

Why Do I care what the Internet says about me?

Presented by Dr. John Shim
Shimspine.com

What are you, in the 1970's?

The internet is your reputation
#Get over it!

25 Tips to Build and Maintain Your Online Physician Brand throughout your career

Your Online Miranda Rights

- Everything you do and say can and will be used against You
- Everything your staff says can and will be used against You
- Everything your group or Hospital says can and will be used against you

Your online reputation is big business.

If you do not care, there are plenty
who will use your information for their
benefit, not yours.

You must have a plan

Buy Domains

- Examples
 - <https://www.shimspine.com/>
 - <https://www.spineopedia.com/>
- Where to buy
 - <https://www.godaddy.com/>

Know your Brand logins and pws

- Many times previous employees or web companies buy the name and they actually own your domains

Social Media

- Only choose ones you can commit to

ShimSpine.com

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Write a comment...

ShimSpine.com
Published by DealMyBrand.com [?] · April 30 at 8:29 AM · 🌐

Got that leg pain again? Make sure it is what you think it is.
<https://www.shimspine.com/it-might-not-be-sciatica/>

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May 15, 2015 at 7:53 AM 🌐

Dr. John H. Shim, MD is rated by ThreeBestRated.com to be in the top...
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Onsite SEO

Offsite SEO

Plagiarism/Copyright

- Don't copy and past from other sites
- Create Your Own Content When Possible
- Use Sources Like Getty Images for paid content
- Know the difference between editorial and standard images

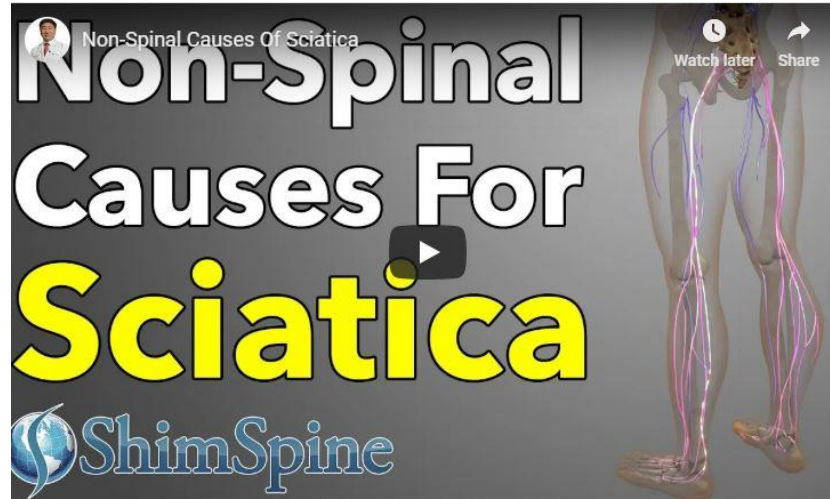
Create Video

- Most People Are Visual Learners
- Most Popular Engagement Form
- Most Expensive

A 3D anatomical diagram of the human spine showing the vertebrae and intervertebral discs. The text 'WHY DO WE GET SHORTER WITH AGE?' is overlaid in blue and white.	A 3D anatomical diagram of a vertebra and disc. The text 'DISC HERNIATION VS DISC BULGE' is overlaid in blue and white.	A 3D anatomical diagram of a vertebra and disc. The text 'CERVICAL FORAMINOTOMY' is overlaid in blue and white.	A photograph of a doctor in a white coat talking to a patient. The text 'POST-ACCIDENT EVALUATIONS' is overlaid in blue and white.	A 3D anatomical diagram of a vertebra and disc. The text 'WHY DO SPINES DEGENERATE?' is overlaid in blue and white.	A 3D anatomical diagram of a vertebra and disc. The text 'POSTERIOR LUMBAR FUSION' is overlaid in blue and white.
Why Do We Get Shorter With Age? 18K views • 1 year ago CC	Disc Herniation vs Disc Bulge 18K views • 2 years ago CC	Cervical Foraminotomy 13K views • 1 year ago CC	Post-Accident Evaluations 10K views • 10 months ago CC	Why Do Spines Degenerate? 7.9K views • 1 year ago CC	Posterior Lumbar Fusion 6.7K views • 1 year ago CC
A 3D anatomical diagram of the spine. The text 'BASIC SPINE ANATOMY' is overlaid in blue and white.	A 3D anatomical diagram of the spine. The text 'Anterior Cervical Dissectomy and Fusion' is overlaid in blue and white.	A photograph of a person lying on a table in a medical setting. The text 'Radiation Risks from Medical Tests' is overlaid in blue and white.	A photograph of a person sitting at a desk with a computer monitor. The text 'MRI and Disc Bulges' is overlaid in blue and white.	A 3D anatomical diagram of a vertebra and disc. The text 'LUMBAR MICRODISSECTOMY' is overlaid in blue and white.	A photograph of a person sitting at a desk with a computer monitor. The text 'DID THE CAR ACCIDENT CAUSE MY DISC HERNIATION?' is overlaid in blue and white.
Basic Spine Anatomy 5.7K views • 1 year ago CC	Anterior Cervical Dissectomy and Fusion 5.7K views • 1 year ago CC	Radiation Risks from Medical Tests 3.8K views • 2 weeks ago CC	MRI Findings of Disc Bulge 2.7K views • 2 weeks ago CC	Lumbar Microdissectomy 2.9K views • 1 year ago CC	Did The Accident Cause My Disc Herniation 2.6K views • 1 year ago CC
A 3D anatomical diagram of the human leg. The text 'NERVE PATTERNS LEG' is overlaid in blue and white.	A 3D anatomical diagram of the human skull and spine. The text 'LORDOSIS' is overlaid in blue and white.	A 3D anatomical diagram of the human arm. The text 'NERVE PATTERNS ARM' is overlaid in blue and white.	A 3D anatomical diagram of a vertebra and disc. The text 'LUMBAR COFLEX INTERLAMINAR STABILIZATION' is overlaid in blue and white.	A 3D anatomical diagram of a vertebra and disc. The text 'Why Do Disc Herniations Cause Pain?' is overlaid in blue and white.	A photograph of a person sitting at a desk with a computer monitor. The text 'Alternative to Spinal Fusion' is overlaid in blue and white.
Nerve Patterns Leg 2.4K views • 1 year ago CC	Lordosis 2.4K views • 1 year ago CC	Nerve Patterns Arm 2.4K views • 1 year ago CC	Lumbar Coflex Interlaminar Stabilization Surgery 2.4K views • 1 year ago CC	Why Disc Herniations Cause Pain 2K views • 2 months ago CC	Alternative to Spinal Fusion 1.5K views • 2 years ago CC

Blogs

- Authorship
- Know your Content even if you do not write
- Invite Others to Contribute
- Pair with Video



IT MIGHT NOT BE SCIATICA

Posted on April 29, 2019 | by Catherine Nicholson

[READ VIDEO TRANSCRIPTION](#)

Many times you will hear people tell you how their sciatica is "acting up". Very often they complain of low back, buttock and leg pain and just assume this is the problem.

Let's talk...

There is a very good chance that pain which originates in the back and shoots down the leg is sciatica, also known as lumbar radiculopathy, but there is also a chance it is not. Sciatica is caused by something like a disc or bone spur in the spine pressing on one of the lumbar nerves

Got Questions?

We would like to encourage our followers to give us ideas for future blogs, videos or to just ask questions. We will get back to you, and hopefully continue to give you relevant and up to date information.

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Did the Accident Cause the Disk Herniation?

Dr. Shim
February 13, 2013

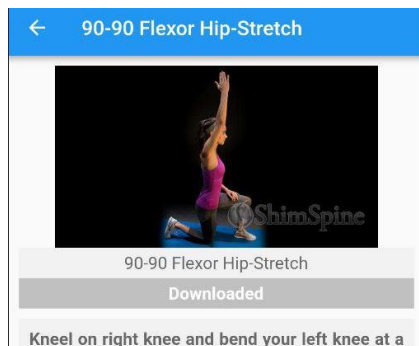


Loss of Cervical Lordosis

Dr. Shim
November 14, 2013

Apps

- People Always Have Their Phones
- Scheduling
- Education



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Family
Editors' Choice

Account
Payment methods
My subscriptions
Redeem
Buy gift card
My wishlist
My Play activity
Parent Guide

ShimSpine Back and Neck Exercises

Entangle Media Health & Fitness

Everyone

This app is compatible with your device.

Add to Wishlist Install

Standing Wall Twist

90-90 Flexor Hip-Stretch

90-90 Flexor Hip-Stretch

ShimSpine.com is a comprehensive patient educational portal. Exercise is an important part of maintaining optimal spine health. This app consolidates the experience of a professional Spine practice into an easy to use exercise program to incorporate into your workouts both online and offline.

Podcasting

- Easiest to Create
- Quality Sound
- Very Popular
- Long Form Allows Deep Dives into Complex Topics



Collaborate

- Seems Counterintuitive in Competitive World
- My Invitation is Open

ADA Compliance

- Websites Need to be ADA Compliant just like physical buildings
- Use Developer Tools in Browser and run Accessibility Audit

Accessibility

These checks highlight opportunities to [improve the accessibility of your web app](#). Only a subset of accessibility issues can be automatically detected so manual testing is also encouraged.

94

Contrast

These are opportunities to improve the legibility of your content.

1 Background and foreground colors do not have a sufficient contrast ratio.

Additional items to manually check

11 audits

Passed audits

22 audits

Not applicable

12 audits

Runtime settings

- URL: <https://www.shimspine.com/>
- Fetch time: May 9, 2019, 4:34 PM EDT
- Device: No emulation
- Network throttling: 150 ms TCP RTT, 1,638.4 Kbps throughput (simulated)
- CPU throttling: 4x slowdown (simulated)
- User agent (host): Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/74.0.3729.131 Safari/537.36
- User agent (network): Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/74.0.3729.131 Safari/537.36
- CPU/Memory Power: 1066

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Maintain Rights to Content you create

- Read Contracts Carefully
- Negotiate Rights to your images and content in contracts
- Maintaining Your Own Domains will ensure you maintain ownership

Make Your Brand a Win Win between your
Practice/Hospital

Leverage Staff

Professional Photography

- Take the time to prepare for a photoshoot
- Make sure you have a fashion/detail spotter on your team

Bedside Manner

- Everything you do and say can and will be used against You
- Everything your staff says can and will be used against You
- Everything your group or Hospital says can and will be used against you

Staff Manner

Manage Patients
Logistics and
Expectations

Create Content that is
Easy for You:
write/talk/video

ABO: Always Be On

