Pathology Faculty Profile — How to fill out Patient Care section

***This document assumes you have read the general instruction sheet, “Pathology Faculty Profile — How to access and enter information”, and know how to navigate within your profile.***

Select the **Patient Care** tab in the left navigation list of your profile page.

1. **Enter your Physician Bio.** Include special expertise here. This is useful when keywords (Step 4) do not have a specialty condition you want to list. These specialty conditions will show in Google searches.

2. **Check YES to the Patient Care section question, “Do you see patients?” If you do not do this, you will not be listed on the Yale Medicine site.**

3. **NOTE:** You are listed on **Yale Medicine** according to the Related Areas of Expertise displayed in this section. These areas create YM searches. YM does not look at Bio text or Standard Keywords (Step 5). Keywords are based on MESH. If you cannot find what you need there, put your term in your Bio text.

4. Click on **Edit** to elect your keywords for **YaleMedicine.org**. You will be taken to the **YaleMedicine.org Conditions** page (see the screenshot at right).

   1. **Add New items here.**
   2. **Certify Changes here.**
   3. When done, click on the **< Back to Patient Care** button in the upper left corner to return to your own **Patient Care** section of your profile.

**Rev. 3-30-20**
Pathology Faculty Profile — How to fill out Patient Care section (continued)

Three Bios: What are they for?

1. **General Bio**
   Professional bio, short, as on a bookjacket cover. This will display on Yale School of Medicine web sites.

2. **Physician Bio** (under the “Patient Care” tab)
   Brief bio introducing your physician background to a prospective patient. This will display on Yale School of Medicine web sites in your profile under the Patient Care tab.

3. **Yale Medicine Bio**
   This will display only on YaleMedicine.org.
   **Only Yale Medicine can edit your Yale Medicine Bio.** They will start with your Physician Bio, if you have one. If not, they will write one based on an interview with you and will make it your Physician Bio. Call Kate Henderson to set up an interview with YM.*

   **NOTE:** If you change your Physician Bio, Yale Medicine will **NOT** change.

### General Bio

**Bio**

Briefly describe yourself as you might on a book jacket in paragraph form. Include your academic background, interests and achievements. This area should be 100 sentences or fewer—on the Research & Publications area you may write more detailed information.

Dr. Moeckel graduated magna cum laude from Ludwig Maximilians University in Munich, Germany. He trained in anatomic and clinical pathology at the University of Arizona, Tucson, AZ and was on faculty in the Department of Pathology at Vanderbilt University, Nashville, TN prior to his recruitment as Director of the Renal Pathology and Electron Microscopy Laboratory at Yale University. His academic interests are in clinical renal pathology and research of mechanisms of kidney injury repair and progression of chronic kidney disease. Dr. Moeckel is a fellow of the American Society of Nephropathology and a Diplomat of the American Board of Pathology. He has published numerous papers in peer reviewed journals and has received private industry and federal grants to support his research.

### Physician Bio

**Physician Bio**

**Patient Care**

Briefly describe yourself as you might to a patient who has asked what your background and specialties are. Include your clinical care background, interests, achievements, and if there is a reason you think patients should come to Yale. This area should be 50 sentences or fewer.

I am a board-certified pathologist specialized in renal, cardiac and transplant pathology. I am the Director of the Renal, Cardiac and Transplant Pathology and Electron Microscopy Laboratory at Yale University. I am an internationally renowned expert in diagnostic renal pathology. We review more than 800 kidney biopsies per year from both adult and pediatric patients. Moreover we assess over 200 kidney transplant biopsies per year. The electron microscopy section of the lab specializes in the ultrastructural diagnosis of chronic diseases and tumors of unknown origin.

### Yale Medicine Bio

*Gilbert Moeckel, MD, PhD*

**Pathology, Renal Medicine Pathology and Electron Microscopy, Anatomic Pathology**

Accepting new patients? Yes
Patient type: Internal Medicine, fellows, medical students, residents, fellows, medical students.
Board Certified in Anatomic Pathology, Renal Pathology.

Dr. Moeckel's **Yale Medicine Bio** (above) reads differently than his **Physician bio** (left) because the YM bio is based on a Yale Medicine interview. Call Kate to set up an interview. If you want your **Physician Bio** to be identical to your YM Bio, you can copy and paste the YM Bio into your Physician Bio field.

*Dr. Moeckel’s Yale Medicine Bio (above) reads differently than his Physician bio (left) because the YM bio is based on a Yale Medicine interview. Call Kate to set up an interview. If you want your Physician Bio to be identical to your YM Bio, you can copy and paste the YM Bio into your Physician Bio field.

Click **Add New** to select your **Keywords** for Yale School of Medicine, Google, and other SEO search rankings. These Keywords are completely independent of Yale Medicine.
YaleMedicine.org Keywords: Why are they important?

Yale Medicine search function uses only keywords from the YaleMedicine.org Conditions, Procedures, and Treatments section, which are in a specific directory for their site. Yale Medicine does not search in the manner of Yale School of Medicine, Google, or other SEOs.

A) If you do not want to be associated with a condition or term, do not put the term in your YaleMedicine.org keyword list.

B) If there is no search term available for your special expertise, put it into your Bio.

A search on Yale Medicine site for your keyword Thyroid Cancer will display related conditions (green tiles).

Your Clinical Keyword Name/Related Areas of Expertise keywords will list you as a Related Doctor on the information page for the keyword (green tile). Not all conditions have an information page.

On the info page, Yale Medicine will list you under Related Doctors ONLY IF YOU HAVE CHOOSEN THAT SPECIFIC KEYWORD TERM.