



Innovation > Sport & Fitness > Doctors matched with patients through site

DOCTORS MATCHED WITH PATIENTS THROUGH SITE

 SPORT & FITNESS

BetterDoctor aims to help US residents find a doctor in their area that may be an improvement on their current provider.

Just as [Caviar](#) – the restaurant delivery service covered on these pages recently – selects only the best-rated local eateries, so [BetterDoctor](#) aims to help US residents find a doctor in their area that may be an improvement on their current provider. In situations where their regular doctor isn't available in the desired timeframe, patients often have to search around for one that will see them on short notice. Hoping to make this process simpler BetterDoctor uses three steps to link patients with high quality healthcare workers – first, users select the type of doctor they are after, from GP to dentist, then they choose the insurance plan they are on to ensure the doctor will accept them. The site then lists the relevant doctors, along with information about their background and contact details. Users can sign up to allow the site to access their location, which automatically sorts the results by location. Members can also save their favorite doctors and share them with friends and family. The site has been in beta in San Francisco for the past few months, but now BetterDoctor is available across the US and has 600,000 doctors' profiles for members to choose from. Is this an innovation that could be replicated in your part of the world? Spotted by: Katherine Noyes

22nd October 2012

Email: support@betterdoctor.com

Website: www.betterdoctor.com