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The Doctor For You Dot Com

SACRAMENTO, CA—It is not always necessary to drive online physician referral traffic to your organization's official web site. There's another option, a choice that the Sacramento, California-based Sutter Health has spun out in the last year—the micro site.

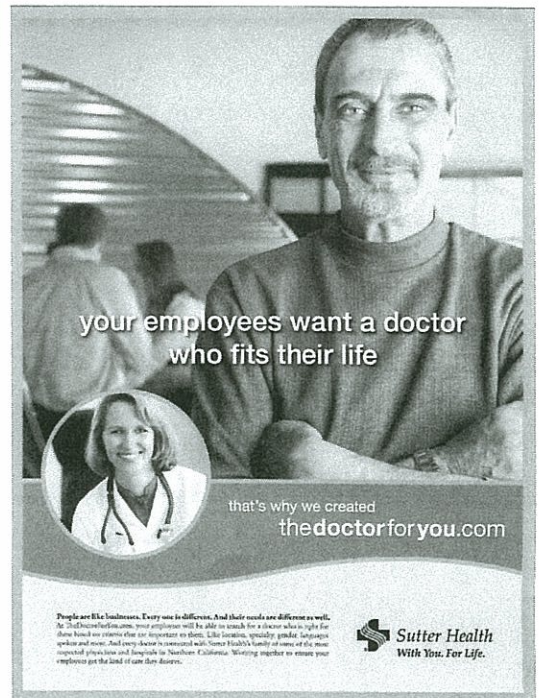
In the fall of 2006, the health system unveiled www.thedoctorforyou.com and made it the centerpiece of its open enrollment campaign.

"There are two main reasons why we did it," says Tracy Murphy, Vice President, Strategic Marketing. "One is that the name of the site is truly responsive of what consumers are looking for today. It conveys very clearly that

information about doctors is available at one's fingertips."

The other reason revolves around the Sutter Health name and affiliate hospitals. Sutter has its historic base in Sacramento and is quite well known in this community. However, many of its hospitals are in the San Francisco Bay Area, where the Sutter name is often subordinate to the hospital name in many people's minds. A catchy web site name without the word "Sutter" can have a relatively broad appeal in this area.

Additionally, a separate web site opens another door for the *continued on page 3*



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Longer Calls, Better Service at Health Plan Call Center

EAST LANSING, MI—Fifteen to 20 minutes is the average amount of time that nurses are on the phone in the BlueCross BlueShield of Michigan call center, says Michelle Silvaggi, RN, Manager. This puts the call center somewhat above the national average for call time for a typical nurse advice or triage call. However, there's the rub. These are not traditional nurse

advice and triage calls.

"Our plan is that we have a one stop shop, one phone number that any of our members can use to get hold of a nurse," says Michelle Fullerton, RN, Director of BlueHealthConnection, the organization's integrated health management program. She is responsible for the nurse advice *continued on page 4*