

# PROSITES

## Case Study - Marchack and Marchack

### NEW WEBSITE SOLUTION PROVIDES CHOICES

#### *Website Features Deliver Just What the Doctor Ordered*

Pasadena, California-based prosthodontist Chris Marchack, DDS, remembers when his dental practice website didn't provide choices. More than two years ago, Dr. Chris Marchack's practice wanted to begin using the Internet as a means to attract new patients but realized that its existing website wasn't up to the challenge.

Every time his website needed a small change or update it became a real hassle. In fact, the process was so complicated and hard for them to manage that the changes never got done. At this point, their website became less of a resource and much more of a chore to maintain.



"The bottom line was that we needed choices, which we didn't have with our current website." Two years ago, Marchack began developing a new website with another web design company. The process proved to be disappointing when Marchack realized the website he was presented with did not feature any of the specifications he had previously discussed with the design firm.

It was then that a colleague and friend told Dr. Marchack about ProSites. He described them as having a very simplified approach to creating and launching a website quickly. "From the very beginning ProSites made it easy to plug in what we wanted," Marchack said. "We did it ourselves - changed and personalized the colors and graphics on our own, making it a more attractive and functional website.

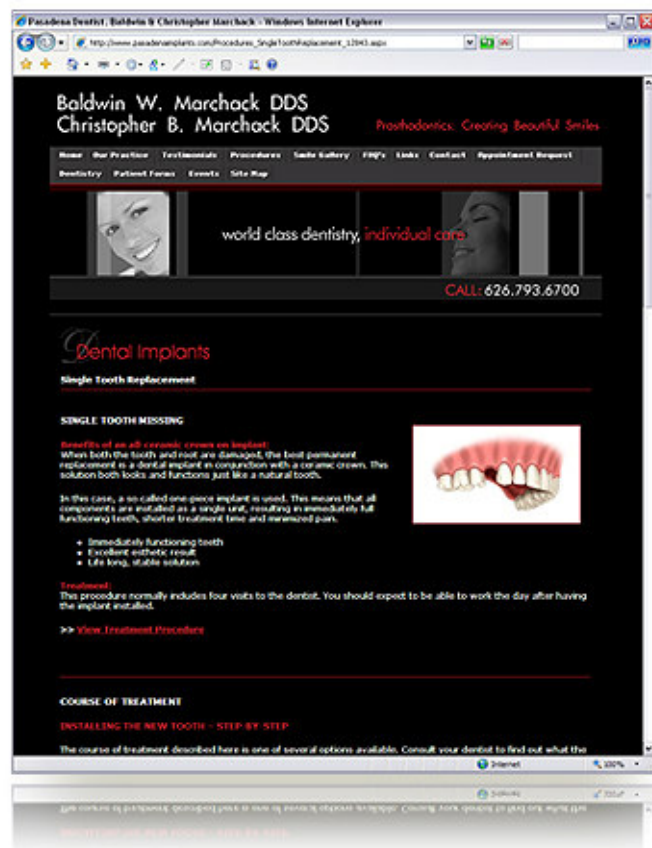
The cost was a real benefit and our site was up and running within minutes after signing up."

The introduction to ProSites quickly ended Marchack’s search for a website developer. In early 2005, the site went live. “We liked everything about the experience,” Dr. Marchack said. “The cost, ease of using the product and ability to make instant changes were exactly what we needed. We launched the site right away. ProSites made the whole process very simple. Marchack & Marchack was one of their first dental practice websites.”

The website has also streamlined Dr. Marchack’s communication with patients by allowing them to make or change appointments from the website. “In addition, new patients can download patient forms (e.g. patient history, dental history, etc...) right on the website. This is a real convenience for everyone involved. Another significant addition is the patient education pages where a number of the prosthodontic procedures are posted on the site. Patients can visit the website to learn about various procedures, get answers to their questions, and know what to expect before going through a procedure.

“Prospective patients can check our background and learn more about Marchack & Marchack,” according to Dr. Marchack, “this is where the site really helps since its common today to search for a dentist who meets their expectations before ever making an appointment.” In addition, web links to outside websites enable the patients to explore numerous dental organizations and commercial sites to learn more about dental procedures. “Our practice believes that patient education is extremely important,” Marchack said.

Today the website is performing above Dr. Marchack’s expectations. Since the ProSites online editor is so simple to use, Marchack generally makes the changes himself. “We can just change it right away and then publish ... it’s that easy. Any major changes are handled by ProSites.”



Another example that the new website is performing beyond expectations is evident through the referrals, which are a direct result of the positive feedback they received from patients, colleagues and other dentists. Dr. Marchack is always proud when colleagues ask, “Where did you get your website?” If they wind up buying a ProSites website, the broad selection of designs, colors, graphics, and content that are available to them result in their website looking completely different. That’s because ProSites

websites allow the dentist to personalize everything to their own taste and unique practice. They offer Choices!

Dr. Marchack is very satisfied with the ProSites website. “We expect to continue with our business relationship with ProSites. Based on their good service and professionalism we just want them to keep doing what they’ve been doing. From the beginning of our relationship with ProSites we wanted every compelling bit of available information about Marchack & Marchack on our website, and ProSites has helped us to make the right choices to see that evolve,” he concluded.

### **About ProSites**

ProSites, Inc. is the nation’s leading provider of high quality website design and Internet marketing services specifically tailored to the needs of medical and dental professionals. The company’s exclusive Web Engine technology fully automates the creation of high-end, graphically compelling websites that help doctors to market their practices on the Internet and attract new patients. In addition to an excellent collection of patient oriented content, the websites also include interactive features that help streamline patient communications and online appointment requests. Headquartered in Temecula, California, ProSites is a privately held corporation. For more information, or to take a free Test Drive, visit [www.prosites.com](http://www.prosites.com) or call (888) 932-3644.

