eHealthcare
STRATEGY & TRENDS

4 Pillars of Online Reputation Management for Healthcare

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Today's Presenters

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reputation.com®

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MultiCare

Welcome

- This session is interactive
- Ask questions for the Q&A portion of the webinar via the chat feature
- For further discussion, don’t hesitate to contact us

Online Reputation Management for Healthcare:

Why I should care

What it is

Case study

Q&A

reputation.com®

Reviews Materially Influence Behavior

92%

of internet users read reviews, and 89% of people say that reviews influence their purchasing decisions

(eTailing Group)

79%

of consumers trust online review as much as word of mouth

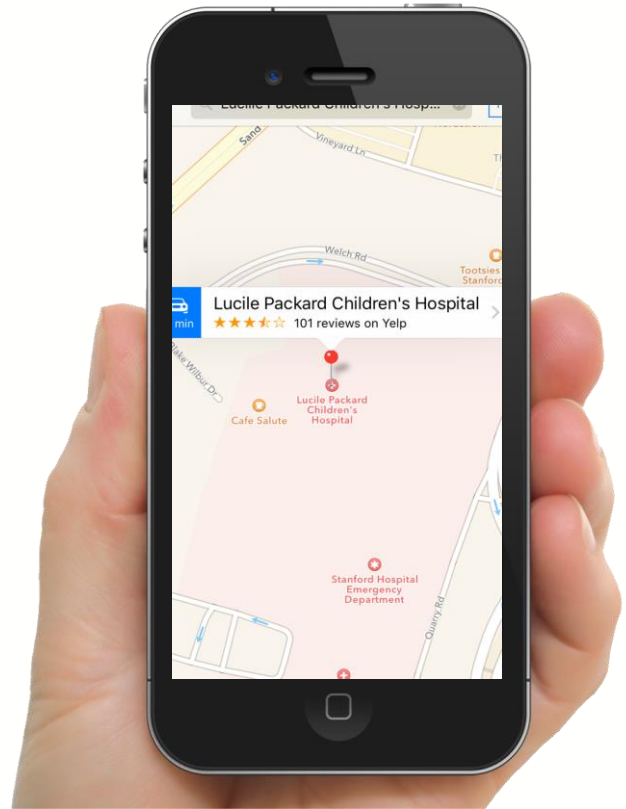
(Consumer RS)

+5-9%

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

(Harvard Business Review)

Patients Use Online Reviews to Research Their Healthcare Providers



77%

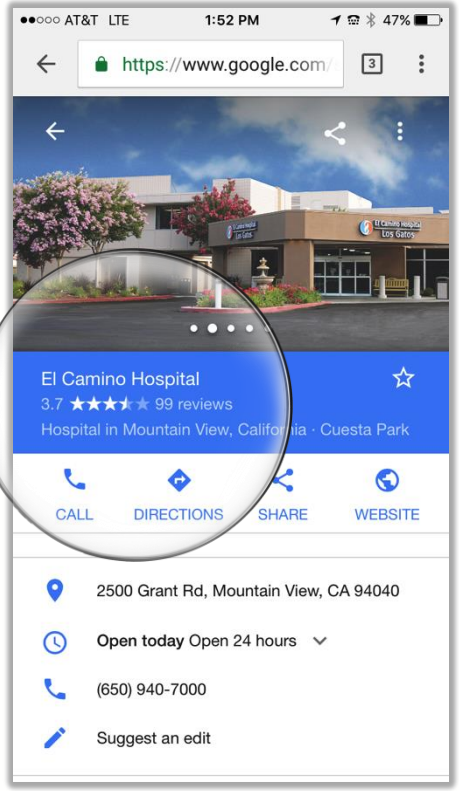
of online health seekers begin their search online

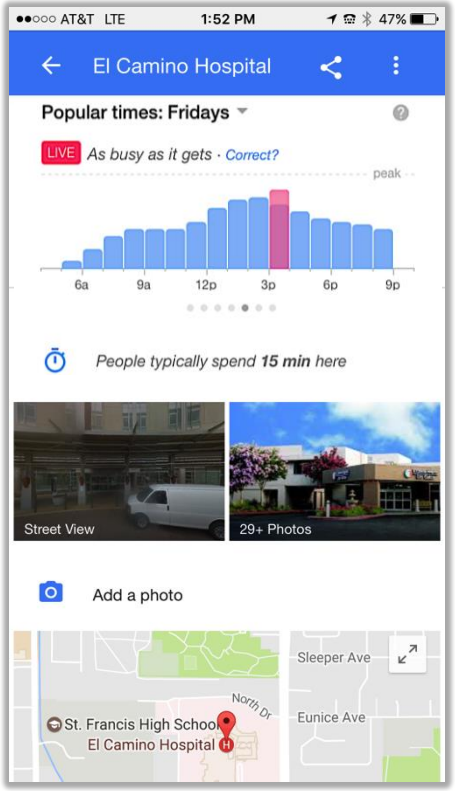
84%

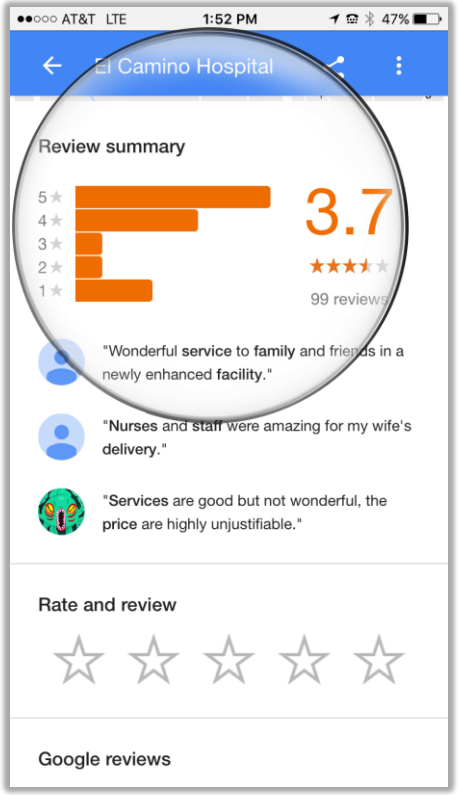
of patients use online review sites to evaluate doctors

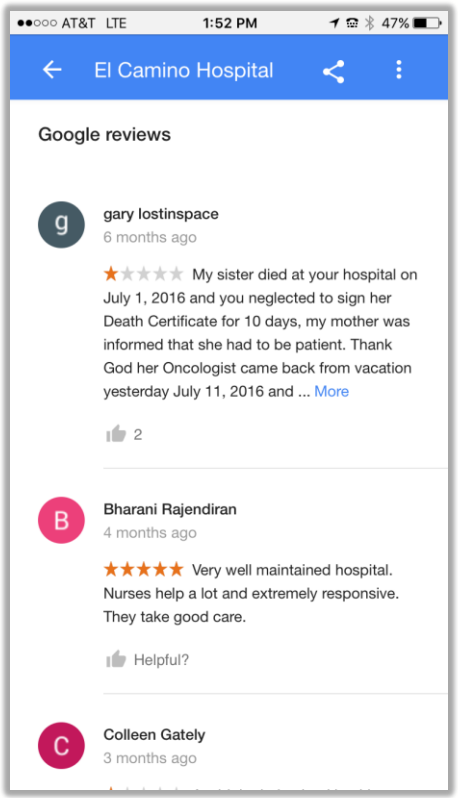
Source: "5 Steps to 5 Stars: How to Get Great Online Patient Reviews"

Search: What People See When Looking Up a Hospital







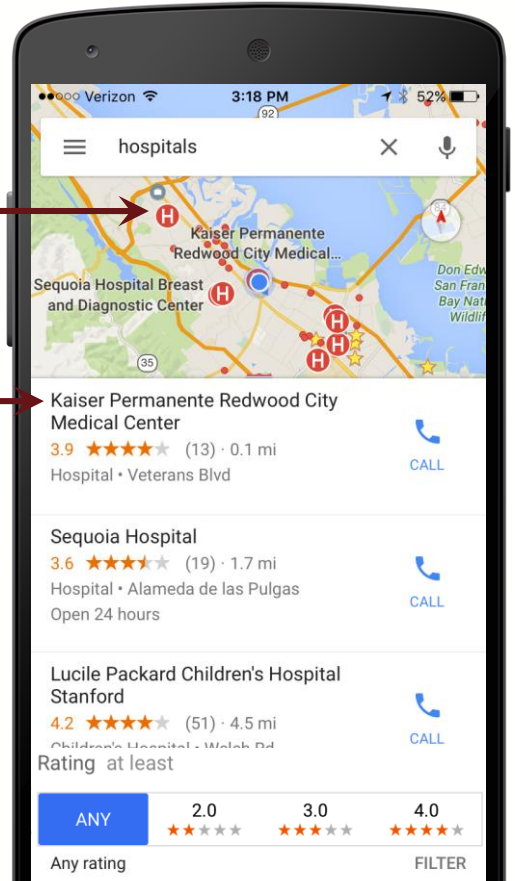


Reputation Dominates 3 out of 4 Search Pages

Maps: What People See When Searching for a Hospital

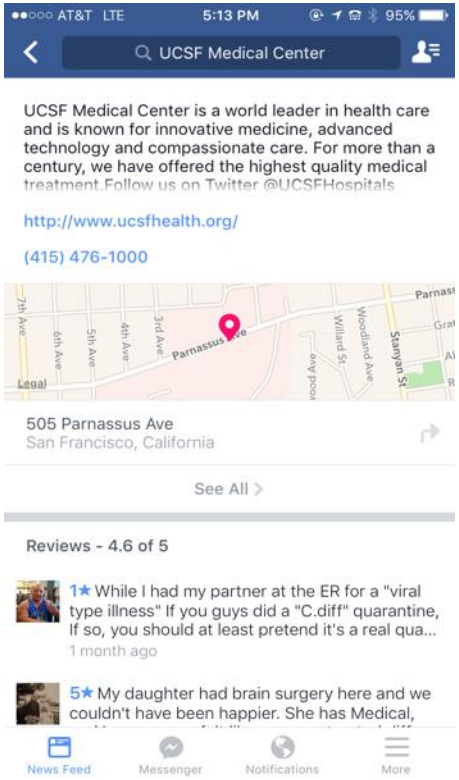
Big or Small Dot?

Visible listing?

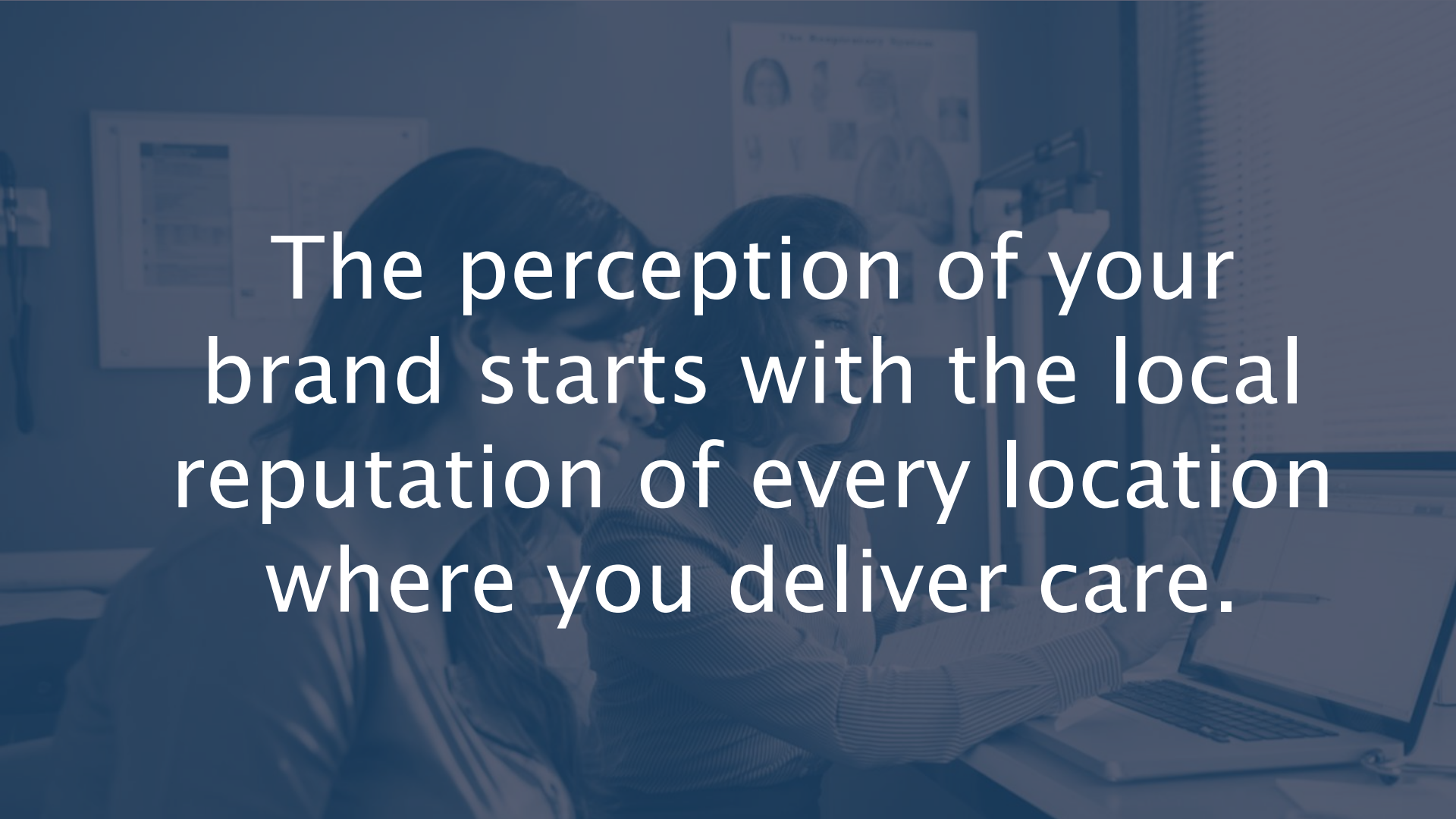


Reputation is prominently displayed whether you ask for it or not

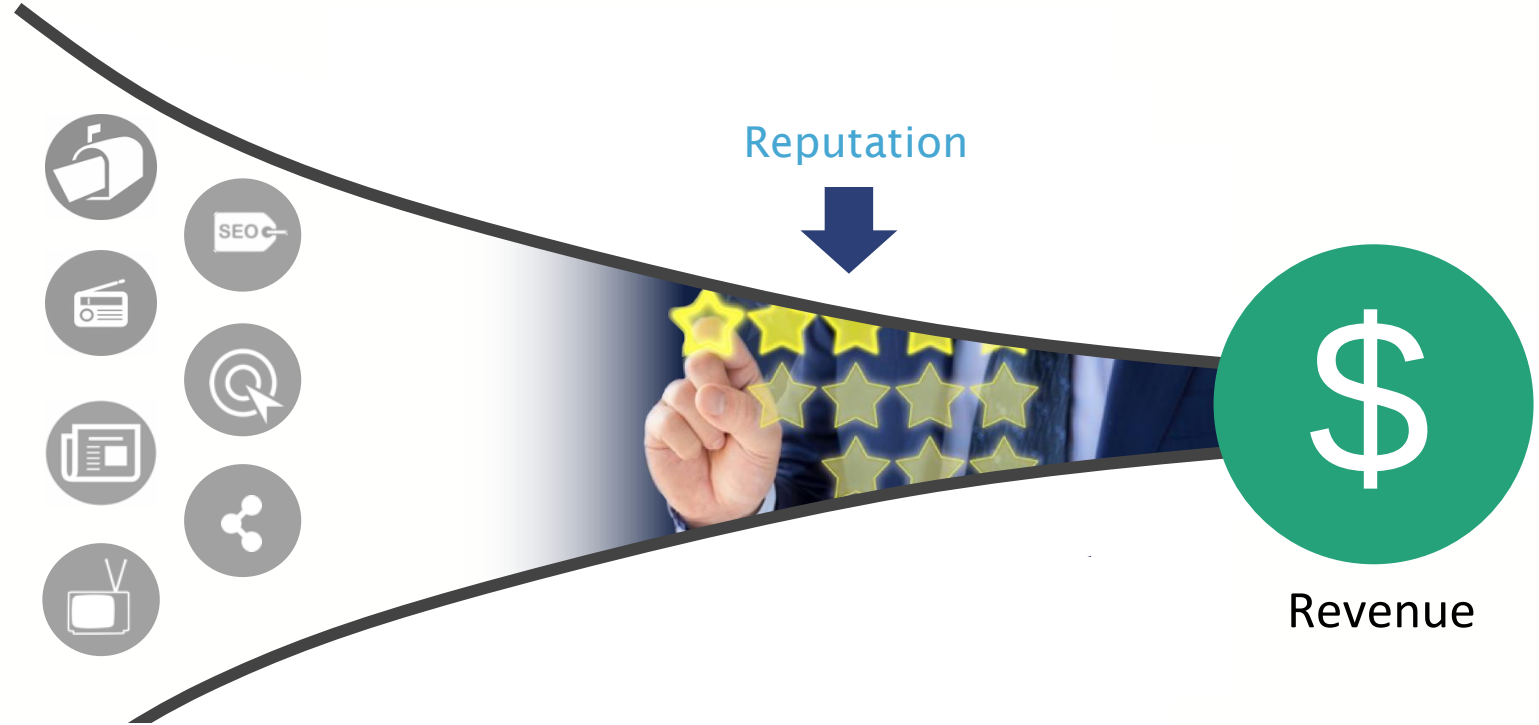
Social: What People See When Looking Up a Hospital



Reputation Dominates 2 out of 3 Social Pages


The perception of your brand starts with the local reputation of every location where you deliver care.

Why Every Healthcare Provider Should Care



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The Pillars of Online Reputation

Reviews

- ✓ Request
- ✓ Respond
- ✓ Share

Surveys

- ✓ Build
- ✓ Share

Business Listings

- ✓ Audit
- ✓ Correct

Social Media

- ✓ Monitor
- ✓ Respond
- ✓ Publish
- ✓ Schedule

Operational Insights

- ✓ Diagnose
- ✓ Improve

Flexible Reporting

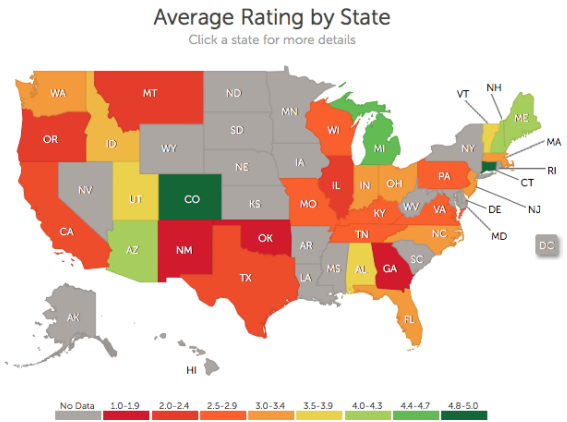
- ✓ Inform
- ✓ Empower

The Pillars of Online Reputation

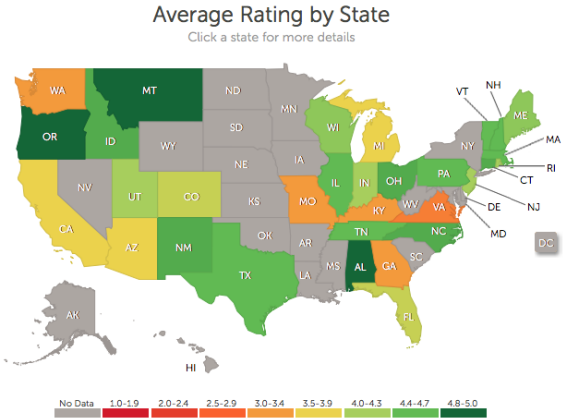
Reviews	Surveys	Business Listings	Social Media	Operational Insights	Flexible Reporting
					
✓ Request ✓ Respond ✓ Share	✓ Build ✓ Share	✓ Audit ✓ Correct		✓ Diagnose ✓ Improve	

Reviews: Request (Build Volume)

Before

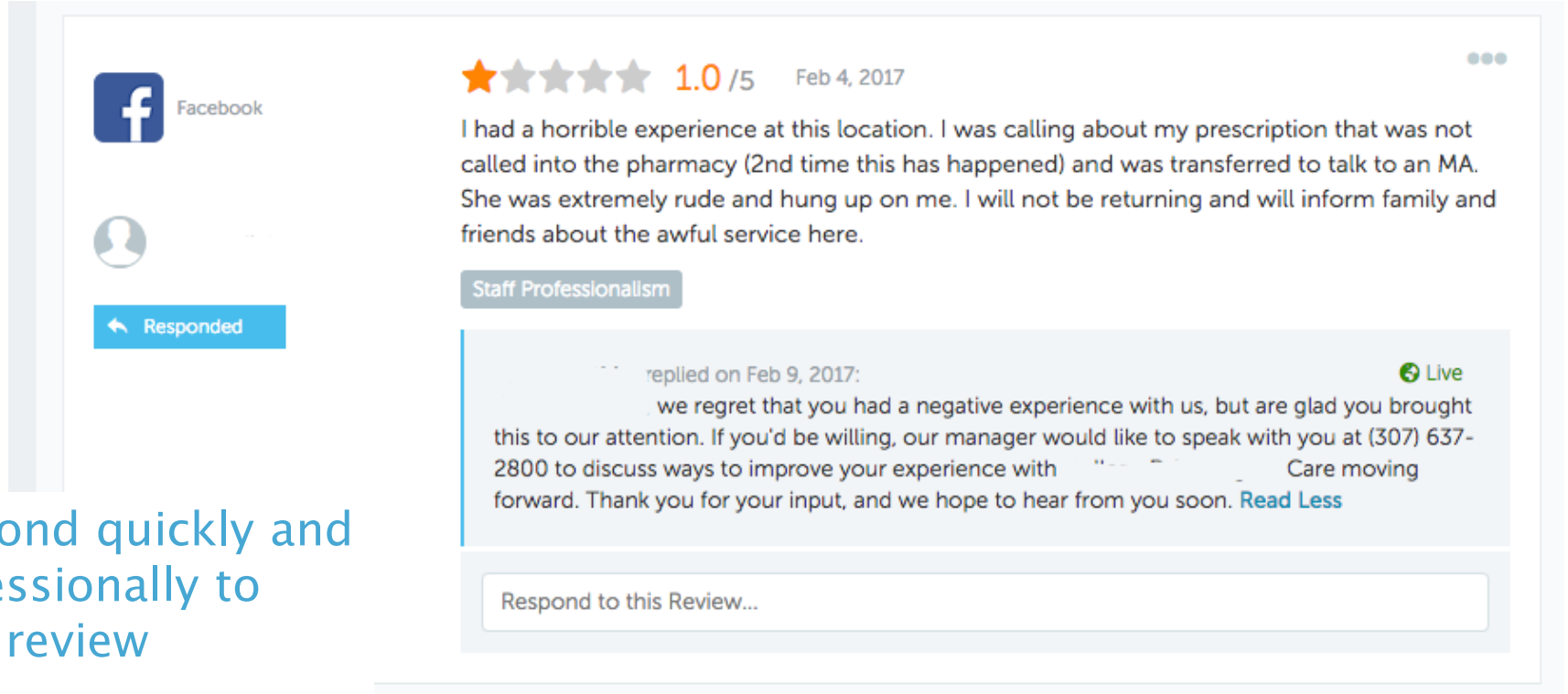


After



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

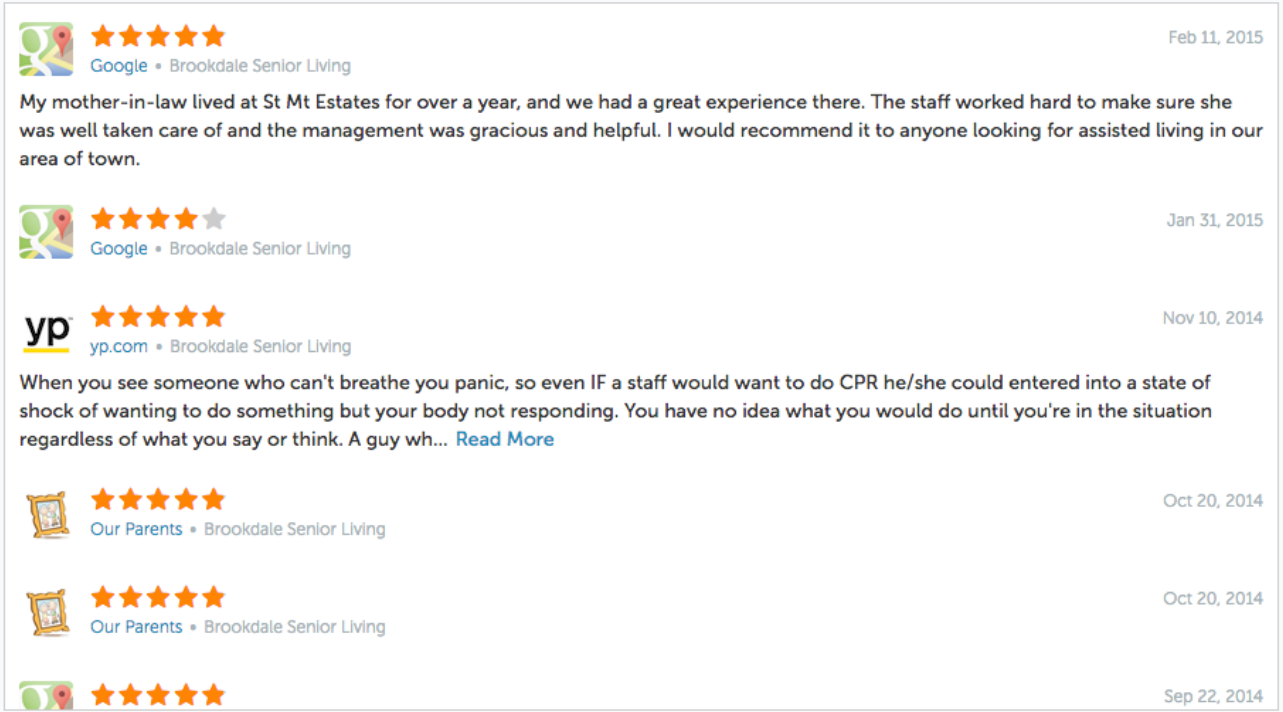
Reviews: Respond



Respond quickly and professionally to each review

Reviews: Share

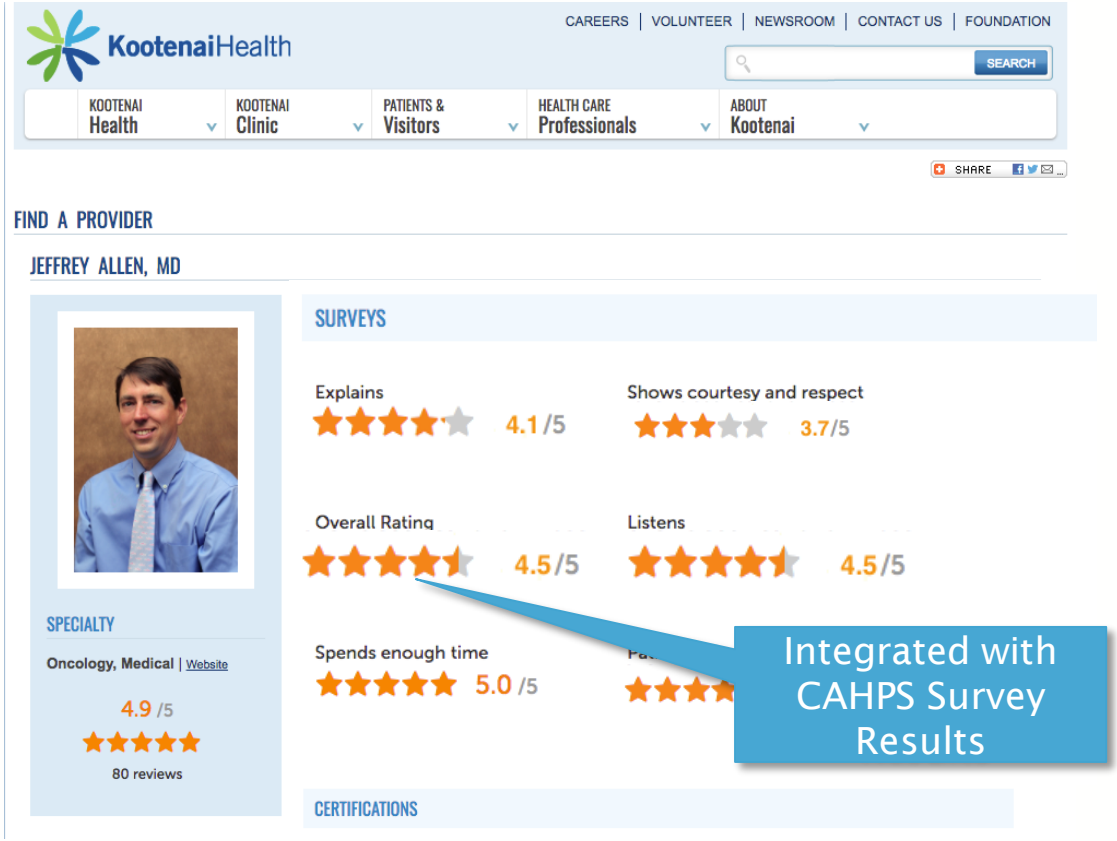
Promote reviews on your website and social pages



Survey: Build

Identify issues before getting a negative review

Surveys: Share



Business Listings

- ✓ Create pages
- ✓ Fix duplicates
- ✓ Correct pages

Google

Facebook

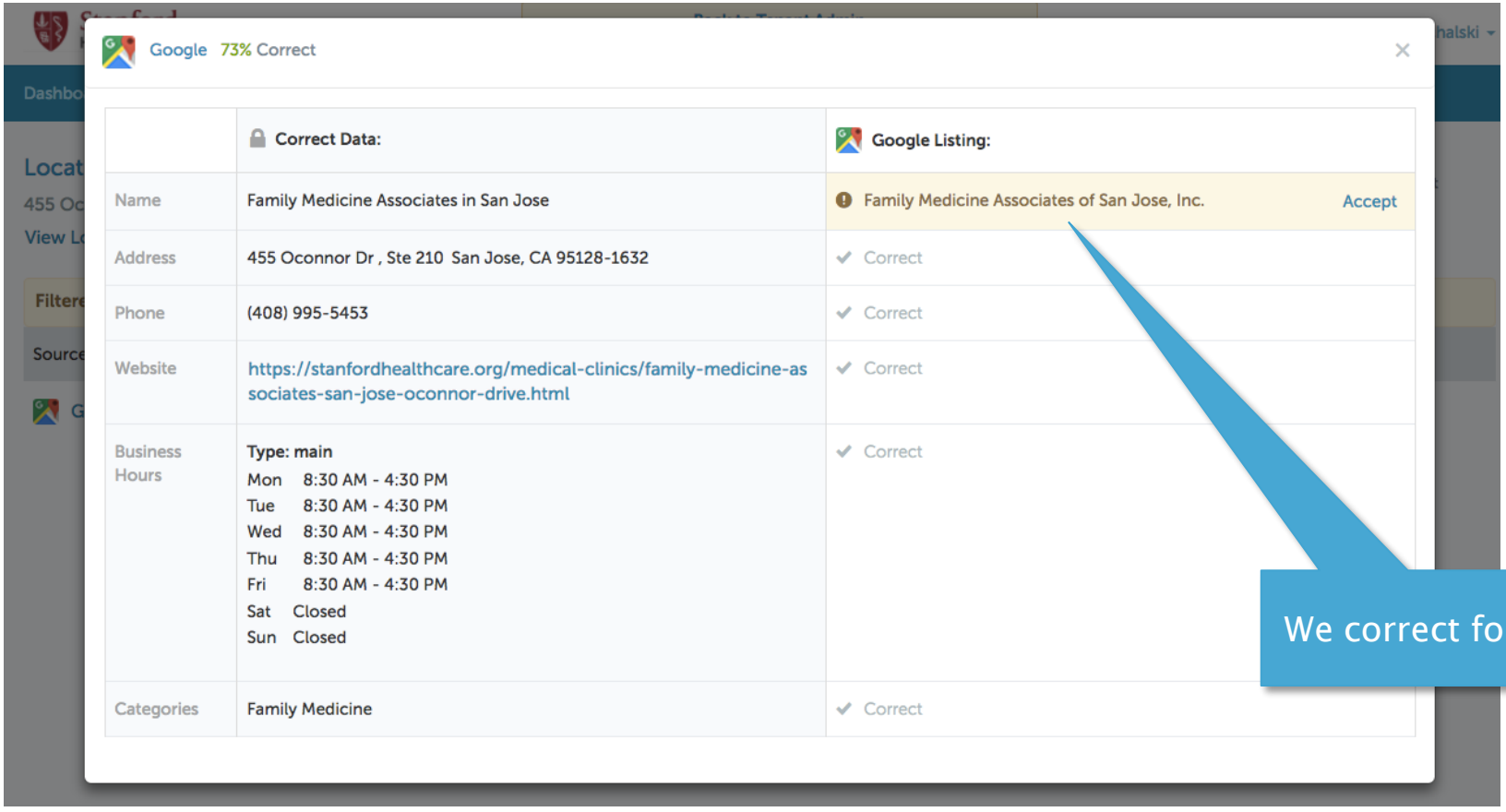
Apple

Bing

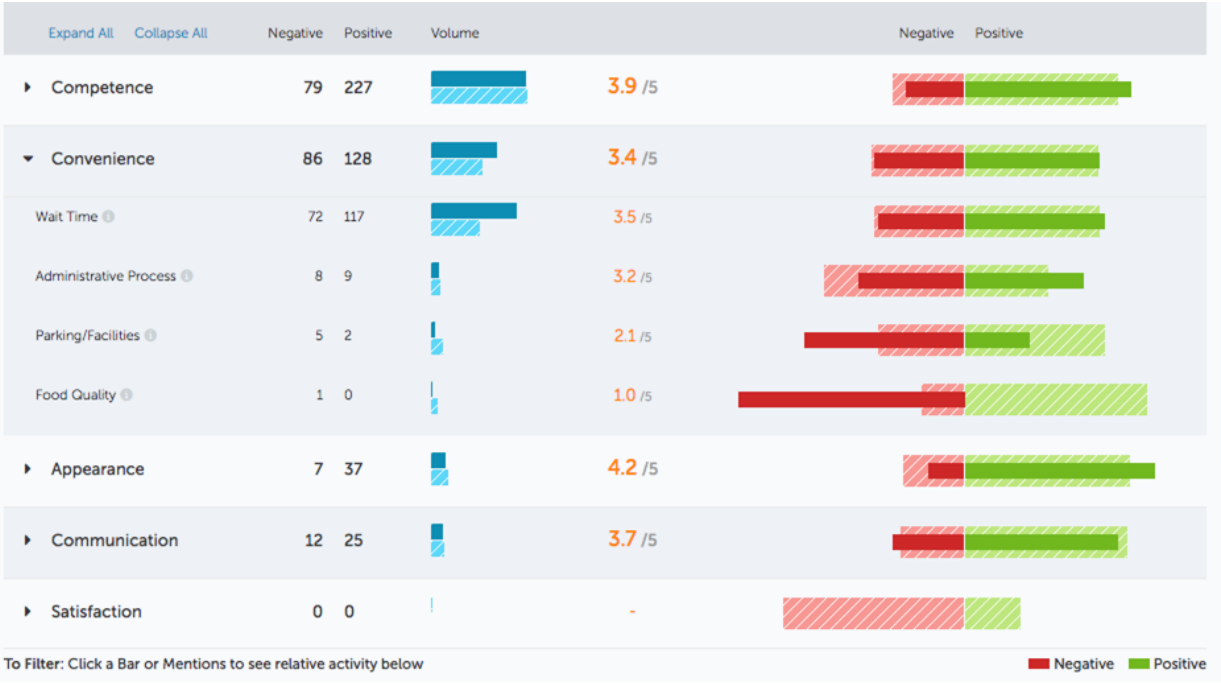
Healthgrades

Vitals

Business Listings: Correct



Operational Insights: Diagnose & Improve



Turn patient feedback into action

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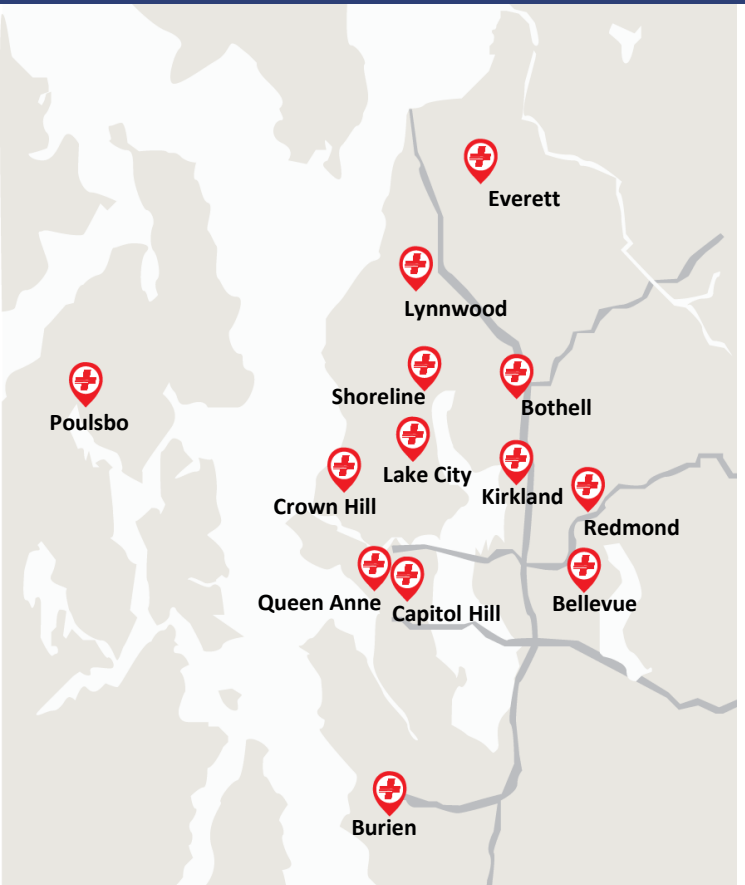
Case Study Outline

- The Background
- The Challenge
- The Plan
- The Results
- Local Story

Immediate Clinic Background



- Urgent care in Puget Sound (WA)
- Started end of 2013
- 14 clinic locations
- Joined MultiCare Health Systems in Dec 2016

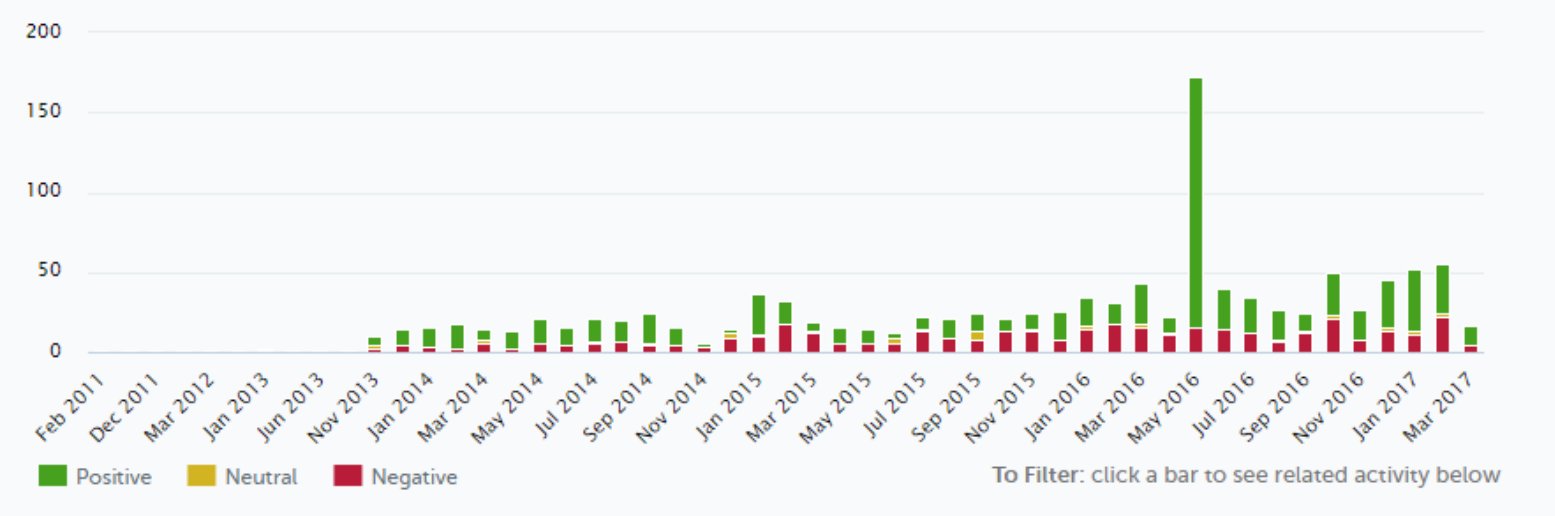
Immediate Clinic Reputation Challenges

- Management across review sites for all 14 locations
- Growing “retailization” of healthcare and online reviews
- Lack of measurement tool for patient satisfaction

Reputation.com Implementation

- NPS Survey
- Single-platform review management system
  - » Easy tracking and response
  - » Reports + Analytics

Results: Increased Review Volume 2x



Prior to Reputation	After Reputation
12 reviews/month	21 reviews/month

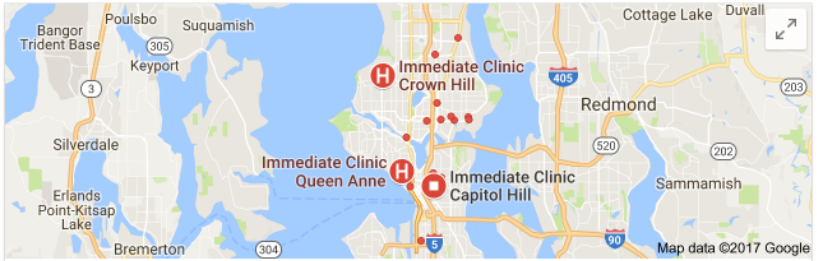
Results

- Digital strategy advantages

Urgent Care Near Me | Walk In Clinic Seattle WA | Immediate Clinic
https://www.immediateclinic.com/queen-anne-urgent-care
Seattle urgent care in Lower Queen Anne. Walk-In Neighborhood Clinic open 365 days a year 8am-8pm. Walk in now, or set an appointment for your ...
You visited this page on 2/16/17.

Capitol Hill Urgent Care | Seattle WA Urgent Care | Immediate Clinic
https://www.immediateclinic.com/capitol-hill-urgent-care
Our Capitol Hill **urgent care** is open 8a - 8p, 365 days a year. Conveniently located on Broadway, we aim to serve all your immediate medical needs. Walk in or ...

Urgent Care Ballard WA | Urgent Care in Seattle | Immediate Clinic
https://www.immediateclinic.com/crown-hill-urgent-care
Seattle, WA **urgent care** is open 365 days a year 8am-8pm. Walk into our medical clinic now, or set an appointment for your convenience. X-Ray & lab onsite.



Rating Hours

Immediate Clinic Capitol Hill
3.7 ★★★½☆ (26) · Urgent care center
Seattle, WA · (206) 323-4000
Open until 8:00 PM
WEBSITE DIRECTIONS

Immediate Clinic Queen Anne
3.6 ★★★½☆ (45) · Urgent Care Facility
Seattle, WA · (206) 283-9310
Open until 8:00 PM
WEBSITE DIRECTIONS

Immediate Clinic Crown Hill
4.1 ★★★★☆ (39) · Urgent Care Facility
Seattle, WA · (206) 706-9001
Open until 8:00 PM
WEBSITE DIRECTIONS

More places

Results

- Improved responsiveness
  - » Weeks delays to days delay

Before Reputation (Jan 2013 – May 2015)

Responded	46 (7%)	View
Unresponded	400 (64%)	View

After Reputation (June – Dec 2015)

Responded	126 (85%)	View
Unresponded	23 (15%)	View

Results

- Better service-recovery
  - » Follow up process – 24 hour text + 48 hour call

March 12, 2017, 8:02 p.m. ET
Hi Carla, thanks for visiting Immediate Clinic. How likely are you to recommend us to friends or family, on a scale of 0 - 10 (where 10 = most likely) ?

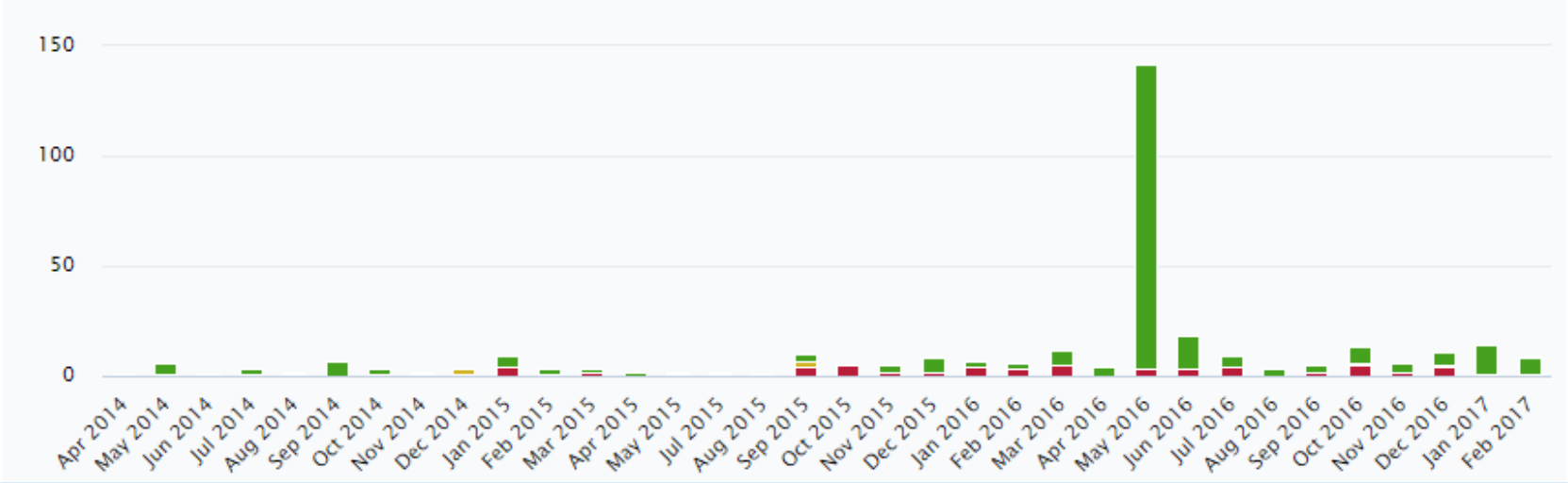
Carla: March 12, 2017, 8:03 p.m. ET
10!

March 12, 2017, 8:03 p.m. ET
We're glad to hear you had a good experience! Were there any other comments you'd like to share with your doctor or the staff?

Key to Success

- Management and employee buy-in
- Staff education on process and importance
  - » Culture day
  - » Cluster meetings + calls
  - » Clinic meetings

Shoreline clinic



May 2016 – contest at Shoreline clinic

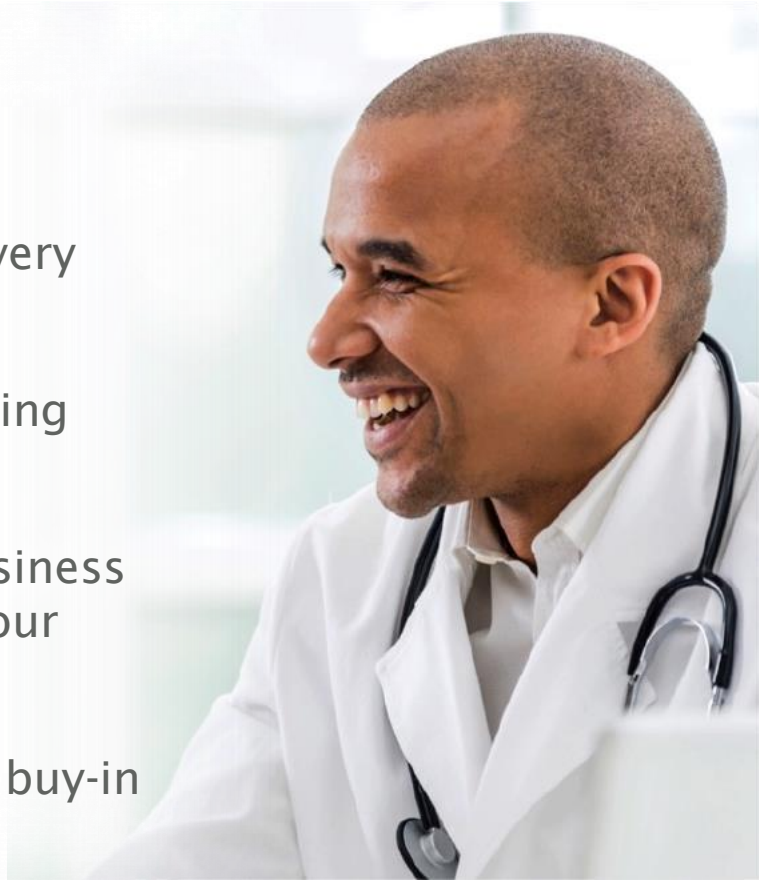
- 130+ reviews compared to average
- Employees helped generate reviews

What's Next?

- Business Unit Goal for 2017
  - » Company-wide goal of NPS=80
  - » Star rating goal=4/5
- Proactive approach to experience improvement
  - » Target individual providers/clinics
- Ask for patient reviews and feedback
  - » Via widget

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. Focus on the 4 pillars – Reviews, Surveys, Business Listings, Operational Insights – to improve your online presence
5. Successful ORM lies in strong organizational buy-in and continued education.



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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

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