

Bio Card

Tip Sheet

A bio card is a great tool that allows you to share important information about your practice with other referring physicians or even patients.

Bio cards can be shared online or in person. There are certain criteria we recommend you include in a bio card:

1. **A high-quality photograph** helps make a good first impression, looks professional and is essential in branding yourself online.
2. **Important information** such as name, title, medical school, internship, residency and fellowship helps referring physicians and patients understand more about your background. Think of this as your curriculum vitae.
3. **Foreign Languages spoken** are especially important in communities where English is not the primary language, and can help bring in new patients from these areas.
4. **Clinical interests** (up to five) are important in familiarizing your audience with sub-specialties and other areas in which you are trained.
5. **Location** is very important to those who do not wish to travel far for their healthcare needs. Providing a map and list of your practice location(s) will give patients more options to see you.

Other helpful hints when creating your own bio card

- Brand your card with a practice/group logo.
- Include a link (or QR code) to your practice page (if you don't have one, build a landing page) to direct your traffic.
- Include information about your life outside work, such as accomplishments and activities. This helps humanize you.
- Create a call to action (like a landing page to visit or a phone # to call)

Where and how to use your bio card

- Take bio cards with you anytime you attend a public event (i.e., continuing education, meet and greet with other physicians and healthcare staff, local grocery store, community events, etc.).
- Email your bio card to referring or potential referring physicians, and ask them to share it with their patients.