

## Can new patients find you? The ACS Surgeon-Finder can help

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How do members of the public find a qualified surgeon? There are a number of ways, but the College offers a patient tool that makes the process easy. If they're using the Google search engine, they can simply type "Find a Surgeon" into the search box and the first link that will come up is the American College of Surgeons. Potential surgical patients and the public can also access the "Find A Surgeon" search engine via the College's "Patients as Partners" Web site at <http://www.facs.org/patienteducation/> and via the "Patients" link on the homepage of the College's public Web site at <http://www.facs.org>.

The ACS Find A Surgeon site has seen a 300 percent growth in usage since the Patient Education Committee initiated the Patient Education Web site in June 2006. The Find A Surgeon site has been receiving a range of 4,000 to 8000 visits per month by both the public and Fellows who have updated their online profiles. In addition to being accessible via Google, the College's Web site, and the Patients As Partners Surgical Education Web site, patients are also referred to the Find A Surgeon Web site by the American Cancer Society and the National Cancer Institute's "Live Help" site, as well as by several insurance companies.

The Find A Surgeon site has also been referenced in several lay magazines such as *Vitality* and *Health Smart* and the well-received book *I Need an Operation...Now What?* by Thomas R. Russell, MD, FACS, the College's Executive Director. Dr. Russell's many inter-

views about the content of his book for patients has resulted in references to the site being mentioned in major national daily newspapers like the *New York Times*, the *Wall Street Journal*, and *USA Today*.

The updated search engine allows the public to search for

### Surgeon view—profile update

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Welcome: Paul E. Collicott, MD FACS

Section IV - Areas of Special Interest

Hint for this page:  
a) First select any areas of special interest.  
b) Select any procedures within the area of special interest if applicable.  
c) Click the "OK to Update" button. ( bottom of this page )

Subspecialty(ies)

<input type="checkbox"/> Breast	
<input type="checkbox"/> Cerebrovascular	
<input type="checkbox"/> Critical Care	
<input type="checkbox"/> Colon and Rectal Cancer	
<input type="checkbox"/> Aneurysms	
<input type="checkbox"/> Anorectal Disease	
<input checked="" type="checkbox"/> Bariatric surgery	
<input checked="" type="checkbox"/> biliopancreatic diversion	
<input checked="" type="checkbox"/> gastric banding	
<input checked="" type="checkbox"/> gastric bypass	
<input checked="" type="checkbox"/> gastroplasty	
<input checked="" type="checkbox"/> jejunolial bypass	
<input checked="" type="checkbox"/> laparoscopic gastric banding	
<input checked="" type="checkbox"/> laparoscopic gastric bypass	
<input checked="" type="checkbox"/> roux-en-y gastric bypass	
<input type="checkbox"/> Colon and Rectal Disease/Cancer	

an ACS member by name, city, state, zip code, specialty, subspecialty, and areas of special interest (disease/procedure). The ability to search by area of special interest is the number one request of the public. When patients call the College for help in finding a surgeon, the request is very specific to the procedure that they need—for example, laparoscopic inguinal hernia repair or a thyroid operation. The ACS Find A Surgeon site now supports the public in finding ACS members in their geographic area who self-

identify that specific procedure as a subspecialty. With more than 73 million Americans using the Internet as a source for health care information and the emphasis on patient empowerment, the College supports the public with an easily accessed, free, comprehensive resource to find a qualified surgeon.

Members of the College are encouraged to update their profile and take advantage of this member benefit. Members can update their profile by going to the College's members-only Web portal at <http://efacs.org>. If

you have not accessed the portal before, your member ID is your membership number, and your last name is your password. Once logged in to *e-FACS.org*, click "My Profile" on the left-hand side of the homepage under "Quick Links."

Members can include information about their practice site, medical school, residency, and fellowships and click through a list of subspecialties and areas of special interest. For example, a general surgeon can now identify if he or she focuses on breast disease/cancer, hernia procedures, bariatric procedures, and/or hand and wrist procedures. Other features on the "Edit Profile" section enable a detailed practice description including a means for linking to the surgeon's practice Web site. The special interest and subspecialty lists are specific to each surgical specialty and were developed with guidance from the members of the College's various Advisory Councils and members of the Patient Education Committee.

How will you know if this member benefit is helping you? Each time your page in the "Find a Surgeon" search engine is accessed, you will receive an automated e-mail with the subject line "Hard at Work for our Members—A Referral from the ACS." If you do not wish to receive these e-mails, however, the response can be turned off by clicking the box on the automated e-mail.

If you would like to provide feedback regarding this site, contact Tanisha Woodson-Shelby at [twoodson-shelby@facs.org](mailto:twoodson-shelby@facs.org) or 312/202-5263.

**Patient view—search engine**

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### Member Search - Public

Regular Search  Search for a member near me

Last Name (spelled out fully):

City:

State or Province:  Note: States are sorted alphabetically under their countries. If you choose a state do not choose a country. Typing '^' will jump to beginning of state list for a country.

Country:

Specialty:

Sub-specialty:

Special areas of interest:

Sort By:

Comments or Questions? Send Email to [yearbook@facs.org](mailto:yearbook@facs.org)

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