

# BEST PROVIDER DIRECTORY

To Connect Patients with Providers, UCLA Health Uses Smart Search Options, Robust Physician Profiles and Sophisticated Digital Tools

## STREAMLINING THE PROVIDER SEARCH PROCESS

At UCLA Health, we've made it easier than ever for patients to choose the right provider for them. Our convenient, seamless digital tools guide patients through each step as they search for a provider, find location information and gather details about a provider's background.

UCLA Health patients now have several options — they can search by the providers' name, location or specialty. They can use the "Find a Doctor" tool on our homepage or search using our website's chatbot. We've even made it easy for patients to schedule an appointment online.

What sets the UCLA Health provider directory apart? We've designed the entire search experience to ensure that patients can find information quickly, with:

### EASY-TO-USE BUTTONS THAT NARROW THE SEARCH WITH JUST ONE CLICK

When searching for a provider, our digital tools guide patients so they can get the information they need quickly. We created convenient buttons to narrow a provider search with just one click. The buttons automatically filter the search to include only certain providers, such as pediatricians, female OBGYNs, LGBTQ+ champions and more. This unique feature facilitates a provider search by jumpstarting the process and filtering out unnecessary information.

### UPDATED INFORMATION, INTERCONNECTED DIRECTORIES

With hundreds of clinic locations and an extensive network of providers across UCLA Health, it's essential to make searching for a doctor or location as straightforward as possible. Our robust directories are all interconnected — once people find a doctor, they can easily navigate through the site to locate a clinic nearby and take the next step, including scheduling an appointment online.

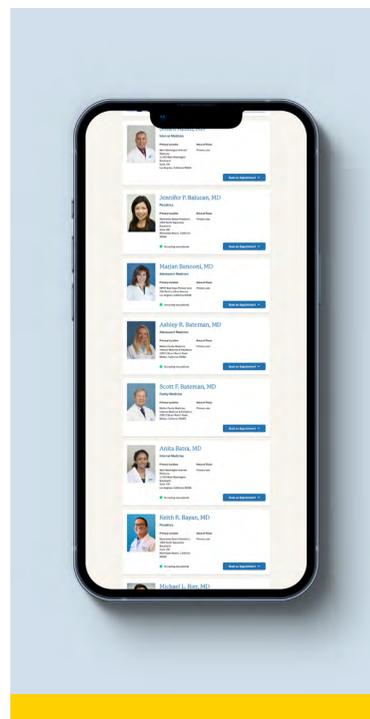
We worked with the UCLA Health IT team to pull information about providers' schedules and locations directly from Epic. Each provider's availability is dynamic and constantly updated in real time, so the information a patient sees online is accurate and always up-to-date.

## CHATBOT-GUIDED SEARCH AND OPEN SCHEDULING

Harnessing the power of artificial intelligence, our team created a chatbot to help patients find a provider, search for a location and even schedule an appointment online. The chatbot guides people through each step with easy-to-understand prompts and questions.

Patients can use the chatbot to find a certain provider, enter symptom-specific information or search by location. The chatbot responds in friendly, easy-to-understand language to the patient's answers and provides details about the provider near them. Once they've found a provider, patients can choose to schedule an in-person or virtual appointment and secure a day and time, all on one platform.

Currently, new patients can schedule an appointment online with hundreds of primary care doctors. We are expanding online scheduling to include providers in orthopedics, ophthalmology and many other specialties. Through this streamlined experience, we've made it simple for people to connect with a doctor and get the care they need, when they need it.



## COMPREHENSIVE INFORMATION IN PROVIDER PROFILES

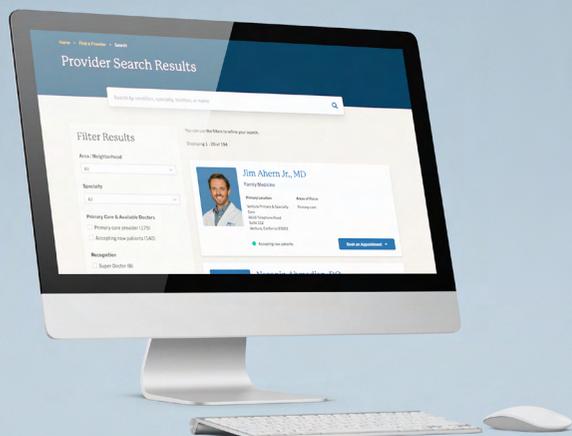
To ensure that each patient finds the right provider for them, we included much more than just a headshot and a phone number in our profiles. To give our patients a well-rounded picture of providers and their qualifications, we ensure that each page includes robust information, such as:

- Education and biography
- Research and publications
- Awards, honors and recognition
- Links to webinars or videos featuring the provider
- Areas of focus or specialties

This information goes a long way in helping each patient get to know a provider so they can connect with the right one. Facilitating that connection enables us to deliver the most effective, customized care.

## ALWAYS-THERE SEARCH TOOLS

We believe patients should never have to scroll through a website looking for a provider's contact info. That's why our chatbot appears on every page of our website, allowing patients to search for a provider no matter where they are on UCLAHealth.org.



## Find a Provider

Find a UCLA Health doctor who's the perfect fit

Search by a specialty, location or name

### Book an Appointment

See a doctor, virtually or in-person, with our easy online booking options.

[Schedule now](#)

### Find a Primary Care Doctor

Looking for a primary physician for yourself or your family? Start here.

[See our doctors](#)

## METRICS

From January to June 2022:

**61%** of chatbot users asked about finding a doctor or scheduling an appointment

There were **2,418** provider profile clicks on the chatbot, which usually correlated to scheduling an appointment

**10,770** users asked about finding a provider

**5,668** users asked about scheduling an appointment

**4,641** users asked how to contact us