



## How WellPrept Augments Your Website

### Your website and WellPrept fulfill different roles.

Your website is outward-facing, highlighting your providers' expertise and your well-earned reputation for excellence. It attracts patients as well as new employees, and is the centerpiece of your brand.

WellPrept has one focused role: to provide specific, vital educational information to patients in a simple format at the exact moment they need it. Patients experience this as a gift from their care team.

97% of patients surveyed say that reviewing WellPrept resources gives them a better understanding of their condition.

***"This is an excellent way for both me and my family to understand my condition, alleviate anxiety, and quickly find accurate information concerning prostate cancer. Thank you!"***

—Direct quote from a WellPrept patient

### WellPrept enhances the value of your website.

WellPrept pages can direct patients to essential resources on your website. According to Urologists at Fox Chase Cancer Center, the Fox Chase Prostate Cancer Guide is now seen by virtually every one of their patients with prostate cancer, thanks to referrals from WellPrept. The website and WellPrept complement each other to help patients access the best resources, selected by their providers.

***"Patient satisfaction is up, our doctors' job satisfaction is up, and our clinic now runs on schedule with better outcomes since we set up WellPrept for our clinicians. At this point, I can't imagine running our department without WellPrept."***

— Alexander Kutikov, Chief of Urology, Fox Chase Cancer Center

Clinicians can easily update their WellPrept resources as needed, giving them the flexibility to provide the most up-to-date and relevant materials to their patients. This helps everyone on the team to deliver optimal care while improving the efficiency of the clinic.

***"I wish every provider used WellPrept. It would make our life a lot easier. It gives us a fast, easy way to communicate with patients. Now we can keep going, keep moving, getting things done. And patients love the resource pages."***

—Anne Shelinsky, Nurse Navigator, Fox Chase Cancer Center

