

AAHKS Unveils New Patient Education Website to Meet Surgeon and Patient Needs

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Rosemont, IL - The American Association of Hip and Knee Surgeons (AAHKS) today announced the launch of their new patient education website, www.hipkneeinfo.org, that aids in guiding patients who are considering or have recently undergone joint replacement surgery of their hip, knee or both. AAHKS is delighted to officially announce the launch, which provides patients and potential patients with lots of information to help supplement valuable discussions with their surgeon, such as what they should expect when considering total knee replacement and answers to the most common questions asked when having a total joint replacement.

“The Patient and Public Relations Committee is excited to unveil a fully redesigned web experience for patients of the AAHKS community. The results of this project has been to increase accessibility based on a web design that is easy to navigate and expand the influence of our organization in educating patients about arthroplasty. This was a purposeful redesign that would not have been possible without the support of the AAHKS Board of Directors, the commitment and hard work of my committee team members, and the AAHKS staff,” said Benjamin M. Stronach, MD, MS, chair of the AAHKS Patient and Public Relations Committee.

The primary goal during the website redesign process was to create a home for the hip and knee joint replacement patient experience. That meant adding features for quickly and easily navigating the site and finding information more intuitively and efficiently. Specifically, AAHKS wanted to make sure the information patients need is not only accessible to them but available across the various devices that patients utilize daily. That required concentration on rapid response functionality, allowing the site to be compatible with all browsers and mobile devices.

Some things didn’t change: the new website still hosts a plethora of educational material for patients and surgeons alike. For ease of navigation, the new website funnels everything into three categories – hip surgery, knee surgery and general resources for care. In each category, visitors can find literature on non-surgical options, how smoking increases risk during joint replacement surgery, ways of decreasing infection risk and so much more. The site also has an improved search function that allows visitors to search for specific education articles based on their own choice or need, as well as a “Find a Doctor” function, to find AAHKS member surgeons in the searcher’s area.

Surgeons can also find very useful information on the new site. We’ve included podcast recordings from AAHKS’ official podcast channel, AAHKS Amplified. The recordings provide expert insight into how patients should prepare for and what recovering from total joint replacement is like. All articles are also available in Spanish and there are a dozen that have been translated to Hindi. You can expect more translations of top articles in the future.

To view the new AAHKS patient education website, please visit www.hipkneeinfo.org.

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About the American Association of Hip and Knee Surgeons

Established in 1991, the mission of AAHKS is to advance hip and knee patient care through education, advocacy, research and outreach. AAHKS has a membership of over 5,000 surgeons and other hip and knee health care professionals.