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Getting the Internet Working for Your Practice

This issue contains articles intended to help acquaint you with the use of the Internet in attracting patients and demonstrating your procedures along with the quality of your work. The Internet has become a powerful tool for advertising and education. To ignore this medium is to not allow your practice to grow as it should. We have invited two experienced Website people to help us understand the workings of the Web and how it might benefit all of us. Additionally, Dr. Tony Mangubat has information on the ISHRS Website on page 141 in addition to an article on building your own Website on page 143. Before you can reach your goals, you need to determine, "What are my goals?" Do you want to attract patients nationally or worldwide? How many patients do you want to attract? Do you do other procedures and only have time for a limited number of transplant patients? What Websites have a bias toward the procedures you perform? How much are you willing to spend? Do you want to consult with patients via the Internet (remember, this can be time consuming)? All of these questions and more need to be answered before making your decisions. Our own Website at **ishrs.org** *is rapidly growing in size and quality. It is an excellent Website and may be enough. Maybe you need more. Also, don't forget the new Website of the American Board of Hair Restoration Surgery at* **abhrs.org.** *Perhaps this might stimulate you to qualify and sit for the Board Exam.* —William Parsley, MD

Patrick Hennessey, author of "How to Cultivate and Educate Patients Effectively on the Internet" on page 137, has a degree in marketing and studied journalism on a graduate fellowship at the University of Minnesota. He worked for several years in advertising as a copywriter and marketing manager and later as a filmmaker, producing marketing and training videos as well as documentaries for PBS. He had developed Class V baldness by his mid-30s before starting transplants 5 years ago with Dr. Ron Shapiro. After three all follicular unit mega sessions, Pat was excited and wanted to share his experience with the world. He created a Website documenting his "Recovery Story" and it caught on big in the early days of the Internet. This site has since evolved into a very popular and well received online community for those researching hair transplantation and seeking skilled surgeons. This community is called the Hair Transplant Network and it can be visited at www.hairtransplantnetwork.com. ✧

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Farrel Manne, author of "Internet Tips" on page 139, has been creating Internet Web presences for companies since 1996 and has specialized in the hair loss industry. He teaches Internet Web design classes in Los Angeles and consults with companies on Web marketing. Farrel is the publisher of the Website Hairlosshelp.com, a leading consumer hair loss resource on the Internet. ✧