

Guidelines for Provider Quotes and Bios

GOAL: Each provider profile page will include a quote and a bio of professional and personal information.

Provider Quotes

Purpose: Provide a brief snapshot of the provider's character and how the provider improves the lives of patients. Answer the question: Why would patients choose this provider?

Quote Length: Fewer than 200 characters

Questions to get you thinking...

- How do you improve lives in your practice?
- What is the most important part of your work?
- Why did you choose your specialty?

Provider Bios

Bio Purpose: The bio is an opportunity for patients to get to know and choose a provider. An effective bio is professional, warm, and welcoming, and provides a clear picture of the patient experience. The profile page also includes education and other professional credentials. This is where patients learn about a provider's approach to practice and life.

Bio Length: Fewer than 700 characters

Questions to get you thinking...

Approach to Practice

What has influenced the provider's approach to patient care and choice of specialty? Consider questions such as:

- What can a patient expect from you?
- Who is a patient who made an important impact on you or changed the way you practice?
- What brings you to work every day?
- Why did you decide to practice medicine?
- Who has been an important mentor in your life and why?
- Have you or a family member experienced a health issue that has affected how you practice?

Personal Information

How does the provider spend his or her time outside of work? Why? How do these activities help the provider's practice of medicine? Include such things as:

- Volunteer work, community organizations
- Favorite sports, hobbies
- Family life
- How would you describe a perfect day Up North?
- What are three things that nobody knows about you?

Examples of Provider Quotes and Bios

Examples of Quotes

“Helping patients and families through some of the most difficult times of their lives is a deeply felt honor and privilege.” – John Coatney, MD

Character Count: 143 | Word Count: 24

“I started down this career path after I lost my mother to cancer. I remember what it is like to be on the other side of the table, and I try to bring that to all of my patient encounters.” – Kristian Koller, DO

Character Count: 211 | Word Count: 43

“I admire bariatric patients. Often, they have struggled through difficult life and health issues, and they have emerged determined to reclaim their lives.” – Michael Nizzi, DO

Character Count: 176 | Word Count: 26

Examples of Bios

Dr. Michael Nizzi is Surgical Director of the Bariatric Surgery Program at Munson Medical Center. Early on, he recognized obesity as a chronic epidemic, and his vision led to the creation and development of Munson’s Bariatric Surgery Program.

He is directly involved in meeting the needs of patients and the community, and stresses that after-care is one of the keys to success in bariatric surgery. “Surgery is the tool. You use it to achieve success through proper after-care – that includes diet, exercise, and follow-up.”

Dr. Nizzi has three young children. In his spare time, he enjoys live music, outdoor recreation, and playing the guitar.

Character Count: 647 | Word Count: 104