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MyOMS Profile™ Launches Through AAOMS - PBHS Inc. Partnership

[Rosemont, IL, August 24, 2016] – The American Association of Oral and Maxillofacial Surgeons (AAOMS), the professional association that represents more than 9,500 oral and maxillofacial surgeons in the United States, and PBHS Inc, one of the most recognized names in OMS website marketing, announced today the creation of the MyOMS Profile™ service, a new, economical program that will help oral and maxillofacial surgeons boost their online profile and maximize their patient education capabilities.

The online MyOMS Profile service developed by PBHS will provide each participating AAOMS member with a highly personalized micro-site designed to replace and enhance the surgeon's generic listing within the MyOMS.org membership directory, and complement their current practice website with integrated videos, information sheets, public service announcements and other patient educational materials from the AAOMS Informational Campaign.

In addition to providing patients with a broad-based educational platform and a compelling user experience, the MyOMS Profile service will allow them to research procedures, watch AAOMS videos, get to know the surgeon and office staff, call the practice directly from their mobile devices and receive automated GPS directions to the practice office.

"The powerful combination of PBHS Website Design Services and the AAOMS Informational Campaign forms the basis of the new MyOMS Profile™ service," says Jay Levine, President of PBHS Inc. "With the development of this new, advanced service, PBHS has empowered the oral and maxillofacial surgery community to utilize all forms of media, from print to search engine and social media-based technologies in order to better promote their practice, increase practice awareness and educate patients."

"Combined with AAOMS Informational Campaign materials such as educational content, video and images, the result is an authoritative, superior online directory presence," notes Levine. "The MyOMS Profile service is designed to complement the practice website of every participating AAOMS member by building a highly relevant and integrated online presence."

“We are excited to offer this service to our members,” says AAOMS President Dr. Louis K. Rafetto. “PBHS has worked with us to ensure a compelling user experience that fulfills the patient's immediate needs. AAOMS’s goal is to provide its membership with superior products, support and practice growth services, and we believe the MyOMS Profile service provides real and tangible benefits to the surgeons and their patients. “

MyOMS Profile Pages can be claimed online at www.MyOMSProfile.com and will be available at the end of September, 2016. PBHS will be initiating signup at the 98th AAOMS Annual Meeting in Las Vegas.

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■ PBHS is the ADA Business Resources Endorsed Provider for Website Design and Marketing. PBHS was founded in 1977 and works with over 8,000 practitioners. Since 1995, PBHS has developed websites for practices throughout the world. PBHS is a privately held company headquartered in Santa Rosa, CA, with offices in both New York and California. PBHS can be reached at 3785 Brickway Blvd Suite 200, Santa Rosa, CA 95403 (800) 840-5383. <http://www.pbhs.com> or email at info@pbhs.com



The experts in face, mouth and jaw surgery™ — The American Association of Oral and Maxillofacial Surgeons (AAOMS), the professional organization representing more than 9,500 oral and maxillofacial surgeons in the United States, supports its fellows’ and members’ ability to practice their specialty through education, research and advocacy. AAOMS fellows and members comply with rigorous continuing education requirements and submit to periodic office anesthesia evaluations. Visit MyOMS.org for information about oral and facial surgery.