Empower consumers and strengthen your brand

In the past decade, health information has become one of the most frequently researched topics on the Internet. Rather than phone a provider’s office with a health question, people turn to search engines. Studies show that 8 in 10 Internet users look online for health information, due in part to an increased emphasis on consumer engagement. But ease of access and the abundance of information presents a unique challenge: Search engines don’t distinguish between reliable and unreliable content.

Mayo Clinic content is consistently recognized as one of the most trusted, credible sources for health information. Through flexible content syndication options, organizations can leverage Mayo Clinic expertise on the Web, on mobile applications and in print. This is a cost-effective way to add greater depth and credibility to digital or print resources – and serves to increase engagement, meet regulatory requirements and drive customer loyalty.

Trusted, timely and relevant content

Mayo Clinic offers reputable organizations the opportunity to incorporate best-in-class health content and tools into their health education resources. As a leading health care institution with a 150-year history of commitment to patient care, research and education, Mayo Clinic content draws upon the collective experience of more than 3,700 physicians and scientists in virtually every medical specialty. This collaborative approach ensures that all resources represent the latest thinking in disease prevention, condition management, behavior change, self-care and treatment decision support.

In an ever-changing and often challenging health care landscape, reliable and consistent health information is required for organizations seeking to fulfill the standards for accreditation status, compliance, patient-centered medical home, and to meet reimbursement objectives. It is just as important for organizations that desire to build relationships with a target population by adding value, creating consumer demand and meeting a need.

Only Mayo Clinic delivers to its clients trustworthy information from a single source, and is unique in the market as a content creator – and not an aggregator.

“By leveraging award-winning Mayo Clinic health content within your organization’s digital and print resources, you provide access to extraordinary expertise from the world’s leading medical center to empower consumers and enhance your brand.”

Roger W. Harms, M.D.
Medical Director, Mayo Clinic Content Syndication

2014 & 2013 Harris Poll EquiTrend® Health Information Website Brand of the Year

2014 Top 10 Patient-Centric Hospital Websites – Ranked #1 (Evolve Digital Labs/Becker’s Hospital Review)

2013 eHealthcare Leadership Awards – Gold Award for Best Overall Internet Site in Healthcare Systems

2013 Web Health Awards – Gold Award Winner for Patient Education Website
Scientifically sound, no-nonsense approach

Mayo Clinic content reflects a synthesis of scientific evidence that reflects the wisdom of physicians and scientists who are actively engaged in patient care, medical education and scientific research. This expertise is translated into consumer-friendly language using an inviting tone to present information in the most usable, action-oriented manner.

Expert answers to health-related questions

With access to reliable, actionable resources, consumers can make better decisions about their health. With quality information comes greater engagement, increased trust and improved compliance with provider treatment plans.

There are currently more than 3,700 pieces of Mayo Clinic content available for syndication in the following categories:

- Diseases and Conditions A-Z
- Multimedia and Animation (slides and videos)
- Wellness for Life Stages
- Tests and Procedures
- Expert Answers
- Healthy Living
- First Aid
- Recipes

In addition to licensing the complete health information library, custom packages also are available for select demographic-specific information, content types or topics of interest.

Features and support to maximize your investment

Mayo Clinic health information content can be easily integrated into a variety of digital and print resources. Mayo Clinic’s syndication team works closely with clients throughout the implementation phase to ensure they have the information and support required to complete the process. All content is tagged using Mayo Clinic’s controlled vocabulary taxonomy, which is a valuable resource for categorizing and organizing content to best meet each client’s content objectives. Post-implementation, Mayo Clinic provides ongoing account management and operational support should questions or concerns arise.

Licensed content is syndicated in XML format and delivered to a dedicated directory on the Mayo Clinic syndication FTP server. Supporting documentation, including schemas and multimedia assets, also are made available through the FTP server. Clients retrieve the XML feeds from the FTP server and convert the files into an alternate format for their internal use. New feeds are delivered to the client directory on a regular schedule for continual access to up-to-date content. Additional deliveries can be processed on an as-needed basis. Mayo Clinic conducts quality assurance audits of licensed content prior to launch and intermittently throughout the duration of the term to ensure compliance with presentation guidelines.

Best-in-class content for top-of-mind awareness

For 150 years, Mayo Clinic’s approach to health care delivery has been transforming lives through the application of research, education and innovation. Millions of consumers around the world rely on Mayo Clinic online resources to answer their health questions; to help them decide which treatment options are best for their situations; to better understand a diagnosis; to prevent illness; and to take charge of their health.

The quality of your organization’s health resources influences your reputation and value to your population. Leverage Mayo Clinic knowledge and expertise that will leave a lasting impression through content syndication – and capitalize on your opportunity.

Call today to learn more about Mayo Clinic content syndication options!

800.430.9699

GBS.MayoClinic.org

What Users Say:

“Thank you for your informative website. It has been a great help to me. I know I can trust the information there.”

“This information gave me an integrated picture of a condition I knew little about, and got me racing through your virtual halls of medical information. I now have Mayo Clinic’s vast manual of research at my fingertips. What an amazing world!”

“You can get so confused these days, and it really helps to be able to turn to Mayo Clinic for sound advice.”

Call today to learn more about Mayo Clinic content syndication options!