

How WebMD Connects Vein Specialists with New Patients

WebMD, a leading source of health information for consumers, recently launched the WebMD Care directory to help people find top doctors in their area. With the launch, the WebMD health platform now guides people through multiple stages of their health care pursuits—from identifying symptoms and researching treatments to finding doctors and scheduling appointments. With WebMD's other popular directory, Vitals.com, the company now offers physicians one-stop shopping for unprecedented online visibility and reputation management.

WebMD has been the go-to health website for millions of people for over twenty years. Pulling in more than 140 million visits each month, WebMD draws in more visitors than even the Centers for Disease Control & Prevention (CDC) and the Mayo Clinic.¹ It continues to be a household name that people have come to know and trust for their care.

Now, this health media mainstay has expanded on its existing health information business to launch WebMD Care, a new directory that seamlessly connects website visitors seeking trusted WebMD content to the care they need. The directory provides physicians with a unique opportunity to capture the attention of WebMD visitors while they are actively seeking solutions for their health concerns.

For Internet searchers who are looking for a doctor, WebMD Care positions physicians within the WebMD brand, guiding patients to learn more about physicians within a trusted environment. Enhanced physician profiles on WebMD Care highlight physicians who are currently accepting new patients and provide a detailed view of each physician's background and experience. Patients can read reviews and click to call or schedule an appointment right from a provider's profile. All this provides health-care consumers with what they want most when choosing a new doctor—ease, confidence and peace of mind.

How Physicians Stand Out and Attract New Patients in a Crowded Field with WebMD Care

Competition for the attention of patients online has never been fiercer. Not only are more people than ever using the Internet to shop for health care, but expecta-

tions on the information available have also evolved. Once, a physician could build a website (“hang a shingle” on the Internet) and be finished with online marketing. Today a website is just one small piece of a physician's overall online presence. Today's advanced health-care consumer expects to see physicians in numerous places on the Internet, from their own website to social media platforms to directories and beyond.

WebMD Care enables practices to easily manage one of the most visible aspects of their online reputation—patient reviews. Over two-thirds of patients use online reviews as the very first step in finding a new physician.² In addition,

the majority of consumers trust online reviews as much as they do recommendations from friends or family,

making online profiles and reviews vital for making that all-important first impression on potential patients.³

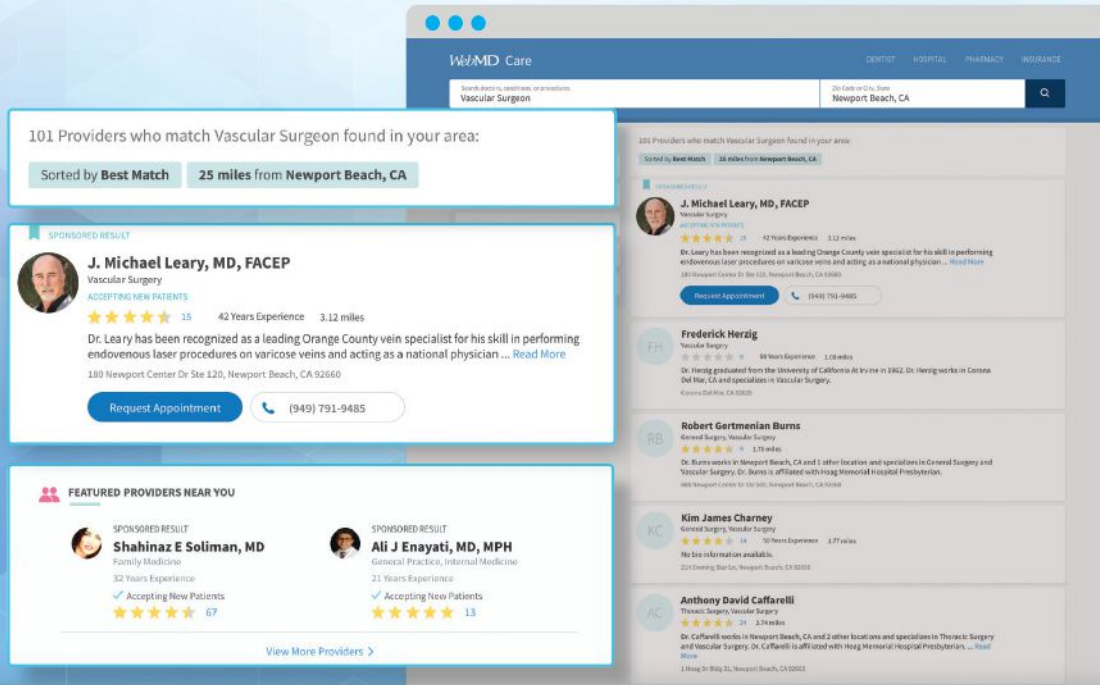
Each WebMD Care enhanced profile comes equipped with simple tools to maximize patient feedback—sending automated review requests to current patients; pinning “featured reviews” to the top of the profile; and monitoring all reviews in one place, including those from WebMD Care, Vitals, Google, Healthgrades, and Yelp. This allows practices to quickly respond to patient feedback across multiple websites.

Maintaining a strong online presence is an essential part of building a thriving medical practice, but it doesn't have to be overwhelming. By leveraging WebMD's reputation as a trusted end-to-end health platform, WebMD Care puts medical practices in front of people searching for health care and provides physicians with the tools to stand out in an increasingly competitive and crowded space. **V**



WebMD Care

References on page 68



From Content to Care

WebMD launches **WebMD Care**, connecting consumers to health care professionals



Visitors to WebMD/Vitals physician directories each month



More page views than the next online competitor



Patients use online reviews to find a new doctor



of Vitals users see a doctor within 30 days

The benefits of enhanced profiles include:

- Distinguish yourself from the competition
- Display your practice on competitor profiles
- A fast and efficient way to rank at top of page
- Gain a higher percentage of market share

Learn more about
Enhanced Profiles



Phone
(800) 817-2718



Web
Profiles@webmd.net

References:

WEBMD CARE CONNECTS VEIN SPECIALISTS AND PEOPLE SEEKING CARE - pg. 12

1. "WebMD.com." Similar Web. February 2021. <https://www.similarweb.com/website/webmd.com/#overview>.
2. Hedges, Lisa and Colin Couey. "How Patients Use Online Reviews." Software Advice. April 2, 2020. <https://www.softwareadvice.com/resources/how-patients-use-online-reviews/#1>.
3. Bloem, Craig. "84 Percent of People Trust Online Reviews As Much As Friends. Here's How to Manage What They See." Inc. <https://www.inc.com/craig-bloem/84-percent-of-people-trust-online-reviews-as-much-.html>.

WHEN CAN WE DO SUPERFICIAL INTERVENTIONS IN THE PRESENCE OF DEEP VEIN OBSTRUCTION OR REFLUX? - pg. 14

1. Marston WA, et al. "The importance of deep venous reflux velocity as a determinant of outcome in patients with combined superficial and deep venous reflux treated with endovenous saphenous ablation." *J Vasc Surg* 2008 Aug;48(2):400-5.
2. Raju S, et al. "Relative importance of iliac vein obstruction in patients with post-thrombotic femoral vein occlusion." *J Vasc Surg: Venous and Lym Dis* 2015;3:161-7.
3. O'Donnell T, et al. "Management of venous leg ulcers: clinical practice guidelines of the Society for Vascular Surgery and the American Venous Forum." *J Vasc Surg* 2014;60:3S-59S

IS OVARIAN VEIN REFLUX THE PRIMARY SOURCE OF CHRONIC PELVIC PAIN OVER ILIAC VEIN COMPRESSION? - pg. 18

1. Khilnani NM, Meissner MH, Learman LA, Gibson KD, Daniels JP, Winokur RS, Marvel RP, Machan L, Venbrux AC, Tu FF, Pabon-Ramos WM, Nedza SM, White SB, Rosenblatt M. "Research Priorities in Pelvic Venous Disorders in Women: Recommendations from a Multidisciplinary Research Consensus Panel." *Journal of Vascular and Interventional Radiology*, Volume 30, Issue 6, 2019, Pages 781-789
2. Santoshi AKN, Lakhanpal S, Satwah V, Lakhanpal G, Malone M, Pappas PJ. "Iliac vein stenosis is an underdiagnosed cause of pelvic venous insufficiency." *Journal of Vascular Surgery: Venous and Lymphatic Disorders*, Volume 6, Issue 2, 2018, Pages 202-211.
3. Meissner MH, Khilnani NM, Labropoulos N, Gasparis AP, Gibson K, Greiner M, Learman LA, Atashroo D, Lurie F, Passman MA, Basile A, Lazarshvili Z, Lohr J, Kim M, Nicolini PH, Pabon-Ramos WM, Rosenblatt M. "The Symptoms-Varices-Pathophysiology (SVP) Classification of Pelvic Venous Disorders: A Report of the American Vein & Lymphatic Society International Working Group on Pelvic Venous Disorders." *Journal of Vascular Surgery: Venous and Lymphatic Disorders*, Published online January 30, 2021.

OBTAINING BEST RESULTS WITH SCLEROTHERAPY - pg. 20

Bush R, Bush P. Evaluation of sodium tetradecyl sulfate and polidocanol as sclerosants for leg telangiectasia based on histological evaluation with clinical correlation. *Phebeology* 2017;32(7):496-500.

Bush R, Bush P. Response to Professor Whitely, concerning "Evaluation of sodium tetradecyl sulfate and polidocanol as sclerosants for leg telangiectasia based on histological evaluation with clinical correlation." *Phebeology* 2018;33(3):215-216.

McAree B, Ikponmwoosa A, Brockbank K, Abbott C, Homer-Vanniasinkam S, Gough MJ. Comparative stability of sodium tetradecyl sulphate (STD) and Polidocanol Foam: Impact on vein damage in an *In-vitro* Model. *Eur J Vasc Endovascular Surg*. 2012;43(6):721-725.

Parsi K. Interaction of detergent sclerosants with cell membranes. *Phebeology* 2015;30(5):306-315.

Ramelet A. Sclerotherapy in tumescent anesthesia of reticular veins and telangiectasias. *Dermatol Surg*. 2012;38(5):748-511.

Santos FKG, Neto ELB, Moura MCPA, Dantas TNC, Neto AAD. Molecular behavior of ionic and nonionic surfactants in saline medium. *Colloid Surf A*. 2009; 333: 156-162.

Whiteley M S, Dos Santos S J, Fernandez-Hart, TJ. Media damage following detergent sclerotherapy appears to be secondary to the induction of inflammation and apoptosis: An immunohistochemical study. *Eur J Vasc Endovascular Surg*. 2016;51(3):421-428.

Wong K, Chen T, Connor D, Behnia M, Parsi K. Basic physicochemical and rheological properties of detergent sclerosants. *Phebeology*. 2015; 30(5):339-349.

FRUITS, VEGETABLES, NUTRACEUTICALS AND VASCULAR HEALTH - pg. 26

1. Wang Z, Heymsfield SB, Pi-Sunyer FX, Gallagher D, Pierson RN, Jr. Body composition analysis: Cellular level modeling of body component ratios. *Int J Body Compos Res* 2008;6:173-84.
2. Yusuf S, Joseph P, Rangarajan S, et al. Modifiable risk factors, cardiovascular disease, and mortality in 155 722 individuals from 21 high-income, middle-income, and low-income countries (PURE): a prospective cohort study. *Lancet* 2020;395:795-808.
3. Zhao CN, Meng X, Li Y, et al. Fruits for Prevention and Treatment of Cardiovascular Diseases. *Nutrients* 2017;9.

4. Ezzati M, Riboli E. Behavioral and dietary risk factors for noncommunicable diseases. *N Engl J Med* 2013;369:954-64.
5. Yousefian M, Shakour N, Hosseinzadeh H, Hayes AW, Hadizadeh F, Karimi G. The natural phenolic compounds as modulators of NADPH oxidases in hypertension. *Phytomedicine* 2019;55:200-13.
6. Bondonno NP, Bondonno CP, Blekkenhorst LC, et al. Flavonoid-Rich Apple Improves Endothelial Function in Individuals at Risk for Cardiovascular Disease: A Randomized Controlled Clinical Trial. *Mol Nutr Food Res* 2018;62.
7. Parmenter BH, Croft KD, Hodgson JM, et al. An overview and update on the epidemiology of flavonoid intake and cardiovascular disease risk. *Food Funct* 2020;11:6777-806.
8. Wood E, Hein S, Heiss C, Williams C, Rodriguez-Mateos A. Blueberries and cardiovascular disease prevention. *Food Funct* 2019;10:7621-33.
9. Rasines-Perea Z, Teissedre PL. Grape Polyphenols' Effects in Human Cardiovascular Diseases and Diabetes. *Molecules* 2017;22.
10. Weseler AR, Bast A. Masquelier's grape seed extract: from basic flavonoid research to a well-characterized food supplement with health benefits. *Nutr J* 2017;16:5.
11. Magyar K, Halmosi R, Palfi A, et al. Cardioprotection by resveratrol: A human clinical trial in patients with stable coronary artery disease. *Clin Hemorheol Microcirc* 2012;50:179-87.
12. Rees A, Dodd GF, Spencer JPE. The Effects of Flavonoids on Cardiovascular Health: A Review of Human Intervention Trials and Implications for Cerebrovascular Function. *Nutrients* 2018;10.
13. Mastantuono T, Battiloro L, Sabatino L, et al. Effects of Citrus Flavonoids Against Microvascular Damage Induced by Hypoperfusion and Reperfusion in Rat Pial Circulation. *Microcirculation* 2015;22:378-90.
14. Paysant J, Sansilvestri-Morel P, Bouskela E, Verbeuren TJ. Different flavonoids present in the micronized purified flavonoid fraction (Daflo (500 mg)) contribute to its anti-hyperpermeability effect in the hamster cheek pouch microcirculation. *Int Angiol* 2008;27:81-5.
15. Vazhappilly CG, Ansari SA, Al-Jaleeli R, et al. Role of flavonoids in thrombotic, cardiovascular, and inflammatory diseases. *Inflammopharmacology* 2019;27:863-9.
16. Bazzano LA, Serdula MK, Liu S. Dietary intake of fruits and vegetables and risk of cardiovascular disease. *Curr Atheroscler Rep* 2003;5:492-9.
17. Ness AR, Powles JW. Fruit and vegetables, and cardiovascular disease: a review. *Int J Epidemiol* 1997;26:1-13.
18. Bondonno CP, Croft KD, Hodgson JM. Dietary Nitrate, Nitric Oxide, and Cardiovascular Health. *Crit Rev Food Sci Nutr* 2016;56:2036-52.
19. Hord NG, Tang Y, Bryan NS. Food sources of nitrates and nitrites: the physiologic context for potential health benefits. *Am J Clin Nutr* 2009;90:1-10.
20. Tang GY, Meng X, Li Y, Zhao CN, Liu Q, Li HB. Effects of Vegetables on Cardiovascular Diseases and Related Mechanisms. *Nutrients* 2017;9.
21. Halder M, Petsophonsakul P, Akbulut AC, et al. Vitamin K: Double Bonds beyond Coagulation Insights into Differences between Vitamin K1 and K2 in Health and Disease. *Int J Mol Sci* 2019;20.
22. Aune D, Giovannucci E, Boffetta P, et al. Fruit and vegetable intake and the risk of cardiovascular disease, total cancer and all-cause mortality-a systematic review and dose-response meta-analysis of prospective studies. *Int J Epidemiol* 2017;46:1029-56.
23. Alali FQ, El-Elmat T, Khalid L, Hudaib R, Al-Shehabi TS, Eid AH. Garlic for Cardiovascular Disease: Prevention or Treatment? *Curr Pharm Des* 2017;23:1028-41.
24. Li H, Sureda A, Devkota HP, et al. Curcumin, the golden spice in treating cardiovascular diseases. *Biotechnol Adv* 2020;38:107343.
25. Ingles DP, Cruz Rodriguez JB, Garcia H. Supplemental Vitamins and Minerals for Cardiovascular Disease Prevention and Treatment. *Curr Cardiol Rep* 2020;22:22.
26. Sunkara A, Raizner A. Supplemental Vitamins and Minerals for Cardiovascular Disease Prevention and Treatment. *Methodist Debakey Cardiovasc J* 2019;15:179-84.
27. Tangvoraphonkhai K, Davenport A. Magnesium and Cardiovascular Disease. *Adv Chronic Kidney Dis* 2018;25:251-60.
28. Guerrer MP, Volpe SL, Mao JJ. Therapeutic uses of magnesium. *Am Fam Physician* 2009;80:157-62.
29. Skaaby T, Thuesen BH, Linneberg A. Vitamin D, Cardiovascular Disease and Risk Factors. *Adv Exp Med Biol* 2017;996:221-30.
30. Al Mheid I, Quyyumi AA. Vitamin D and Cardiovascular Disease: Controversy Unresolved. *J Am Coll Cardiol* 2017;70:89-100.
31. Chauhan B, Kumar G, Kalam N, Ansari SH. Current concepts and prospects of herbal nutraceutical: A review. *J Adv Pharm Technol Res* 2013;4:4-8.
32. Das L, Bhaumik E, Raychaudhuri U, Chakraborty R. Role of nutraceuticals in human health. *J Food Sci Technol* 2012;49:173-83.
33. Gloviczki ML. Micronized Purified Flavonoid Fraction (MPFF) for Chronic Venous and Lymphatic Disorders. *Vein Therapy News* 2021;14:1, 10, 20, 2.
34. Kakkos SK, Nicolaidis AN. Efficacy of micronized purified flavonoid fraction (Daflo (R)) on improving individual symptoms, signs and quality of life in patients with chronic venous disease: a systematic review and meta-analysis of randomized double-blind placebo-controlled trials. *Int Angiol* 2018;37:143-54.
35. Mansilha A, Sousa J. Pathophysiological Mechanisms of Chronic Venous Disease and Implications for Venoactive Drug Therapy. *Int J Mol Sci* 2018;19.
36. Lichota A, Gwozdziński L, Gwozdziński K. Therapeutic potential of