Mount Sinai Groups Involved in Populating Physician Profiles

Digital Marketing Team
Provides Guidance on Profile Needs

Sinai Central eDirectory (EDIR)
Portal where data is stored & where updates are made to profiles

Medical Staff Services
Credentialing Data
(Education, Board Certification, Insurance Participation)

Appointments & Promotions
For those Physicians that are Faculty (Name, Degree, Faculty Title, Department)

HR
For those Physicians that are Not Faculty (Name, Degree, Department)

Epic
For those Physicians that are on Epic Open Scheduling & Zocdoc (Appointment schedules & visit types)

Office of Patient Experience
Press Ganey Survey Ratings

© Mount Sinai Health System
Using Edirectory (EDIR) in Sinai Central
Logging In

Login screen - [https://sinaicentral.mssm.edu/](https://sinaicentral.mssm.edu/)

Use the same name and password for accessing your Mount Sinai computer
EDIR Menu

Select EDIR

Select User Admin
User Search

Search by name or Life Number
Directory Profile Menu

Select areas of the doctor profile you wish to update from the left hand menu:

- Add Find a Doctor information
- Update Biography information
- Selecting Diseases/Conditions
- Selecting Treatment/Procedures
- Portrait photograph

Your public contact information is in Faculty or Find-A-Doc profile.
Complete Find-a-Doctor Information

Click here to add a patient office
Complete Find-a-Doctor Information cont’d

Update the order offices appear on the Find-a-Doctor profile

Delete patient office

Add languages
Complete Find-a-Doctor Information cont’d

- Add office hours
- Select if the doctor is accepting new patients
Complete Biography Information

Add biography info
Select the Disease Conditions (foci) that apply – max 15
Select the Treatments-Conditions (foci) that apply – max 15
Regular photo shoot sessions for portrait headshots are held around the Mount Sinai Health System – please ask your department admin for further information.

If you are uploading your own photo, follow these suggestions:

- Photographs should be taken with a white/grey background.
- Photo can be resized after uploading.
<table>
<thead>
<tr>
<th>Online Profile Section</th>
<th>Data Source</th>
<th>Section in EDIR to Update</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Office Address</td>
<td>Sinai Central/EDIR</td>
<td>EDIR -&gt; Find-A-Doc -&gt; Add Patient Office Section</td>
</tr>
<tr>
<td>Biography</td>
<td>Sinai Central/EDIR</td>
<td>EDIR -&gt; Biography</td>
</tr>
<tr>
<td>Clinical Focus (Diseases/Conditions &amp; Treatments/Procedures)</td>
<td>Sinai Central/EDIR</td>
<td>EDIR -&gt; Diseases-Conditions &amp; Treatments-Procedures</td>
</tr>
<tr>
<td>Physician Headshot</td>
<td>Sinai Central/EDIR</td>
<td>EDIR -&gt; Portrait</td>
</tr>
</tbody>
</table>
## What am I unable to update in EDIR Sinai Central?

<table>
<thead>
<tr>
<th>Online Profile Section</th>
<th>Data Source</th>
<th>Data Owner/Group to Update</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Online Profile Section Data Source</td>
<td>Data Owner/Group to Update</td>
</tr>
<tr>
<td>Degree</td>
<td>Online Profile Section Data Source</td>
<td>Data Owner/Group to Update</td>
</tr>
<tr>
<td>Book an Appointment</td>
<td>Epic, Zocdoc, Digital Marketing RAA System</td>
<td>Refer to Slide 22</td>
</tr>
<tr>
<td>Insurance Plans</td>
<td>Cactus/Verity Credentialing Database</td>
<td>Delegated Credentialing</td>
</tr>
<tr>
<td>Video Visit Banner</td>
<td>Sinai Central/EDIR</td>
<td>Digital Marketing</td>
</tr>
<tr>
<td>Specialty</td>
<td>Cactus/Verity Credentialing Database</td>
<td>Medical Staff Services</td>
</tr>
<tr>
<td>Education/Board Certification</td>
<td>Cactus/Verity Credentialing Database</td>
<td>Medical Staff Services</td>
</tr>
<tr>
<td>Patient Experience Ratings</td>
<td>Press Ganey Survey</td>
<td>Office of Patient Experience</td>
</tr>
</tbody>
</table>
Physician Web Profile Example – Header Information

Sangyoon Jason Shin, DO
Hospital Medicine

4.6 Stars | 72 Responses
About Me

Sangyoon Jason Shin, DO, is an Attending Physician of Department of Medicine at the Mount Sinai Beth Israel Medical Center. He is an Associate Professor in the Department of Medicine at the Icahn School of Medicine at Mount Sinai.

Currently, he serves as Medical Director of Ambulatory Care for Mount Sinai Downtown which includes Mount Sinai The Rockefeller University Hospital, Mount Sinai Beth Israel, Mount Sinai West and Mount Sinai Roosevelt.

Show More

Education

DO, Philadelphia Col. of Osteopathic Med

Residency, Internal Medicine

Philadelphia College of Osteopathic Medicine
Physician Web Profile Example – Clinical Focus & Locations

### Clinical Focus
- Acne
- Annual Physical
- Asthma
- Dehydration
- Emphysema
- General Consultation
- Migraine
- Psoriasis
- Show Less
- Allergic Cough
- Anxiety
- Black Stool / Melena
- Ear Wax Cleaning
- Foot Pain
- Hearing Problems / Ringing in Ears
- Pneumonia
- Sore Throat
- Annual Pediatric Checkup
- Arthritis
- Daytime Sleepiness
- Eczema
- Frequent Urination
- Irritable Bowel Syndrome
- Prostate Cancer Screening
- Thyroid Consultation

### Locations
Mount Sinai Doctors, 55 East 34th Street, New York, NY, 10019
212-282-9191

### Insurance Information
Accepted insurance varies by the doctor’s office location. Please contact the office directly.
Insurance Information
Accepted insurance may vary by the doctor’s office location. Please contact the office directly to obtain the most up-to-date insurance information.

- 1199 SEIU
- AETNA - Medicare
- CIGNA Healthcare
- Elderplan
- EmblemHealth - HIP
- AETNA - Commercial
- AgeWell New York
- Centivo
- EmblemHealth - GHI-PPO
- EmblemHealth - HIP-Medicare

Patient Experience Rating
The Patient Experience Star Rating reflects our patients’ perception of how well their Mount Sinai provider communicated with them during an office visit. The Star Rating is based on patient responses to three questions on a patient experience survey, a standardized questionnaire sent to verified patients and distributed by a third party vendor, Press Ganey. Responses are measured on a scale of 1 to 5, with 5 being the best score.

Care Provider’s Explanation 4.8 out of 5
Care Provider’s Concern 4.6 out of 5
Likelihood to Recommend Care Provider 4.4 out of 5
Setting up Online Appointments
<table>
<thead>
<tr>
<th>How do I set up Online Scheduling?</th>
<th>How do patients make appointment?</th>
<th>Who should use?</th>
<th>Contact to Update</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Epic Open Scheduling</strong></td>
<td>Patients can make appointment directly from Find a Doctor search and profiles.</td>
<td>Those physicians set up in Epic and are enabled to receive online appointments.</td>
<td>Contact Olivia Van Gundy at <a href="mailto:Olivia.VanGundy@mountsinai.org">Olivia.VanGundy@mountsinai.org</a> for Epic Open Scheduling Additions or Removals</td>
</tr>
<tr>
<td><strong>Zocdoc</strong></td>
<td>Patients can find appointment times in Find a Doctor search and profiles and complete appointment through Zocdoc.</td>
<td>Those physicians not set up in Epic and are enabled to receive online appointments through Zocdoc.</td>
<td>Contact Olivia Van Gundy at <a href="mailto:Olivia.VanGundy@mountsinai.org">Olivia.VanGundy@mountsinai.org</a> for Zocdoc Scheduling instructions</td>
</tr>
<tr>
<td><strong>Request an Appointment (RAA)</strong></td>
<td>Administrator and/or Scheduler can receive these requests and call patient back to make appointment within 2 business days.</td>
<td>Those physicians that can not receive online appointments through Epic Open Scheduling and Zocdoc.</td>
<td>Contact <a href="mailto:webfeedback@mountsinai.org">webfeedback@mountsinai.org</a> with group email address that should receive these requests (set up through Sailpoint) and list of physicians that should be included. Note: At least two schedulers/admins should be set up to receive the requests for each form.</td>
</tr>
</tbody>
</table>
How do I Set up Online Appointment Scheduling? – Epic Open Scheduling
How do I Set up Online Appointment Scheduling? - Zocdoc
How do I Set up Online Appointment Scheduling? – Request an Appointment

Request an Appointment

To request an appointment using our website, please complete the form below. After you submit this information, a representative will contact you by phone within two business days. If you have a medical emergency, dial 911.

You would like to make an appointment with:

Cancer (Oncology), Mount Sinai Health System

Patient Information (Required field)

First Name*

Last Name*

Address Line 1*

Address Line 2

City*

New York
Quick Links/Contact List

Quick Links

• Physician Profile Instructions: https://www.mountsinai.org/about/marketing-faqs
• Press Ganey Survey Criteria for Profiles: https://sinaiknowledge.mssm.edu/instructions/eDir/star-ratings-faq
• Online Scheduling Overview & FAQs Document: Online Scheduling Overview & FAQs

Contact List

• Medical Staff Services: MSS-DataTeam@mountsinai.org
• Appointments & Promotions: APmailbox@mssm.edu
• Epic Open Scheduling Additions/Removals:
  • Olivia Van Gundy: Olivia.VanGundy@mountsinai.org
• Digital Marketing Team:
  • Webfeedback: webfeedback@mountsinai.org
  • Kristen Morales: Kristen.Morales@mountsinai.org