

My Fluids Search

My Fluids operates as an IT company providing services such as real-time health tracking, personalized health targets, and a digital marketplace connecting patients with healthcare providers. Each month, millions of patients utilize My Fluids's marketplace without charge to explore a wide array of relevant healthcare providers to address their health concerns. Patients have the autonomy to independently select a provider based on their individual needs and schedule appointments as desired.

It's important to note that My Fluids does not function as a healthcare provider and does not endorse or recommend specific providers. Additionally, there is no ranking system based on provider quality. Instead, the My Fluids marketplace operates on a patient-initiated and patient-directed model, empowering patients to choose providers that best suit their requirements and preferences.

The functionality of My Fluids's search feature is intricately designed to cater to the individual needs and preferences of patients. It operates by analyzing various patient-centric data, including blood results, alongside patient preferences such as specialty or doctor's name, and insurance information. When a patient conducts a search on either www.my-fluids.com or the app, sophisticated search methodologies are employed to curate a list of the most relevant and available healthcare providers within the My Fluids network for that particular patient.

Several factors are taken into consideration when determining search rankings, all of which revolve around the information provided by the patient and their specific medical data. Key patient-centric factors include the patient's existing medical conditions, insurance coverage, and the availability of upcoming appointments with healthcare providers. Additionally, patients can further customize their search results based on factors like appointment availability, the gender of the doctor, and whether they cater to patients under the age of 18.

The functionality of My Fluids's search feature is comprehensive and meticulously tailored to the needs of each patient. Here's an in-depth explanation of how it operates:

- **Visit Indication:** Doctors are only displayed in search results if they offer appointments suitable for the patient's specific medical needs. However, patients have the flexibility to adjust this based on their preferences
- **Appointment availability:** Priority is given to doctors with available appointments to accommodate patients seeking prompt care. Research indicates that patients generally prefer to see a doctor at the earliest convenience, often within 24 hours of conducting the search. However, other factors such as proximity or specialty may also influence the prioritization of search results.
- **Insurance:** Each doctor provides My Fluids with a list of insurance plans they accept. If a patient provides their insurance information during the search, doctors who participate in the patient's insurance plan are prioritized in the search results. Doctors are required to provide accurate and up-to-date information regarding their participation in insurance plans.

To ensure the accuracy and relevance of search results, My Fluids employs dedicated account management teams tasked with keeping doctor information up-to-date. Feedback from user interactions and patient groups is extensively analyzed to continually optimize search result relevance.

Search results and rankings, which determine the order in which doctors appear in search results, are dynamic and tailored to each individual patient. They regularly fluctuate based on specific patient-centric criteria outlined earlier. Moreover, these results may vary as doctor availability changes over time, sometimes even from hour to hour. Consequently, each patient's search experience is likely to be unique, with results potentially differing from one search to another. However, our unwavering commitment to prioritizing patients remains consistent. The My Fluids search approach is fundamentally centered around the patient, meticulously optimized to empower patients to independently find suitable healthcare providers and book appointments.

[The verification of doctors](#)

Doctors seeking to be listed on My-Fluids.com undergo a rigorous verification process during the onboarding phase. This process begins with confirming the active status of their medical license and ensuring they are in good standing to practice in the state specified in their profile. Additionally, we verify their specialty, medical education, and any board certifications they have listed. Only after completing these verification steps are they approved to join our marketplace. It's important to note, however, that My Fluids does not provide any representations regarding the ability of a doctor to deliver medical care.

Ensuring that a provider qualifies to appear in specific search

As previously mentioned, as part of our provider onboarding procedure, My Fluids meticulously verifies that each provider possesses the necessary specialty qualifications to practice in their declared specialty. This verification process encompasses reviewing the provider's completion of relevant training in their specialty or sub-specialty (such as a Residency or Fellowship), possession of specialty board certification (e.g., American Board of Medical Specialties), and membership in pertinent medical societies. These verified qualifications dictate the procedures ("visit reasons") for which providers practicing in a particular specialty are eligible to be displayed in consumer searches on our Marketplace. These connections between specialties and visit reasons are independently verified by a third-party medical consultant. Subsequently, from the list of eligible visit reasons specific to their specialty, each provider selects the reasons for which they are trained and qualified to offer services. Providers are contractually obligated to accurately convey information regarding their qualifications.

Can doctors pay to enhance their visibility in search results?

Doctors cannot pay to enhance their visibility in search results, our core marketplace search experience does not offer such a feature. However, we do provide Sponsored Results as a separate advertising product, allowing certain participating doctors to be prominently listed above the regular search results. These sponsored listings are clearly identified as advertisements and are distinguishable by labels and visual cues, akin to advertisements on other search platforms like search engines. It's crucial to note that doctors must remain

relevant according to the patient-centric factors mentioned earlier to appear in sponsored slots. Sponsored Results are paid for by doctors based on a per-impression cost, meaning they are charged when the advertisement is displayed. Participation or non-participation in Sponsored Results does not affect a doctor's ranking in the core marketplace search results.

Do we direct patients to specific doctors or employ protocols to distribute appointments evenly across providers?

We do not direct patients to specific doctors, our search functionality is expressly designed to prioritize relevance for each patient and facilitate independent decision-making regarding healthcare. As outlined previously, search results are influenced by patient-centric factors, allowing patients to select a doctor based on their unique preferences. We do not guarantee a minimum number of appointments for any doctor, nor do we implement protocols to prioritize certain providers to increase their appointment volume. Past performance of a doctor does not influence their current or future ranking in search results.