO has completed the credentialing process, she generates profile #1. This can take several weeks. If several weeks have gone by with no profile, let Jane know and she can check with Jessica.
4. Once profile #1 is created, then: (a) Joan can insert a link to the new faculty member's profile from the division webpage; and (b) Jane can send a tickler to HS Marketing & Communications requesting that a "FAD" profile be created as well.
5. **Photos** for profiles (different from ID badge photos) are taken by the HS Marketing & Communication staff. Call Tracy McFadden at 4-9109 to schedule a photo. Marketing staff handle uploading the photo to both profiles.

Checklist:

- Does the Clinical Staff office have all the necessary paperwork for the new faculty member?
- Has CSO completed the credentialing process?
- Has CSO entered the faculty member's data in their system?
- Has the faculty member had his/her photo taken by Marketing & Communications?
- Has the faculty member filled out a DOM PDF bio form and returned it to Jane?

NOTE: For RESEARCH faculty (ones who don't see patients) only steps 2, 3 and 5 apply. Joan creates a research profile based on information provided on the PDF form. They will need to get their picture taken by the Marketing staff.