



CAPITAL
DIGESTIVE
CARESM

First in Digestive Health



CAPITAL
DIGESTIVE
CARE™

First in Digestive Health

Convince Your Practice

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



© Original Artist
Reproduction rights obtainable from
www.CartoonStock.com

search ID: for0212



CAPITAL
DIGESTIVE
CARE™

First in Digestive Health

Ask for the
purple pill!

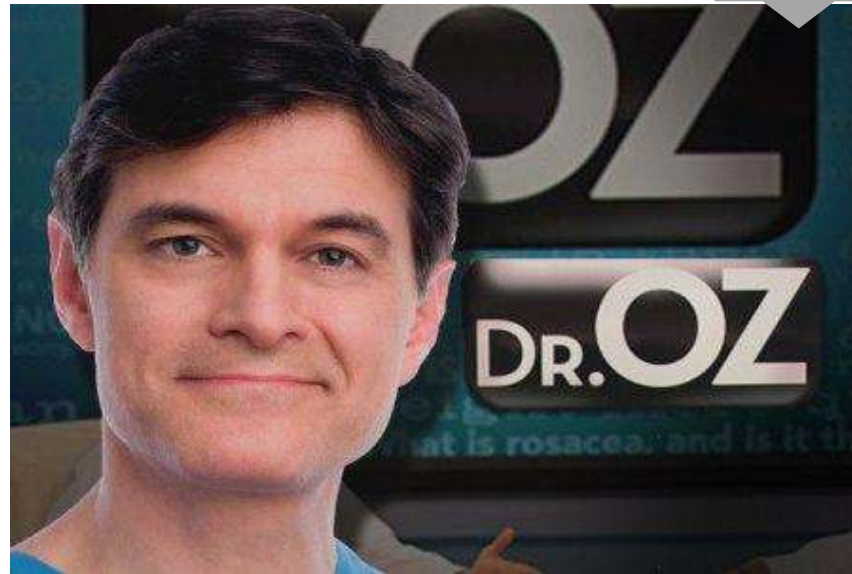
Nexium® 

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



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

Arsenic in
apple juice!





CAPITAL
DIGESTIVE
CARE™

First in Digestive Health

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



CAPITAL
DIGESTIVE
CARE™

First in Digestive Health



HEALTH GRADES™
THE HEALTHCARE QUALITY EXPERTS®



CAPITAL
DIGESTIVE
CARE™

First in Digestive Health

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



CAPITAL
DIGESTIVE
CARE™

First in Digestive Health

**Commit a
Budget**





**CAPITAL
DIGESTIVE
CARE™**

First in Digestive Health

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



CAPITAL
DIGESTIVE
CARE™

First in Digestive Health

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.



CAPITAL
DIGESTIVE
CARE™

First in Digestive Health

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



**CAPITAL
DIGESTIVE
CARE™**

First in Digestive Health

Case Study: Capital Digestive Care

Excellence



Notable distinctions



Outcomes / effectiveness



Processes (innovation/ quality assurance program)

Diversity



Diversity of gender/culture/religion



Diversity of services



Diversity of locations

Accessibility



Multiple locations/hosp affiliations



Range of services



Technology (EMR/patient portal)



CAPITAL
DIGESTIVE
CARE™

First in Digestive Health

Case Study: Capital Digestive Care

Desired Outcomes

- ❖ Name recognition
- ❖ Reputation enhancement
- ❖ Increased prominence in our communities

- ❖ **INCREASED VOLUME**



**CAPITAL
DIGESTIVE
CARE™**

First in Digestive Health

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

**LOCATIONS
& PHYSICIANS**



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
2090 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

BETHESDA, 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
301.592.2002

OLNEY, MD

Capital Gastroenterology Consultants
3410 Oakwood Ct., Suite 200
301.592.2002

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
301.592.2002

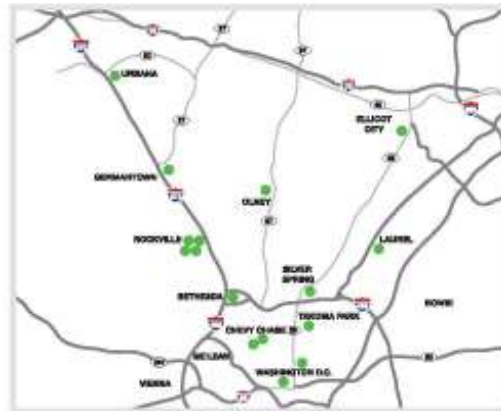
Digestive Disease Consultants
14005 Shady Grove Rd., Suite 150
301.340.3252

SILVER SPRING, MD

Capital Gastroenterology Consultants
10801 Lockwood Dr., Suite 200
301.592.2002

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



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.



CAPITAL
DIGESTIVE
CARE™

First in Digestive Health

**Take
Control of
Your
Online
Reputation**

It can be done

*but not overnight

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



CAPITAL
DIGESTIVE
CARE™

First in Digestive Health

Share Your Success

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