



# Client Magnet Marketing

## WEB COPY & BLOG POSTS

I wrote the web copy and several blog posts for the **HealthIt SaaS Physician Sign Out**. This simple software works to reduce medical errors by streamlining the patient sign-out and handoff procedures used in clinics and hospitals.

The goals of the web copy and blog posts was to improve the SEO footprint of the product and to educate prospects about the benefits and features of the software.

Link: <https://www.physiciansignout.com/>

The screenshot displays the 'Features' section of the Physician Sign Out software. It is organized into two columns of feature cards, each with an icon and a brief description.

- Secure**: HIPAA compliant with peace of mind for your entire team. Our security is tested in house as well as from 3rd parties to ensure security transparency. [View Latest Security Scan](#)
- Fast**: Replace your complex and time-wasting sign out process with our simple, straightforward, HIPAA compliant App.
- Easy**: Reduce medical errors with our easy to use interface. An App that focuses on what's important.
- Eliminate Papers**: Stop using Excel, Google Drive, SMS and Emails. Collaborate on patient data from any device.
- No Limits**: Use our App anywhere and everywhere with no limits and never worry about your group's technical capabilities.
- Simple**: Build with the provider in mind, a clean and simple environment that focuses on what's important.
- Patient Lists**: Create fully customizable patient lists for your entire team.
- Any device**: Available for iPhone and Android. View your patient data on any device, anytime and anywhere.
- Custom Fields**: Create and customize input fields to fit the exact needs of your group.
- Tasks**: Never forget by quickly creating, editing and completing tasks per patient.
- Labs**: Easily create fishbone labs to visually keep track of patient labs.
- Teams**: Create, manage and assign teams to patients with multiple providers per team.
- Messaging**: HIPAA compliant messaging between providers that is simple and secure.
- Print**: Clean and simple printing on all your patient data when you just want your data on a piece of paper.
- Dictate**: Instead of writing your notes down just speak for easy dictation.
- Images**: Conveniently add images for your patients in a clean and organized manner.
- Revision History**: View the revision history for any patient data at any time. Who made the changes and when.

# Physician Sign Out

## **Solving the Patient Hand-Off Problem Should Be Simple. Why is it Still With Us?**

Ineffective transitions of care have been a known problem for healthcare providers for a long time. It was once assumed that technology would quickly and finally solve the issue. However, despite a wide variety of different tools, the problem of poor patient hand-off has not gotten better. Why?

### **Common Causes of Patient Hand-Off Problems**

In many ways technology has made health care more complicated. There are now more diagnostic tools, more tests, and more data to analyze. While technology has created more opportunities to screen and treat patients, doctors and nurses have less time to spend with individual patients. Workloads have increased and the information health care workers are responsible has skyrocketed.

All of these factors have led to an increase in gaps during the patient hand-off process. These gaps in turn have led to increased risks for patients such as:

- Falls
- Medication errors
- Wrong-site surgery
- Lack of patient education
- Deaths

### **The Right Tool For the Job**

There are a variety of different tools on the market designed to make the patient hand-off process smoother and reduce gaps in care. However, many of these tools are ineffective. All too often they only solve part of the problem.



In order for a patient hand-off tool to effectively reduce errors and gaps it must have all of the following features:

- Easy to use
- Use desktop or mobile version
- Paperwork free
- Simple
- Secure
- HIPAA ISO 27001 compliant
- Have integrated messaging
- Easy to view revision history
- Ability to archive data
- Generate audit trails and reports
- Easily export data for deeper analysis
- Ability to print data or records on paper

Many tools fail to reduce gaps simply because they are never fully implemented. They are too cumbersome or time-intensive to use. The right tool needs to be intuitive and easily integrate into doctors and nurses regular practice.

The right tool doesn't expect medical professionals to adapt to it. Instead the best tool would be designed from the ground-up to fit into the best practices that medical professionals currently use.

### **Imagining a Better Future**

Imagine being able to check on a new patient on your desktop in your office. Then imagine you are going from appointment to appointment and you get to the new patient. You feel like you are forgetting a detail that you read earlier. Instead of messing with a chart, going back to your office, or just promising yourself you will check on it later, you pull out your mobile device and review the patient hand-off information right there.



Instead of missing something, you take part in a seamless medical transition.

This type of patient hand-off scenario is not a fantasy. It could be your reality. The revolutionary app Physician Sign Out is the only tool on the market that was created for practitioners by practitioners and that meets all of the criteria a tool needs to be effective.

You can easily reduce errors and improve patient outcomes, without wasting time.

Try Physician Sign Out for free and see how easy it is to integrate into your practice. There is no reason to tolerate patient hand-off issues any longer.

