



CAPITAL  
DIGESTIVE  
CARE<sup>SM</sup>

*First in Digestive Health*



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# Convince Your Practice

I'VE ALREADY GOT A DIAGNOSIS FROM  
HOMEDOC.COM...BUT I THOUGHT I'D  
SEE YOU FOR A SECOND OPINION!



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Ask for the  
purple pill!

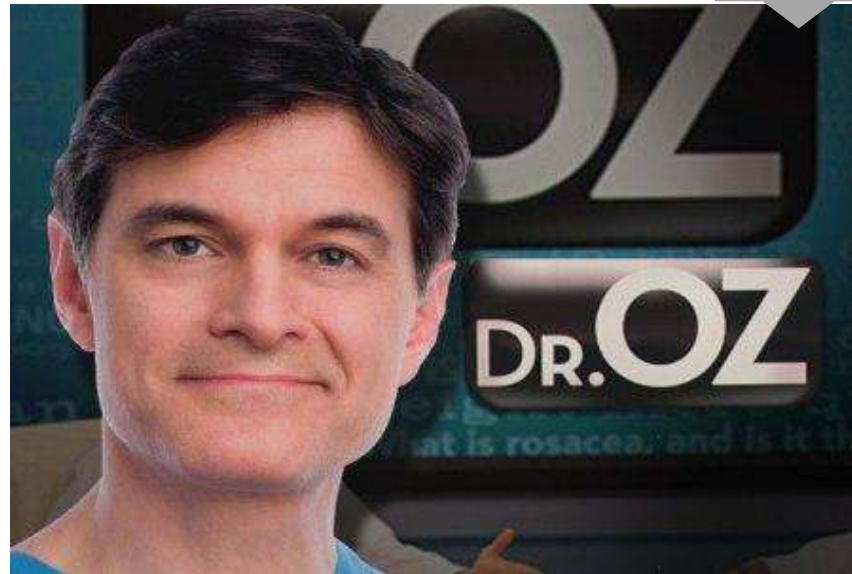
**Nexium**® 

offers 24-hour  
heartburn relief caused by  
acid reflux disease.



**BUY** for only **\$0.40** per pill

Arsenic in  
apple juice!





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## The “Empowered” Patient

- Researches their condition
- Researches their doctor
- Can you control their perception?

**Angie's list.** Reviews you can trust.



**Be a better patient in 2012**

Take charge of your health in 2012 by learning how to become an empowered patient. [Read More](#)

### TIPS TO GET BETTER HEALTH CARE

- [9 tips to get the best care](#)
- [7 ways to stay a savvy patient](#)
- [Many can still use 2011 flexible spending accounts](#)
- [Prevention key in avoiding high costs](#)
- [5 tips to plan ahead for medical care](#)



 Healthcare Blue Book

Being an empowered patient means knowing the costs of care.

[Sign in](#) to Angie's List to make sure you're getting the fair price for medical procedures.

**What's  
up  
with your  
doc?**

Tell us about



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HEALTH GRADES™  
THE HEALTHCARE QUALITY EXPERTS®



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**We all wish it were  
enough to just be a good  
doctor.**



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# Commit a Budget





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## **Begin at the Beginning**

**Do you know what message you  
want to communicate?**

### **Marketing**

any activity used  
to create  
interest in a  
business or  
service

### **Branding**

the process used  
to shape  
consumer  
perception



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## Case Study: Capital Digestive Care

Through a unified approach and a shared vision we can achieve distinction and establish ourselves as the premier provider of digestive health services in our region.



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## Case Study: Capital Digestive Care

- ❖ When we present ourselves collectively, we become more relevant, to more people, across a greater geographic area.
- ❖ Unified and Consistent Message
  - ❖ Excellence: we represent quality care
  - ❖ Diversity: we are reflective of the communities we serve
  - ❖ Accessibility: comprehensive services; regionally located



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# Case Study: Capital Digestive Care

**Excellence**



Notable distinctions



Outcomes / effectiveness



Processes (innovation/ quality assurance program)



Diversity of gender/culture/religion

**Diversity**



Diversity of services



Diversity of locations

**Accessibility**



Multiple locations/hosp affiliations



Range of services



Technology (EMR/patient portal)



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# Case Study: Capital Digestive Care

## Desired Outcomes

- ❖ Name recognition
- ❖ Reputation enhancement
- ❖ Increased prominence in our communities
  
- ❖ **INCREASED VOLUME**





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**Learn About a Condition**  
**Colon Cancer Prevention**  
**Procedures & Services**  
**Insurance & Patient Info**  
**Why Choose Capital Digestive Care**

- ▶ Patient Forms
- ▶ Special Diets
- ▶ Research Trials
- ▶ Careers
- ▶ Contact

En Español



## WHY DO PEOPLE CHOOSE CAPITAL DIGESTIVE CARE

### A new standard for your digestive health.

View

Edit

Welcome to Capital Digestive Care. We are the Washington Metropolitan Area's founding physicians of digestive care, **CONNECTED**, to shape the future of Digestive Health.

Together, we offer the greatest collective experience in the area and the most accessible care.

Established in January 2009, Capital Digestive Care unified 56 physicians across the Washington Metropolitan Region in their desire to advance the delivery of care for patients suffering from all types of digestive health conditions. Our integrated health care model connects our Gastroenterologists to both a specialized pathology laboratory and the largest clinical research program of its kind in the region. From the common complaint of heartburn to the complex treatment of chronic conditions, such as Crohn's disease, our physicians work together across disciplines to develop the most effective treatment plan for each patient.

Search the site



#### COMMON SYMPTOMS

Select a symptom to learn more about commonly associated digestive health conditions.

- Choose -



Go

### COLONOSCOPY

LEARN THE FACTS 

# Locations & Physicians

View

Edit



## Find a Location

- Choose -



Go

[View all Locations](#)

## Find a Physician



[View all Physicians](#)

Or

## Sort by Gender

- Any -



## Sort by Foreign Languages Spoken

- Any -



[Apply](#)



**REGIONAL LOCATIONS**

**WASHINGTON, DC**

**Metropolitan Gastroenterology Group**  
2021 K St. NW, Suite 1-110  
202.296.3440  
**Washington Gastroenterology**  
106 Irving St. NW, Suite 2055  
202.829.0130

**MARYLAND**

**Frederick County**

**URBANA, MD**  
**Dr. Birns, Gloger and Wilton**  
3390 Urbana Pkwy, Suite 204  
301.810.5252

**Howard County**

**FELLSBORO CITY, MD**  
**Maryland Digestive Disease Center**  
4001 Dimes Hill Dr., Suite 120  
410.330.0263

**Prince George's County**

**LAUREL, MD**  
**Maryland Digestive Disease Center**  
2350 Van Dusen Rd., Suite 210  
301.493.5500

**Montgomery County**

**GERMANTOWN, MD**  
**Metropolitan Gastroenterology Group**  
10215 Fernwood Rd., Suite 405  
301.493.5210

**CHEVY CHASE, MD**  
**Metropolitan Gastroenterology Group**  
5550 Friendship Blvd., Suite 1-80  
301.654.2521

**CHEVY CHASE, MD**

**Washington Gastroenterology**  
5530 Wisconsin Ave., Suite 1640  
301.718.0900

**GERMANTOWN, MD**

**Capital Gastroenterology Consultants**  
20529 Dokud Farm Rd., Suite 201  
301.590.2002

**OLNEY, MD**

**Capital Gastroenterology Consultants**  
3410 Oakwood Ct., Suite 200  
301.590.2002

**ROCKVILLE, MD**

**Associates in Gastroenterology**  
9420 Key West Avenue, Suite 202  
301.251.8555

**Dr. Birns, Gloger and Wilton**  
5711 Medical Center Dr., Suite 300  
301.221.7214

**Capital Gastroenterology Consultants**  
13005 Shady Grove Rd., Suite 210  
301.590.2002

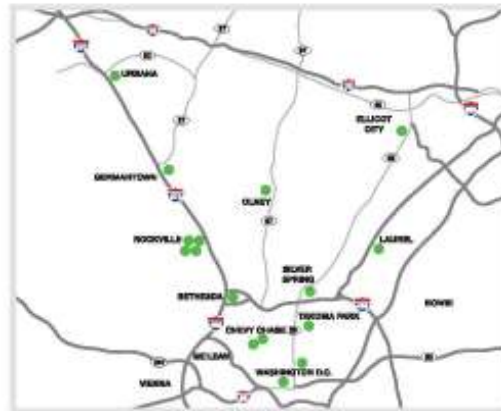
**Digestive Disease Consultants**  
14005 Shady Grove Rd., Suite 150  
301.340.3252

**SILVER SPRING, MD**

**Capital Gastroenterology Consultants**  
10801 Lockwood Dr., Suite 200  
301.590.2002

**TAKOMA PARK, MD**

**Maryland Digestive Disease Center**  
7610 Carroll Ave., Suite 250  
301.270.3540



**CLINICAL RESEARCH SERVICES**

5550 Friendship Blvd., Suite 1-80  
Chevy Chase, MD 20815

**PATHOLOGY LABORATORY SERVICES**

4001 Belva Drive, Suite F  
Bowie, MD 20715

**HOSPITAL AFFILIATIONS**

- Calvert Memorial Hospital
- Children's National Medical Center
- Frederick Memorial Hospital
- George Washington University Hospital
- Georgetown University Hospital
- Holy Cross Hospital
- Howard County General Hospital
- Laurel Regional Hospital
- Montgomery General Hospital
- National Rehabilitation Hospital
- Shady Grove Hospital
- Sibley Memorial Hospital
- Suburban Hospital
- Virginia Hospital Center
- Washington Adventist Hospital
- Washington Hospital Center



**WELCOME TO  
CAPITAL DIGESTIVE CARE**

We are the Metropolitan Region's founding physicians of digestive care, connected, to shape the future of Digestive Health. With the greatest collective experience in the area, we focus on delivering the most effective, personal and accessible care in our region.



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**Take  
Control of  
Your  
Online  
Reputation**

# It can be done

\*but not overnight

- ❖ Search Engine Optimization
- ❖ Enhanced Profiles
- ❖ Increase volume of surveys



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## Share Your Success

- ❖ Website statistics
- ❖ Registration intake
- ❖ Patient/physician response
- ❖ New patient consults
- ❖ Procedure count
- ❖ Capture radius