



WEBINAR

Attract More Patients to Your Healthcare Organization

Your Presenters



Lindsay Neese Burton

Healthcare Marketing Director
Reputation.com



Amber Welch

Director of Digital Content
Ochsner Health System

Situation

Solving the Problem

Launching a Program



How Digital Has Changed Healthcare Marketing

- Intense competition for patients
- Consumers feel more empowered
- Brand and reputation have moved online
- Your online presence is critical

Traditional marketing isn't enough any more





Reputation Materially Influences Behavior

- Find a new provider, or validate a referral
- Want data to evaluate and choose





Behavior Isn't Happening on Your Website

- 77% of consumers start at a search engine
- Fewer than 10% look for a provider on a branded website
- But 73% of healthcare marketers think their website is the “virtual front door”



Marketing is Now Hyper Local



3,000

Providers + Locations

X

15+

Search, Mapping, Social, Review Sites

X

4

Reviews Each

=

180K

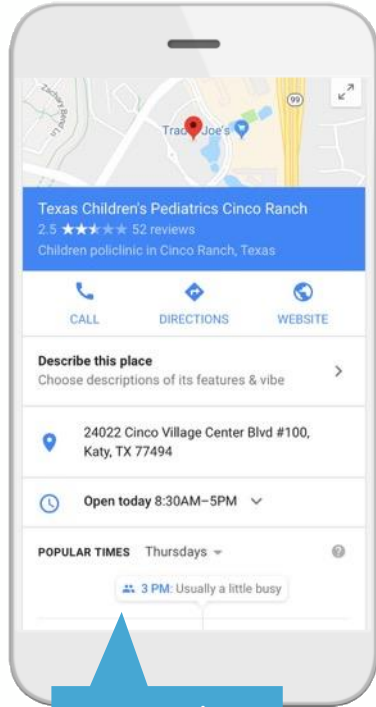
Points of Branding



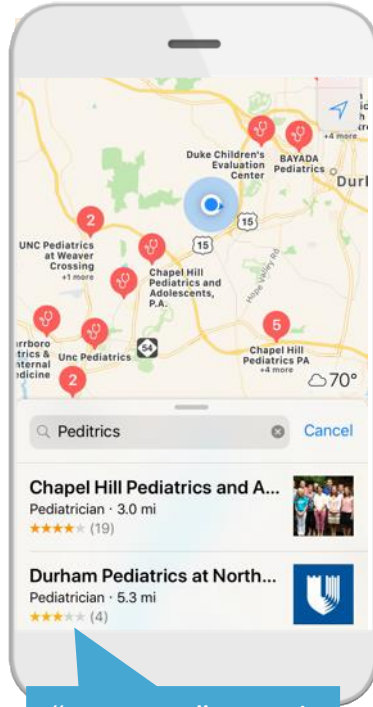
Every Doctor and Every Location Has A Brand



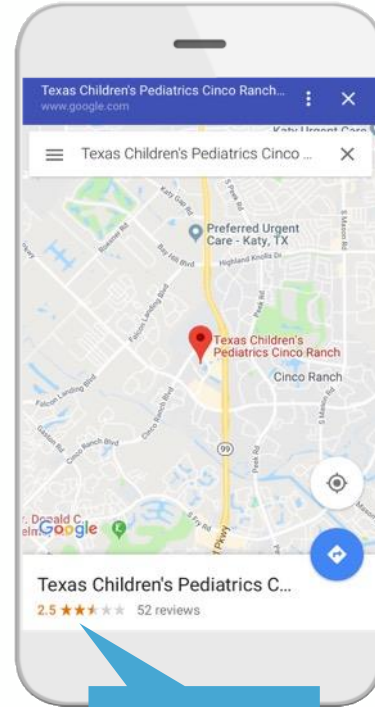
Reputation Is Everywhere Consumers Look



Search



"Near me" search



Maps

"Alexa, What's the best pediatric care near me?"





Online Brand Drives Business



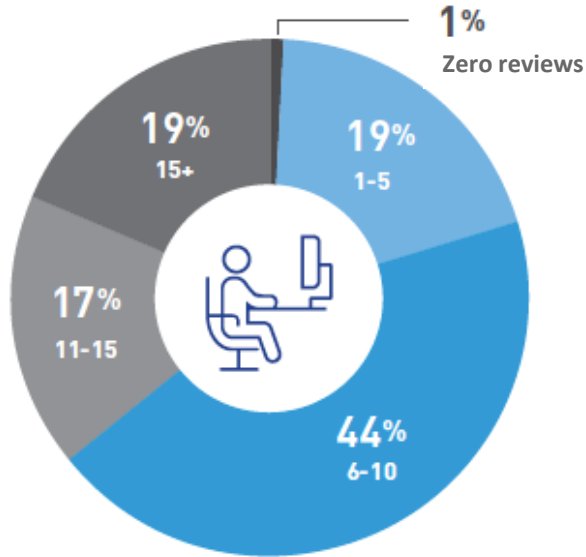
One more star leads to a 9% increase in revenue

— Harvard Business Review



Online Needs Aren't Being Met

80% want to read **6+** reviews



How many individual patient reviews do you read to fairly assess a provider?

...but

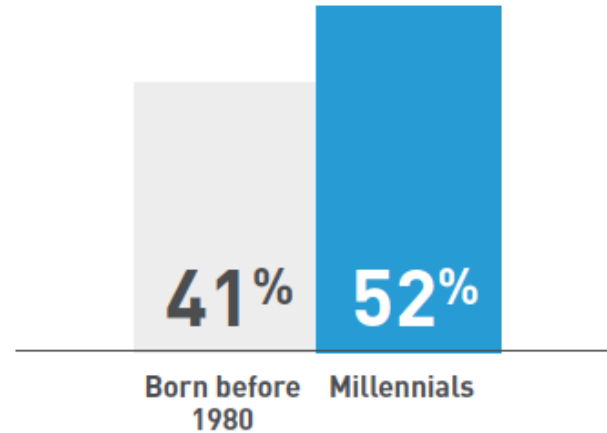




This Gap Affects Your Bottom Line



Willingness to pay more to see a doctor with better online reviews



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A Healthcare Marketer's Blueprint

1

ORGANIZE

Your Data

Ensure doctor and location data is accurate, complete and amplified

2

ENGAGE

Patients Online

Monitor and respond to reviews, social & surveys. Request reviews. Create a doctor finder

3

IMPROVE

Patient Experience

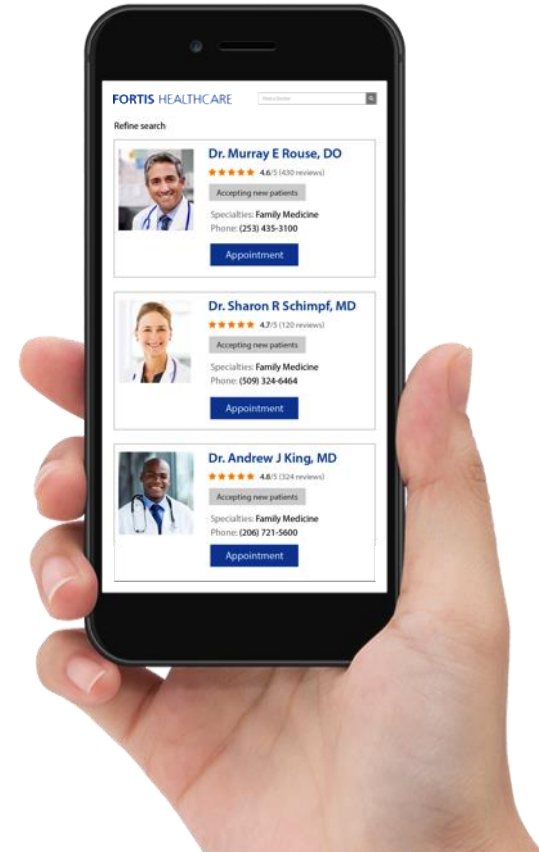
Leverage data to analyze, enhance, benchmark and differentiate vs. competitors

Organize Your Data



Organize Your Data

- ✓ **Power your online directory**
establishing clean data for all doctors and locations
- ✓ **Create a doctor finder**
with sophisticated data mapping and search functionality
- ✓ **Manage your business listings**
create, claim, audit and correct third party online listings





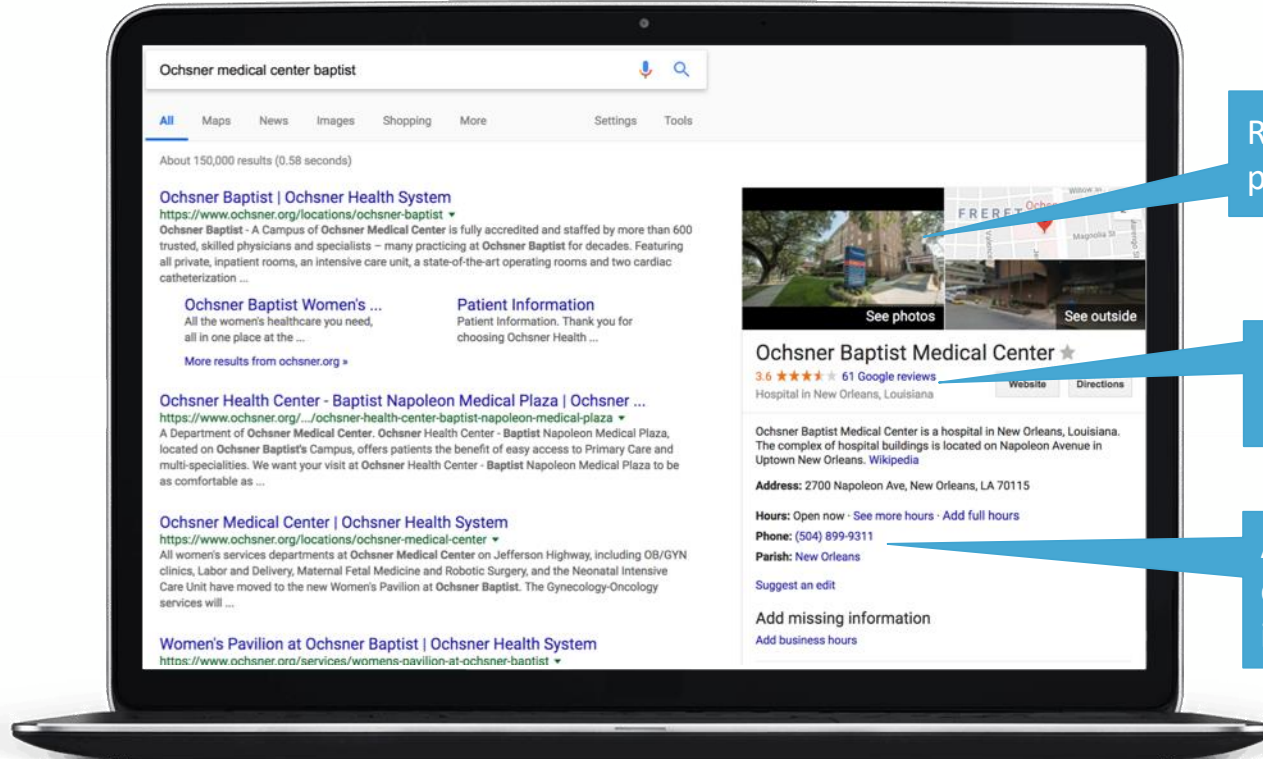
How Ochsner Does It

- Ochsner is the largest health system in Louisiana
- 30 hospitals, 80 health centers and 1200 employed physicians
- Partner with Reputation to manage listings for:
 - 100+ locations
 - 400+ providers
 - 100+ Facebook pages





Listings Management at Ochsner



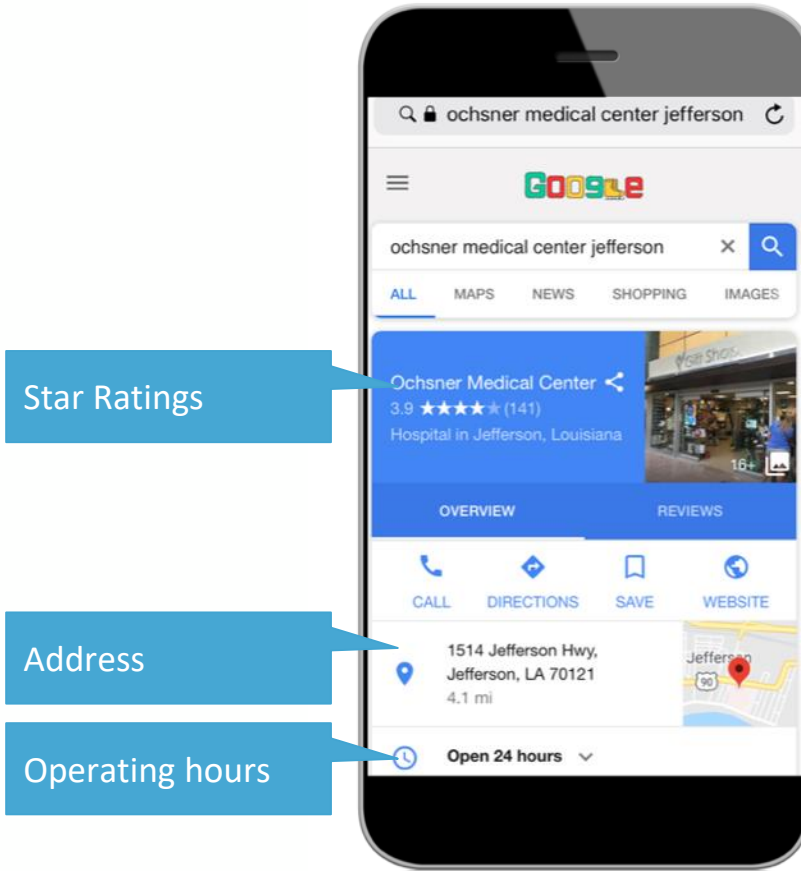
Recognizable photos

Ratings and reviews

Accurate and complete contact information



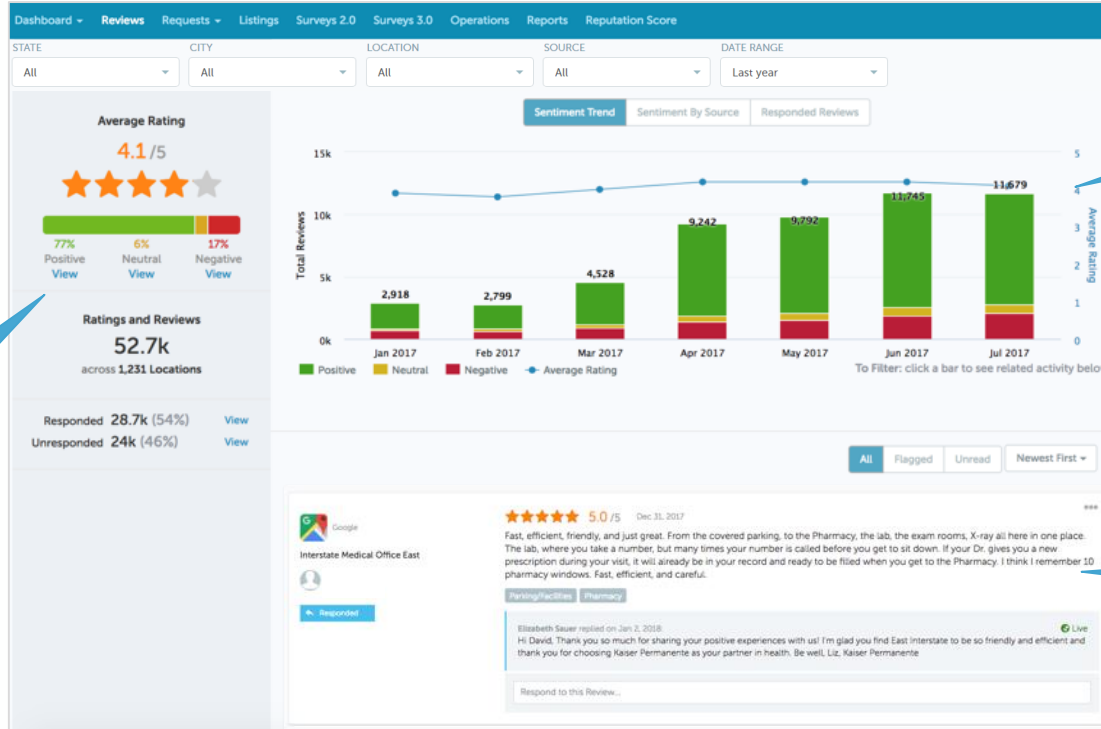
Listings Management at Ochsner



Engage Your Patients



Monitor Google, Facebook, Specialty Sites



Review sentiment

Review trend

Review detail



Respond to All Reviews from One Platform

The screenshot shows two review cards. The top card is from HealthGrades for Jason Cheng, MD, with a 5.0/5 rating. A response from Kishoria Barry is shown: "We are happy to hear that you had a wonderful experience with us! I will be sure to share your feedback with the appropriate care team." The bottom card is from Facebook for Banner Urgent Care, with a 4.0/5 rating. A response from Banner Health is shown: "Thank you for making us aware of this great team. At Banner Health, we know that a great care team helps make the patient experience a positive one and we will be happy to share this with them. Thank you again for the feedback." Both cards have a "Responded" button.

Respond across
review sites

The screenshot shows a Google review for Andrea LaFrance with a 3.0/5 rating. The review text is: "Extremely long wait for an urgent care facility. No urgency there....Understaffed and very cranky front desk nurse who should find a job she likes. She forced an electronic survey on an elderly man who had no experience with a tablet, then became snippy with him when he didn't do it right. Had she spent five minutes with him, everyone would have been less stressed." The response interface includes a "Select Introduction" dropdown, a "Select Signature" dropdown, and a text area containing three templates: "Your opinion matters", "Simple thank you", and "Simple thank you 2". There are "Cancel" and "Respond" buttons at the bottom.

Create response templates
to ensure patient privacy



How Ochsner Manages Online Reviews

- Reputation.com responds to all online reviews for Ochsner
 - Scripted responses used to represent the Ochsner brand and maintain consistency
 - Escalation process developed with Patient Relations team
 - Starting to train teams interested in responding directly





Establish a Review Process



1. Reviews come in daily — Reputation.com responds
2. Amber receives all negative reviews in real-time for flagging and escalation purposes
3. Created a feedback inbox where reviewer can provide more information
 - Digital team monitors inbox and sends information to appropriate patient relations contact



Dealing with a Negative Review

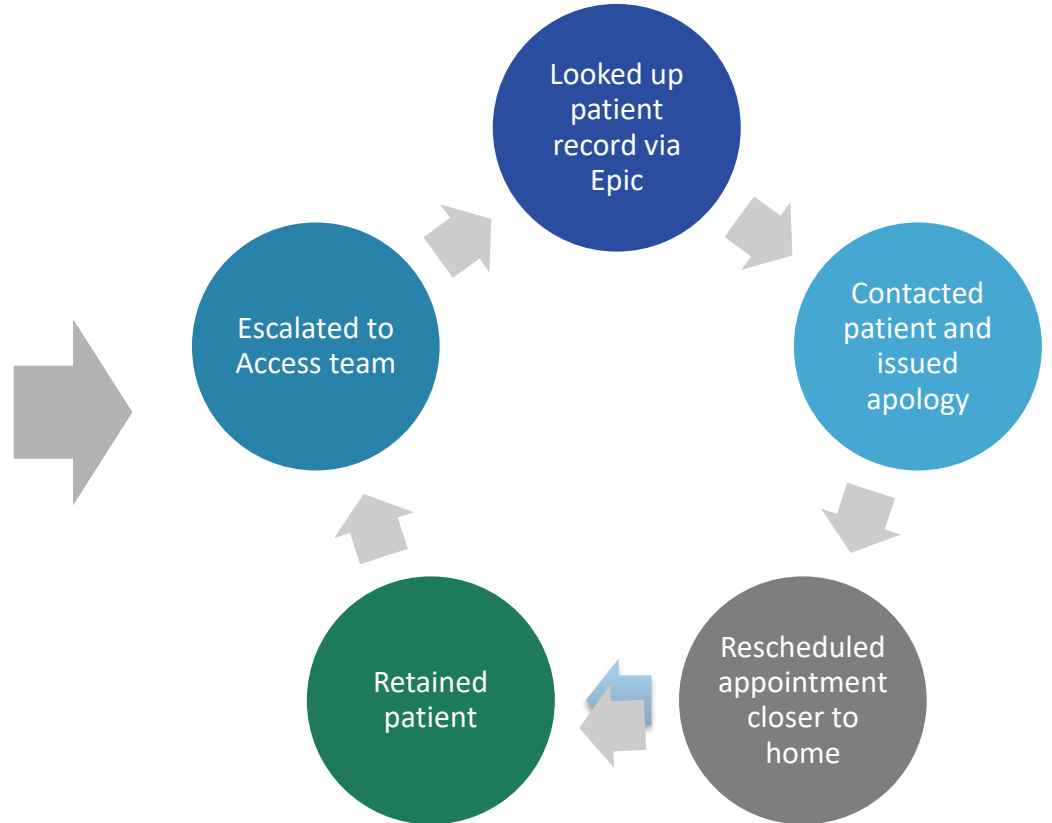
Ochsner powered by reputation.com

You have a new Negative review

★☆☆☆☆ 1.0 /5 Feb 7, 2018

Facebook
Ochsner Women's Health Center - Raceland

I'm a full-time student at Tulane University but I grew up in the Raceland area. Over winter break, I saw my general doctor here in Raceland. I made the appointment while I was off of school because I knew it would be difficult to make one during the semester. I'm becoming an adult and he thought it was time to see a woman's doctor. He referred me to Dr. Mann at the woman center in Raceland, which was across the street from his office. When I made my appointment, which was a month in advance, I explained that I am a full time student in New Orleans and it was going to be challenging to make an appointment during the day as I have class. I was assured that as long as I arrived before 5pm, I would be seen. I was given a 4:45pm appointment. I expressed my concern that I might be late and I again was reassured that I would be seen if I got there before 5pm. Finally my appointment day came. I arrived to the Women's center at about 4:50. The lady inside tried to lock the door on me but finally let me in. I explained I had an appointment, apologized for being late and told her that I was



Improve Patient Experience



Improve Patient Experience

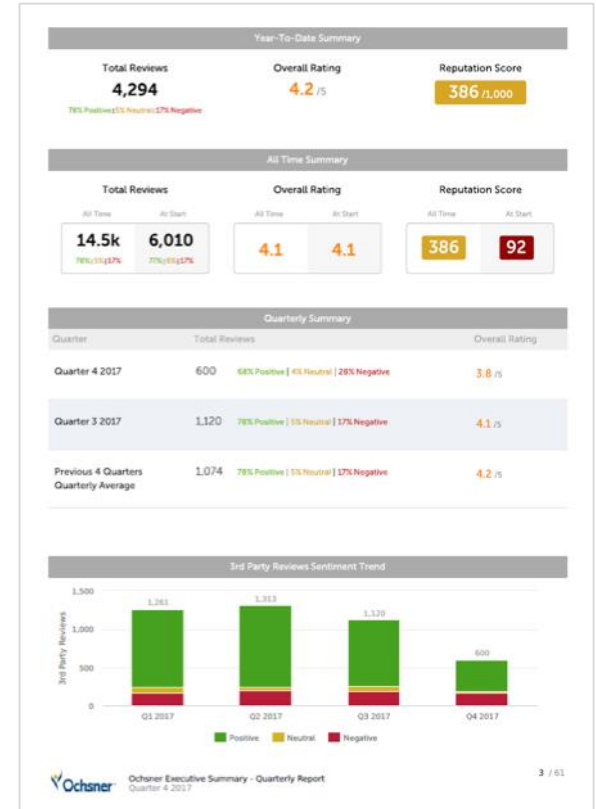
- Get operational insights
- Make data-driven decisions
- Turn patient feedback into action





Executive Reporting at Ochsner

- Send automated monthly and quarterly Executive Summary reports to:
 - C Suite
 - Community Hospital CEO's and COO's
 - Leaders for our 9 Center of Excellence
- Required in-person meetings and training
- Created automated emails for specific service lines (Urgent Care)
- Trained super users to access dashboard and respond to reviews directly





Monthly Snapshot Report at Ochsner

- Created a custom monthly snapshot report
- Highlight sentiment and operational issues
- Sent to C-suite and Operations



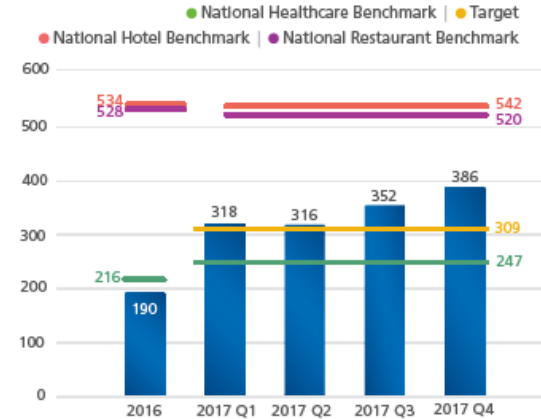


Trending Reputation Score at Ochsner

- Tied Reputation Score to system-wide consumerism goal
 - Reputation Score, digital engagement, loyalty and retention
- Aim to meet hotel and restaurant benchmarks
- Drives connection and accountability across entire system

Digital Reputation

Aggregate score that factors in data points such as Star Average and Review Volume, Length and Recency from all online review sites.



Total Reviews YTD = 4,294

78% Positive | 5% Neutral | 17% Negative



Source: Reputation.com, an online reputation management tool for maintaining accurate business listings and responding to online reviews for sites like Healthgrades, Vitals, Google Reviews, etc., 2017 Q4 Report.



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Launching a Reputation Management Program



- **Educate your executives on listings management**
 - Listing accuracy affects SEO and your brand!
- **Demonstrate the value of review response and service recovery**
 - Reviews represent the voice of the customer
 - Can help your organization turn a negative experience into a positive
- **Define priorities for listings**
 - What areas do you want to update and track first?
 - What are the system priorities?
- **Start with a pilot group**
- **Take the time for road shows and training!**

Questions?