

Physicians & Surgeons

Services Offered or Problems Solved:	Note: This analysis is geared mainly to <u>types</u> of services, since practitioners are mostly specialists and confine much of their ad copy to facets of their specialties.		
	SPECIALTY EMPHASIZED List of Major Dysfunctions, Conditions, Maladies, or Problems Treated Types of Surgery Offered Non-Surgical Treatments Physical Examinations Evaluations - Mammography, EKG, Cholesterol, HIV, etc. Travelers Health Issues Environmental Medicine Family Medicine Open MRI Emphasized Alternative Medicine (Details) New Procedures/Equipment Advanced Laser Treatments Total Patient Care Emphasized In Group Practice Ads	Physician on Call 24-Hours Women's Health Care In-Office Procedures Types of Anesthesia X-Ray Services Nutritional Counseling Emergencies/Immediate Care (Occupational) Health Promotion Medical Counseling Smokers Lung Testing Disease Risk Screening Addiction Problems Psychological Problems Group Practice Ads List Several Specialties & Sub-Specialties Workers Compensation Specialists	Medical Analysis for Diagnosis Group Practice Offerings/Departments Age Groups - Pediatric, Geriatric, etc. Degenerative Diseases/Deformities Laboratory Services / Radiation Oncology Referrals/Consultations Sports/School Physicals Preventive Medicine/Wellcare Services Laser Equipment/Surgery Diagnostic Testing - MRI, CAT Scan, Angiography, etc. Immunizations/Inoculations LISTS OF PROBLEMS/THERAPIES Assurances of Sensitivity, etc. MANY SUB-SPECIALTIES LISTED Non-surgical Alternatives Offered
Confidence Factors:	Specialty/Limited Practice Specialty Within A Specialty Board Certified/Diplomate Name(s) of Physician(s) With "MD" Hospital/Clinic Affiliation List of HMOs & Insurances Testimonials in Ad	Professional/Specialty Groups Professional Associations - AMA, American College of Surgeons, etc. American Board of Medical Specialties Emergency Service (24 Hr) Physician Assistants (PA) Listed	"State of the Art Equipment" (Clinic) FDA Approved Confidentiality / On-Site Lab Facilities "Years in Business" for Medical Group Certified Alcohol Counselor Advanced Equipment Specified
Convenience Factors:	Accept Medicare & Other Insurance (List) By Appointment Evening/Weekend Service 7 Days a Week (Clinics) Website/E-Mail Address Specialty Information Online	Location Data/Map Free Parking Office Hours/Days Insurance Paperwork Toll-Free/Fax Number New Patients Welcome	Invitation/Inducement to Visit Website Credit Cards (Some) Walk-Ins Accepted (Clinics) Multi-Specialty Group Practice TDD/TTY Equipped Several Locations Listed
Special Services or Extras:	Holistic Approach Foreign Language(s) Computer-Induced Disorders Second Opinions Referral Service Pre-Conceptual Counseling	Pre-Marital Exams Pre-Employment Exams Industrial Medicine Sports Medicine Physical Therapy Immigration Physicals	Hypnosis / Homeopathy Workmen's Comp. Cases Acupuncture / Tattoo Removal House Calls Alternative Remedies DOT/FAA Physicals
Typical Related Headings:	Specialty Headings or Guide Pages	Clinics	