

# Online Reputation in Healthcare

How to Improve Online Visibility and  
Attract More Patients

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# Today's Presenters



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# Online Reputation in Healthcare: How to Improve Online Visibility and Ratings to Attract More Patients

# Online Reputation Management for Healthcare

1. Why I should care

2. What it is

3. AFC case study

4. Q&A

# Reviews materially influence behavior

92%

Of Internet users read product reviews, and 89% of people say that reviews influence their purchasing decisions

(eTailing Group)

79%

of consumers trust online reviews as much as word of mouth

(Consumer RS)

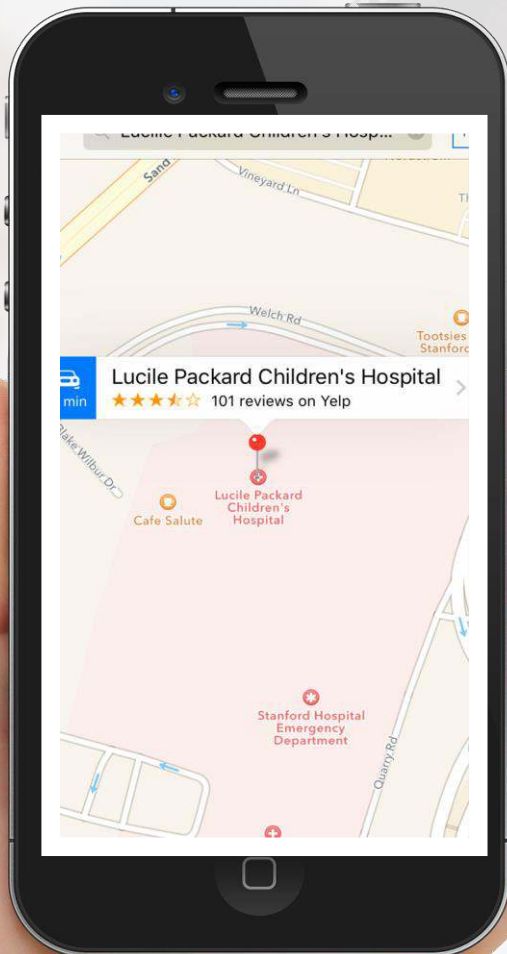
5-9%

A difference of one “star” in rating can lead to a 5-9% difference in revenue

(Harvard Business Review)



# Patients Use Online Reviews to Research Their Healthcare Providers



**77%**

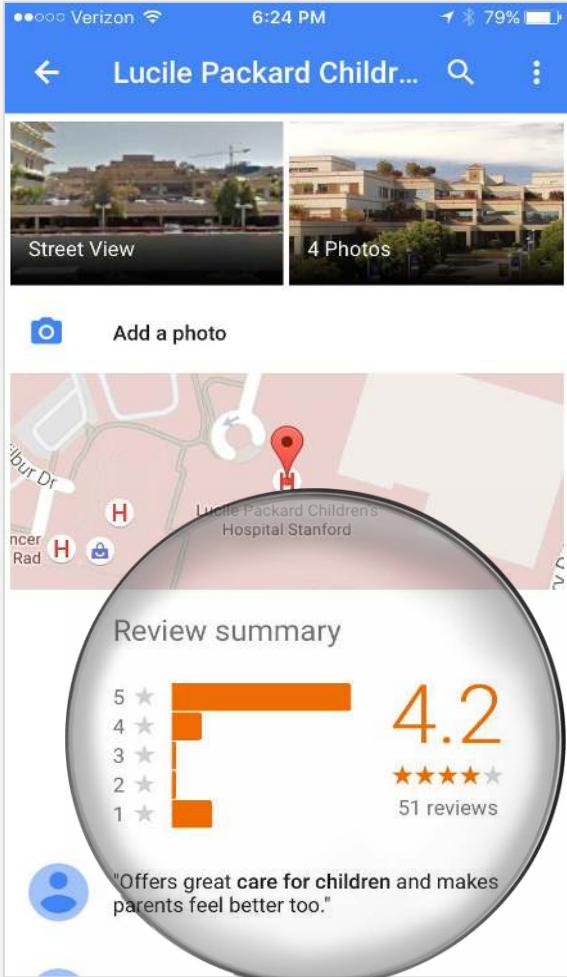
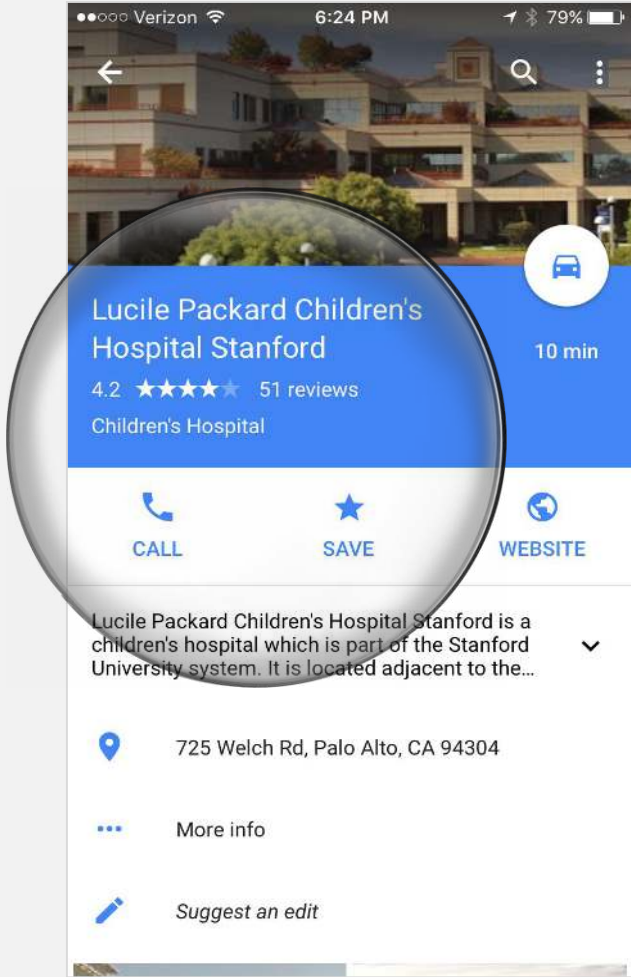
of online health seekers began their search online

**61%**

of patients surveyed use online reviews to find a doctor

*Source: "5 Steps to 5 Stars: How to Get Great Online Patient Reviews"*

# What People See When Looking up a Hospital



“

Recency matters.  
90% of the reviews  
that patients see,  
were created in the  
last 6 months.

”



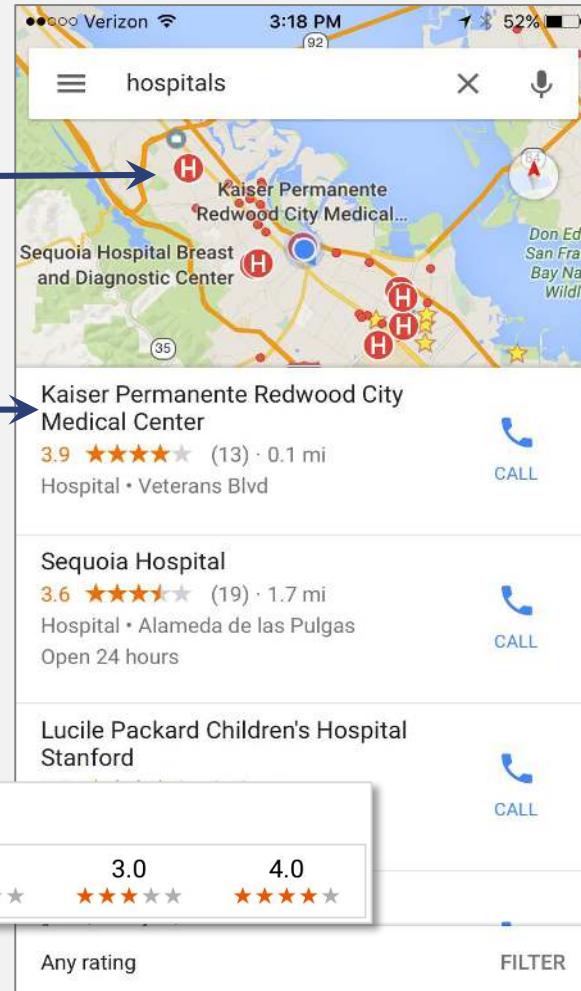



# What people see When Searching for a Hospital

Reputation is prominently displayed whether you ask for it or not

Big or Small Dot?

Visible listing?

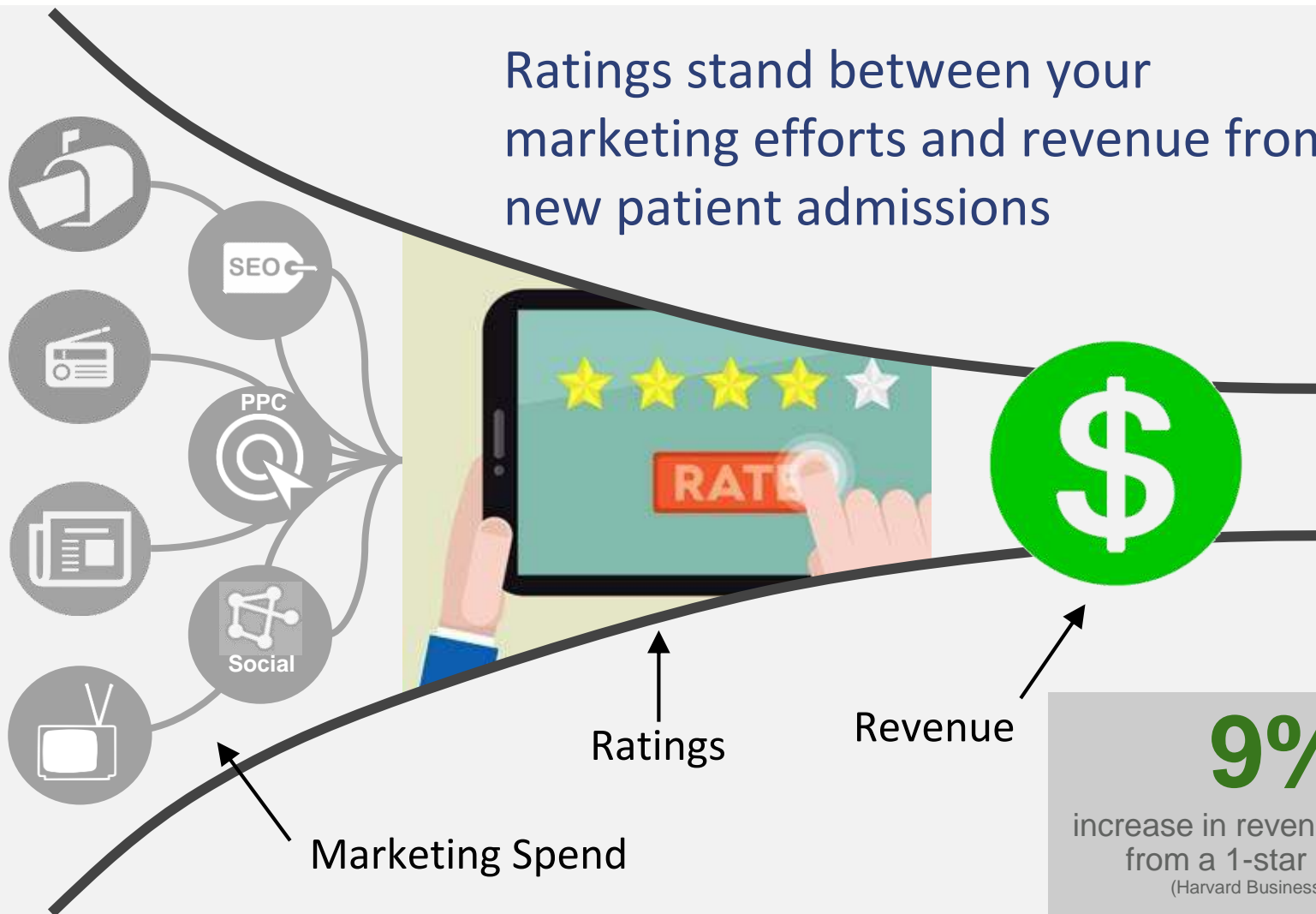


A photograph of two women in a professional setting, likely a meeting or collaborative work environment. They are seated at a desk with a laptop open. The woman on the right is pointing at the laptop screen, and the woman on the left is looking at it. The background shows a wall with some papers and a lamp. The entire image is overlaid with a semi-transparent blue filter.

The perception of your  
business starts with the online  
reputation of every location  
where you deliver care.

# Why Every Healthcare Provider Should Care

Ratings stand between your marketing efforts and revenue from new patient admissions



**9%**  
increase in revenue expected  
from a 1-star increase  
(Harvard Business Review)

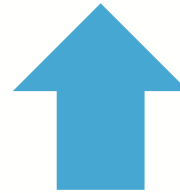
# Benefits of Successful Reputation Management

Strong and positive presence online

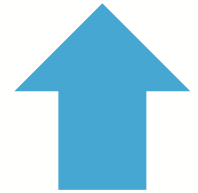


- ✓ Sizeable volume
- ✓ Recent
- ✓ 5-Star reviews
- ✓ On major sites

Search Rank



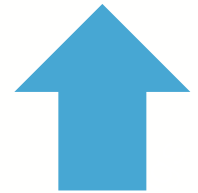
Referrals



Sales



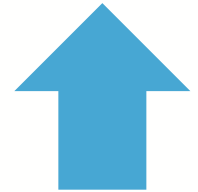
Employee Morale



Revenue



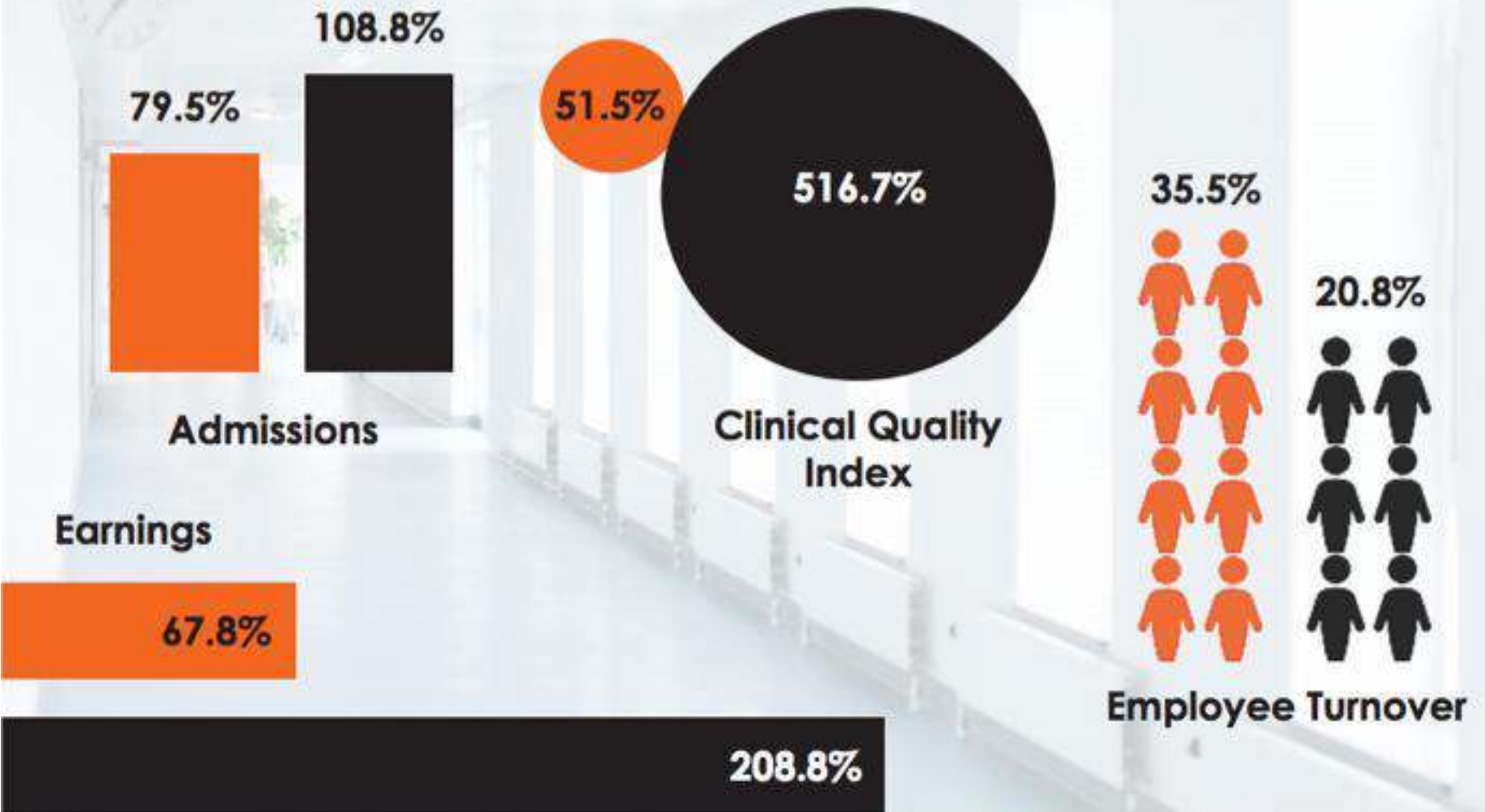
Quality of Service



# In one large hospital, here's what changed:

## Over a period of two years

(All values shown as a % of target goal)





# Online Reputation Management for Healthcare

1. Why I should care

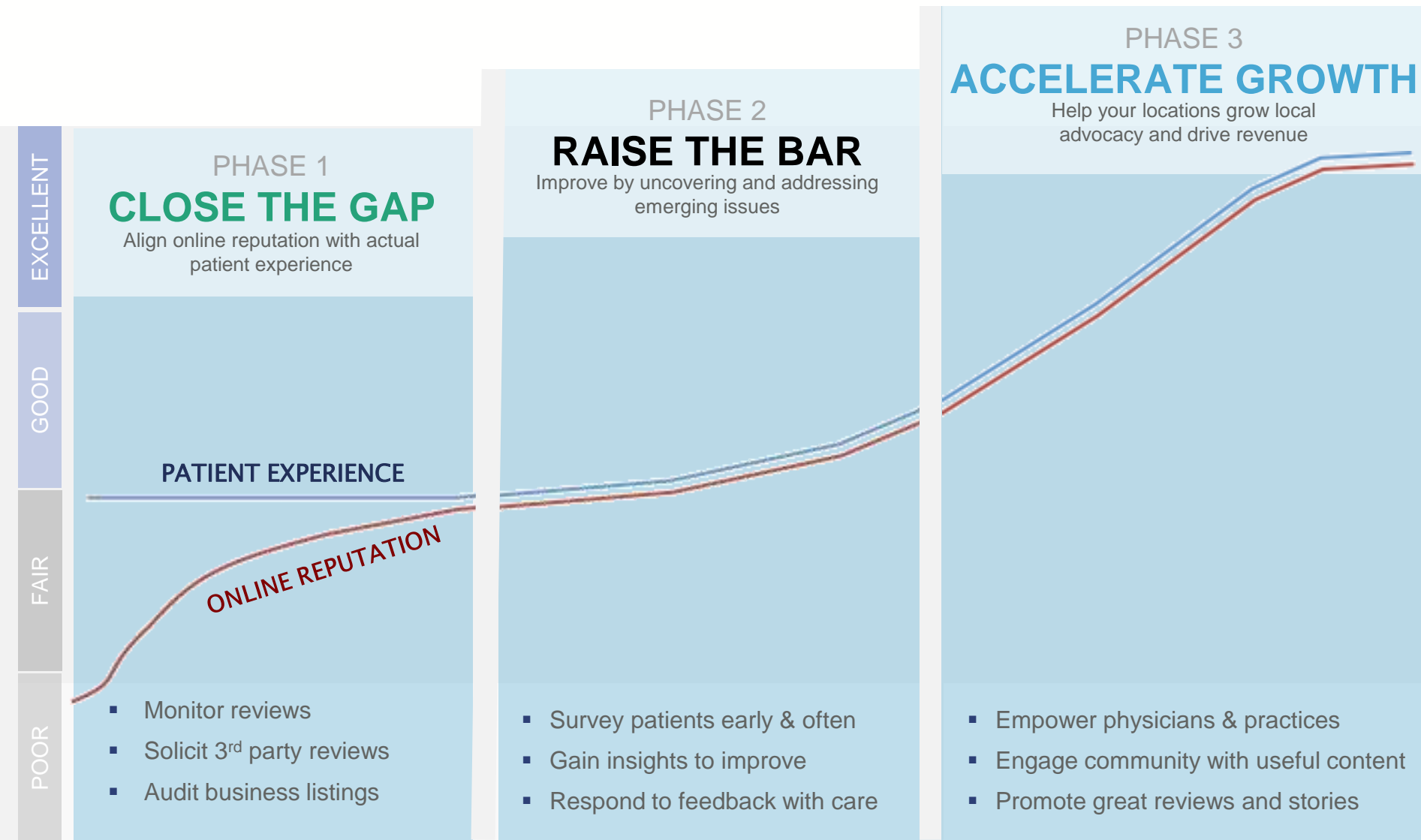
2. What it is

3. AFC Case study

4. Q&A



# 3 Steps for a Winning Online Reputation

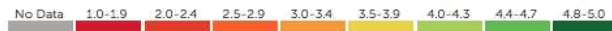
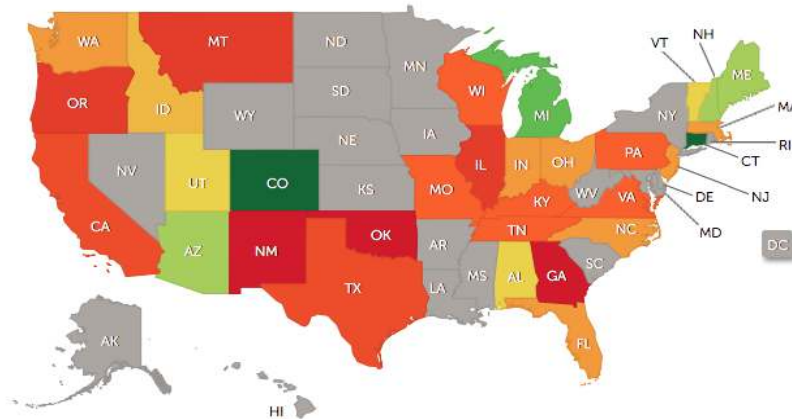


# Phase 1: Close the Gap

## Before

### Average Rating by State

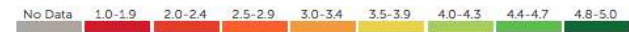
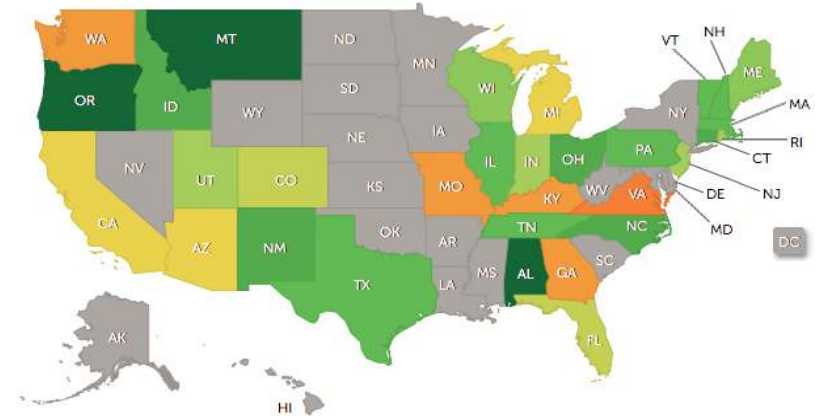
Click a state for more details



## After

### Average Rating by State

Click a state for more details



Metric	Before	After	Change
Review Volume/Month	36	153	+420%
Proportion Positive	42%	81%	+193%
Average Star Rating	1.8	3.8	+211%

# Phase 2: Raise the Bar

Respond professionally to each review


The screenshot shows a Google+ review interface. At the top, there are buttons for 'Read' (green) and 'Responded' (blue). To the right, there is a star rating of 3.0 out of 5, the date 'Oct 29, 2015', and icons for checkmark, flag, email, and share. The reviewer's profile shows a placeholder for a profile picture, the name 'donna husbands', and a Google+ link. The address is '327M Palm Springs Arpt (National Car Rental)'. The review text reads: 'The staff is very helpful and polite--but the car wasn't very clean and smelled a bit off (sour milk??) There was a half used bottle of water in the front and a crumpled paper on the floor. Last time I rented from National at Ontario Airport--the rear view mirrors were so dirty that I had to call an attendant to clean them--which he did with some spit. Really? I think you might have a systemic problem with car cleaning---?'. Below the review is a text input field with the placeholder 'Type Response Here'. A response from 'Chris Higgs' is shown, dated 'Oct 29, 2015'. The response text is: 'Donna, thank you for sharing your experience with us at the airport. We appreciate and value your feedback as we are constantly looking for ways to better service to our great customers. If you would like to discuss your experience further with the condition of the car, please email the complete details including your contact information, and any reservation or rental agreement numbers to care@nationalcar.com and list Reference Number 10195006 in the subject line. Thank you. - Christopher'.

Turn patient feedback into action

The word cloud on the left contains terms such as 'A Few', 'Accessory', 'Accident', 'Aisle', 'Ama', 'Brain', 'Budget', 'Buys', 'Camera', 'Cashier', 'Chea', 'Computer', 'Con', 'Desk', 'Dryer', 'Due To', 'Electronics', 'Ei', 'Every Other', 'General Manager', 'Gentleman', 'Glass', 'Gc', and 'Knowledge'. To the right, there are two summary cards. The top card features a red person icon and text: 'Several **negative reviews mention the name "Bob Smith"**. Take a look. We recommend exploring the root causes. Don't risk more unsatisfied customers.' The bottom card features a green gear icon and text: 'Several **positive reviews mention "Fast Service"**. This seems to be an area where you're executing well. Keep it up! Click here to read those reviews.'

# Phase 3: Accelerate Growth


## Promote reviews across channels



Google • Brookdale Senior Living

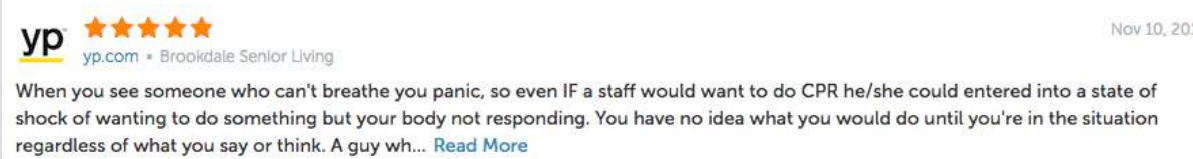
Feb 11, 2015

My mother-in-law lived at St Mt Estates for over a year, and we had a great experience there. The staff worked hard to make sure she was well taken care of and the management was gracious and helpful. I would recommend it to anyone looking for assisted living in our area of town.



Google • Brookdale Senior Living


Jan 31, 2015



yp.com • Brookdale Senior Living

Nov 10, 2014

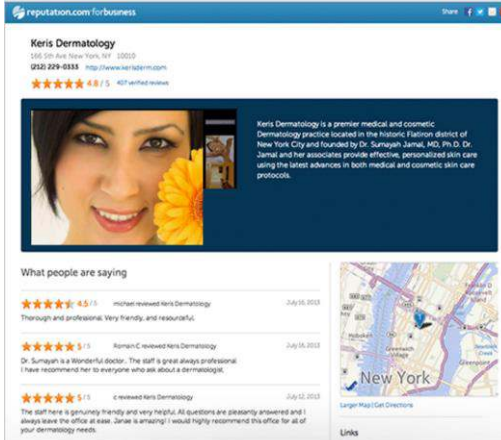
When you see someone who can't breathe you panic, so even IF a staff would want to do CPR he/she could entered into a state of shock of wanting to do something but your body not responding. You have no idea what you would do until you're in the situation regardless of what you say or think. A guy wh... [Read More](#)



Our Parents • Brookdale Senior Living

Oct 20, 2014

## Share and boost patient stories



reputation.com for business

Keris Dermatology

195 5th Ave New York, NY 10010  
Q232 229-0333 <http://www.kerisderm.com>  
★★★★★ 4.8 / 5 407 user reviews

Keris Dermatology is a premier medical and cosmetic Dermatology practice located in the historic Flatiron district of New York City and founded by Dr. Surayyah Jamal, MD, Ph.D. Dr. Jamal and her associates provide effective, personalized skin care using the latest advances in both medical and cosmetic skin care protocols.

What people are saying

★★★★★ 4.5 / 5 michal reviewed Keris Dermatology July 15, 2013  
Thorough and professional. Very friendly, and reasonable.

★★★★★ 5 / 5 Roman C reviewed Keris Dermatology July 16, 2013  
Dr. Surayyah is a wonderful doctor. The staff is great always professional. I have recommend her to everyone who ask about a dermatologist.

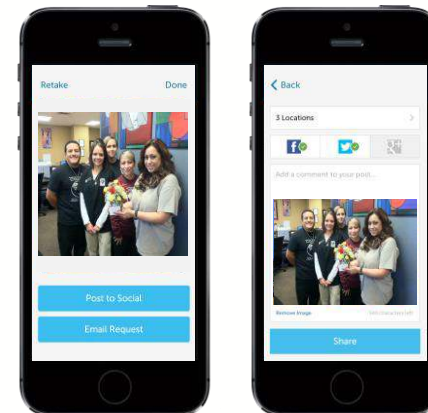
★★★★★ 5 / 5 e reviewed Keris Dermatology July 12, 2013  
The staff here is genuinely friendly and very helpful. All questions are always answered and I always leave the office at ease. Zarah is amazing! I would highly recommend this office for all of your dermatology needs.

New York

Larger Map | Get Directions

Links  
[http://www.kerisderm.com/](http://http://www.kerisderm.com/)

## Build advocacy right from the practice





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# AFC Case Study Outline

American Family Care background

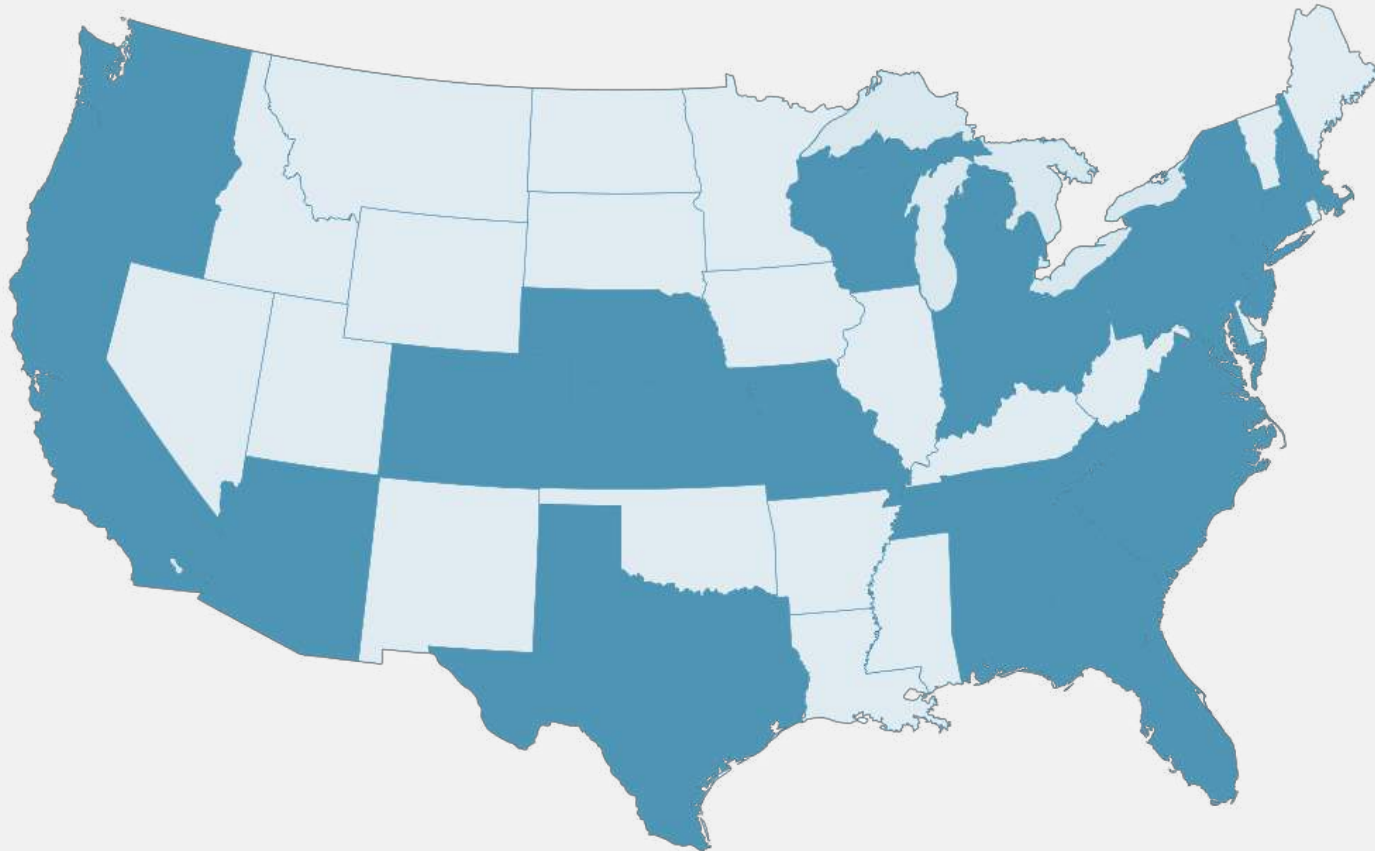
The challenge

The plan

The results

Local implementation

# American Family Care Background



**150+**  
Urgent Care  
Facilities

**92**  
Franchise &

**67**  
Corporate  
Locations

**25+**  
States

**30+**  
Years in  
Business



“As AFC and other early adopters conceived it in the early 1980s, urgent care would cut through health care’s biggest hurdles: affordability and accessibility.”

# AFC Online Reputation Issues

- Few management responses on Yelp & Google
- Program variability across 90 independent franchise locations
- Lack of awareness, understanding, and action

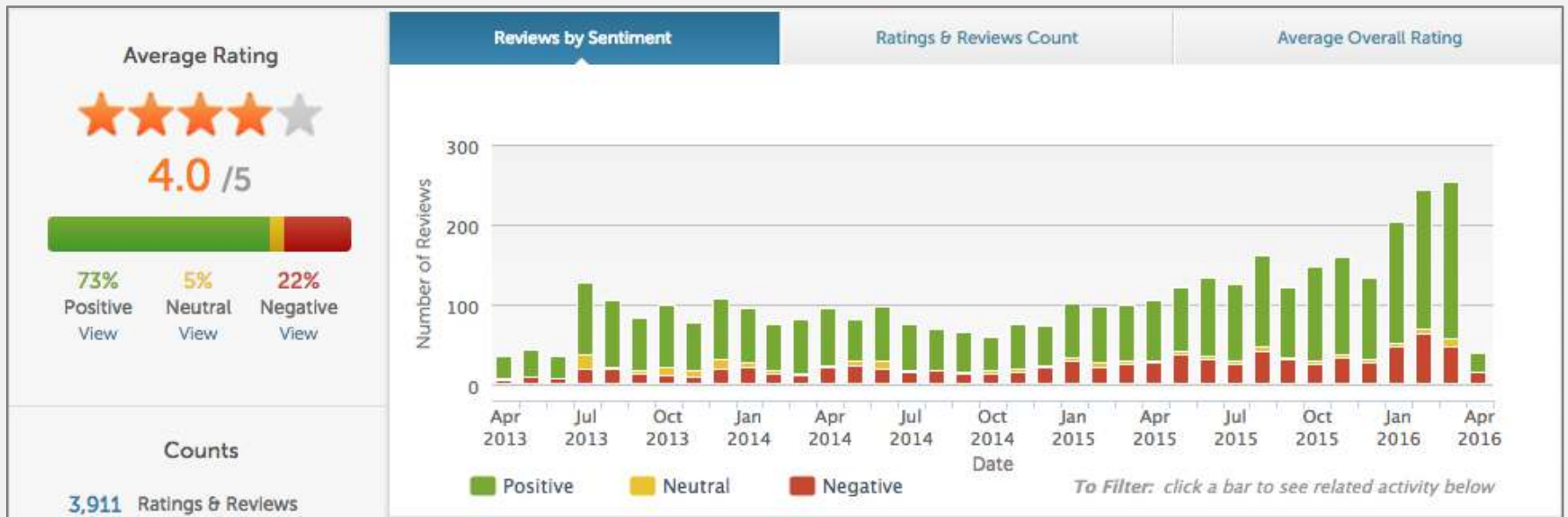
# National Program

- Reputation.com system implementation
  - Including visibility for management
- National consulting resource
- Regular system-wide training
- Sharing peer success stories
- Recognition for outstanding locations



# Broad Results

- Increased review volume
- Increased owner responses & improved tone
- Increased revenue for active locations



# Local Case Study: Cherry Creek Denver

## Background

- 40-50% of patients driven through internet
- Dissatisfied with average rating and negative reviews



*Owners Darius & Shay Kerman*

## Unsuccessful incentive programs

- Gift cards to patients who left positive reviews
- Bonus packages to managers

# Cherry Creek's Local Implementation

Immediately and simply reward teams for positive reviews

Each 5 star Yelp review = free lunch or gift card

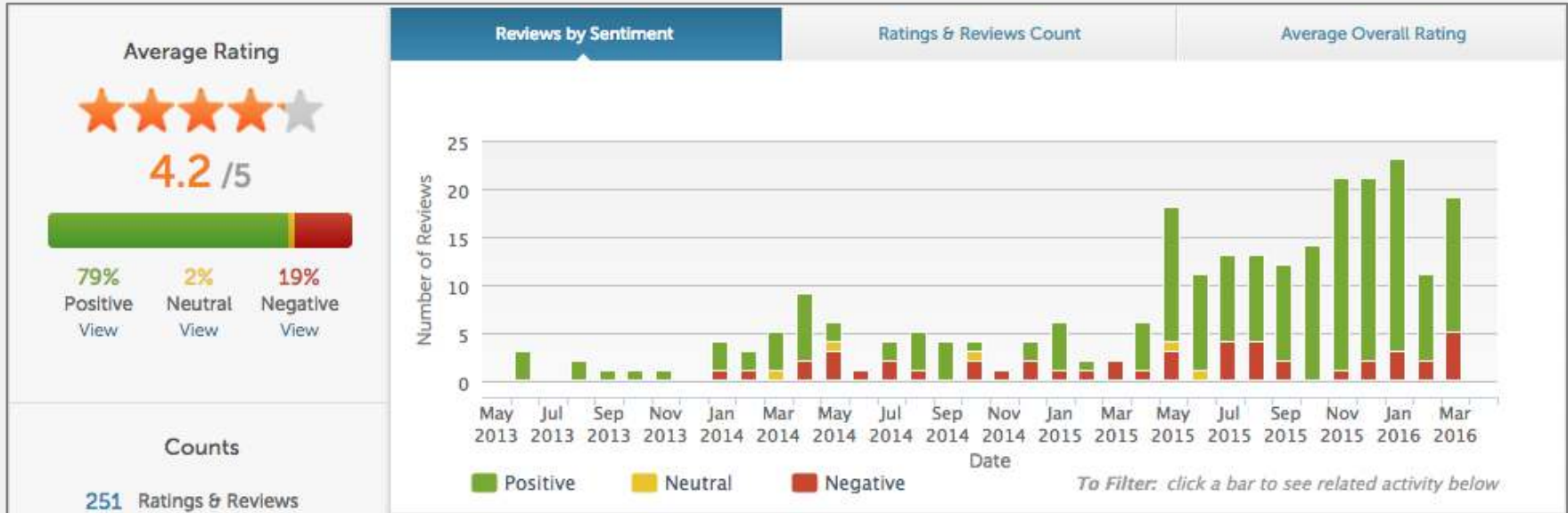
- Set dollar amount \$125
- Used to buy lunch for the team responsible
- Gift card to individuals that are specifically mentioned



*The AFC Urgent Care Denver Team*

# Cherry Creek Denver Results

- 4.2★ average from 255 total reviews
- 4.0★ average from 130 Yelp reviews
- 30% increase in patients & revenue



# Another Local Success: Phoenixville, PA

Phoenixville, PA  
0 friends  
1 review

3

★★★★☆ 10/17/2014 · [Updated review](#)

As a continuation to my original review posted September 15, I would like to include a few additional comments regarding my experience at Doctor's Express:

My initial comments were made in part out of frustration and should be tempered. I have absolutely no doubt that the physician had my best interests in mind and was doing what he felt was best for me at that time. While I have been unable to speak or meet with the owner, Dennis, regarding my review, it is very pleasing to know that as a business owner, his concern for the care that I received is a priority. He obviously takes pride in his business, a quality that I truly admire.

I would also like to add, as I may not have mentioned earlier, the front office staff was extremely warm and welcoming each and every time I phoned or visited the clinic.

My post-experience with Doctor's Express has definitely changed my opinion. I respect their expertise and appreciate all of the time and effort that has been made regarding my overall satisfaction.

1

★★★★☆ 9/15/2014 · [Previous review](#)

I have been in multiple times in the last week due to strep throat, a small sore on my tongue and a... [Read more](#)

2



**Comment from Dennis K. of AFC Doctors Express Urgent Care**

Business Owner

10/1/2014 · Since I've been unable to speak or meet with you after 4 attempts, here is my response to your...

[Read more](#)





# 5 Key Takeaways

1

Your reputation is prominently displayed on mobile

2

Online Reputation needs to be managed at every healthcare location

3

Your reputation stands between your marketing spend and revenue

4

Follow 3 steps: Close the Gap, Raise the Bar, Accelerate Growth

5

American Family Care: Successful ORM lies in strong organizational buy-in

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# Questions and Answers

Please continue to use the chat feature to submit your questions.

We will answer as many questions as we can.

# Get in Touch



[www.reputation.com/business](http://www.reputation.com/business)



[healthcare@reputation.com](mailto:healthcare@reputation.com)



[@Reputation\\_com](https://twitter.com/Reputation_com)



[facebook.com/reputation.com](https://facebook.com/reputation.com)

**eHealthcare**  
STRATEGY & TRENDS

