

**PATIENT REVIEWS:
GOOD OR BAD
FOR YOUR BUSINESS?**

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Objectives

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- Demonstrate importance of patients' reliance on peer reviews.
- Review online properties where patients can review providers.
- Tips on managing negative reviews.
- Strategies to encourage happy patients to review your business.
- Tools for tracking patient reviews.

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People are Talking

48% of patients surveyed said they have looked at reviews of health care providers.

68% of the same group reported using the reviews to select a doctor or hospital.

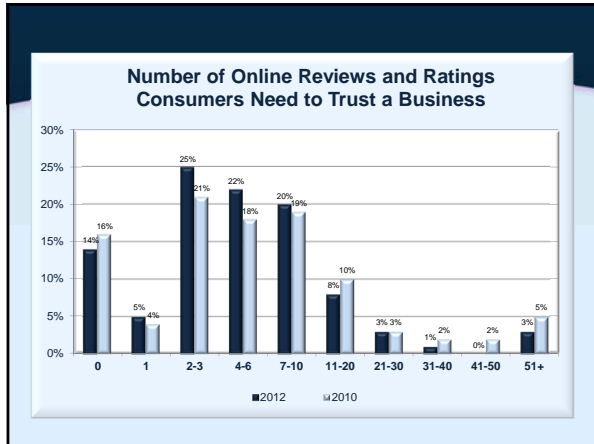


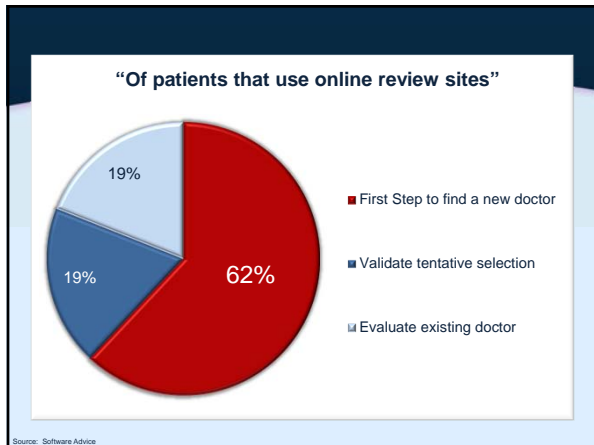
Source: PricewaterhouseCoopers' Health Research Institute

Traditional Word Of Mouth Facts	Internet Online Review Facts
<p>When asked what sources "influence your decision to use or not use a particular company, or brand of product" 71% claim reviews from family members or friends exert a "great deal" or "fair amount" of influence.</p> <p><small>(Harris Interactive, June 2010)</small></p>	<p>90% of online consumers trust recommendations from people they know; 70% trust opinions of unknown users.</p> <p><small>(Econsultancy, July 2009)</small></p>
<p>Consumer reviews are significantly more trusted – nearly 12 time more – than descriptions that come from manufacturers, according to a survey of U.S. mom/internet users by online video review site EXPO.</p> <p><small>(eMarketer, February 2010)</small></p>	<p>44% of moms use social media for brand/product information or research before a buying decision is made.</p> <p><small>(Razorfish, 2008)</small></p>

Benefits of Online Patient Reviews

<h4>Improve Your Search Engine Ranking</h4> <p>The more positive reviews you have in a directory, the higher your search ranking.</p>	<h4>Establish Brand Awareness</h4> <p>The more your brand appears online, the more exposure you have.</p>	<h4>Develop a Reputation</h4> <p>Your reputation will grow positively when people can see that you have a track record of leaving clients satisfied.</p>
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Readers vs. Writers

Those aged 25-44 were the most likely to **READ** online reviews.

Patients aged 55-64 were the most likely to **WRITE** reviews.

Nearly 6 out of 10 patients accept the value of reviews, but have yet to contribute to the conversation.

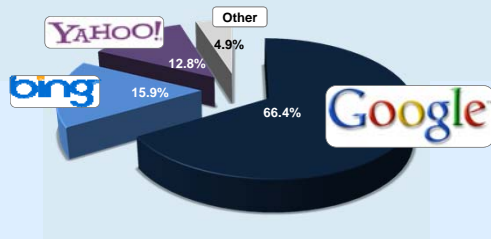
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Directory Listing Examples: Search Engine Pages

Share of Market (1)

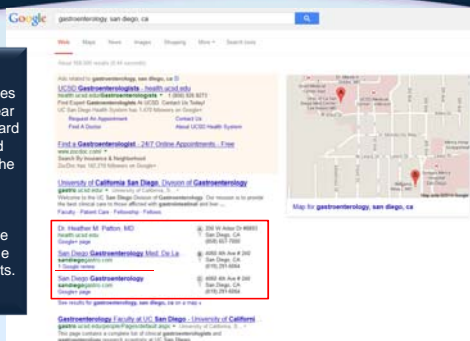


1) Press Release: "comScore Releases August 2012 U.S. Search Engine Rankings," published 9/12/12, accessed 10/4/12 at http://www.comscore.com/Press%20Events/Press%20Releases/2012/3/comScore_Releases_August_2012_U.S._Search_Engine_Rankings

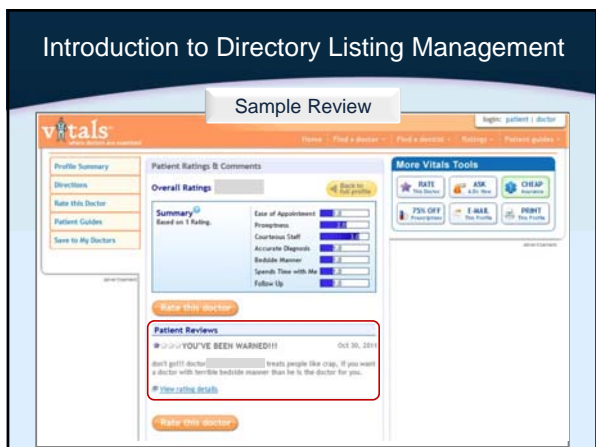
Google+ Business Page Rankings

Google Places results appear before standard results and just below the paid ads.

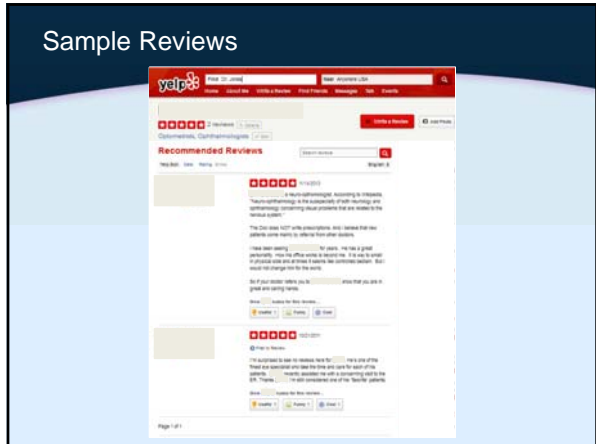
Google Reviews are shown in the search results.







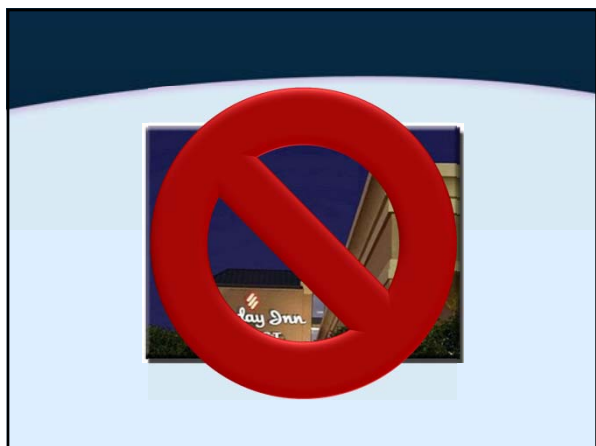




Step By Step

1. Go to yelp.com, google.com/business/placesforbusiness/ or do a Google search for the appropriate review site.
2. Search for your business. Click on your business page.
3. Look for "Is this your business?" or "Manage this page" as the gateway to claim the listing.
4. Follow the prompts and contribute the information required.
5. Complete the authentication process over the phone or through the mail.
6. You are now ready to maximize your business page and respond to patient reviews.

Source: Reputation.com



Resources

The Resources slide features three promotional cards. The first card on the left is titled 'AN INTRODUCTION TO GOOGLE+ FOR BUSINESS' and includes the Google+ logo. The middle card is titled '7 Ways to Use Yelp to Improve Your Local Business' and features the Yelp logo. The third card on the right is titled 'The 7-Step Guide to Getting Visible to More Customers in the Local Search Results' and includes a map icon. At the bottom right of the third card, it says 'by Phil DeLoach LocalVisibilitySystem.com'.

Once you are tracking ...

The slide shows two hands reaching towards each other. The hand on the left is giving a thumbs-down gesture, and the hand on the right is giving a thumbs-up gesture. Centered over the hands is the text: **... begin responding to both positive and negative reviews!**

Handling Reviews

What if the review is positive?


- Respond promptly
- Say...
 - "Thank you!"
 - "We realize you have a choice, and we appreciate you choosing us."
 - "We strive to provide the best experience."
 - "We look forward to caring for you again."
 - "Please bring your friends and family!"

Take care to not violate any patient privacy laws!

Handling Reviews

? How do I respond to negative, but accurate reviews?


- Be objective.
- Research the complaint.
 - Is there any truth to what has been written?
- If so, it may be best to respond to the post.
 - Recognize the patient as being important with valid concerns.
- Thank them for bringing this information to light. Reassure the community that the issue is being addressed.
- Reach out to the offended patient personally, to rectify.

 **Take care to not violate any patient privacy laws!**

Handling Reviews

? How do I respond to inflammatory and malicious reviews?

- Understand the policy of the review site.
 - What is their protocol for handling these situations?
- Follow protocol, explain that the review is not representative of your practice and you believe this comes from an ex-employee or a competitive threat.
- Allow the review site time to research the complaint.
- As needed (and as a last option) get an attorney involved.

 **Take care to not violate any patient privacy laws!**

General Reputation Management Dos and Don'ts

Do

- Be proactive, build your website and have it fully optimized. *Consumers should find you here first!*
- Encourage happy patients to post constructive comments to help other patients.
- Manage/track online reputation.
- Claim your review sites.
- Integrate social media/review sites into your website.
- Engage in social media, direct the conversation.
- Respond to positive posts as well as negative!

General Reputation Management Dos and Don'ts

Don't

- Do not get nasty or threaten a web review company.
 - You want to partner with them to fix any false posts; you want them on your side.
- Do not react emotionally to negative reviews: consider them objectively and determine what action (if any) should be taken prior to responding.
- Do not reveal any patient health or privacy information.
- Do not, under any circumstances, write your own reviews on review sites, pose as patients, or transcribe patient testimonials into the site.
 - Google knows who you are!
 - Remember "Lifestyle Lift"?

\$300,000 Fine - OUCH!

State / Media Center / 2011 / July 14th

ATTORNEY GENERAL CUOMO SECURES SETTLEMENT WITH PLASTIC SURGERY FRANCHISE THAT FLOODED INTERNET WITH FALSE POSITIVE REVIEWS

Cuomo's deal is first case in nation against growing practice of "astroturfing" on Internet

Lifestyle Lift Will Pay \$300,000 in Penalties and Costs *New York State*

NEW YORK, N.Y. (July 14, 2011) - Attorney General Andrew M. Cuomo today announced a settlement with cosmetic surgery outfit Lifestyle Lift over the publishing of false consumer reviews on the Internet.

Under the settlement, Lifestyle Lift will stop publishing anonymous positive reviews about the company to Internet message boards and other Web sites, and will pay \$300,000 in penalties and costs to the State of New York. The case is believed to be the first in the nation aimed at combating "astroturfing," a growing problem on the Internet.

Lifestyle Lift employees published positive reviews and comments about the company to trick Web-browsing consumers into believing that satisfied customers were posting their own stories. These tactics constitute deceptive commercial practices, false advertising, and fraudulent and illegal conduct under New York and federal consumer protection law. The settlement marks a strike against the growing practice of "astroturfing," in which employees pose as independent consumers to post positive reviews and commentary to Web sites and Internet message boards about their own company.

"The company's attempt to generate business by duping consumers was cynical, manipulative, and illegal," said Attorney General Cuomo. "My office has and will continue to be on the forefront in protecting consumers against emerging fraud and deception, including 'astroturfing,' on the Internet."

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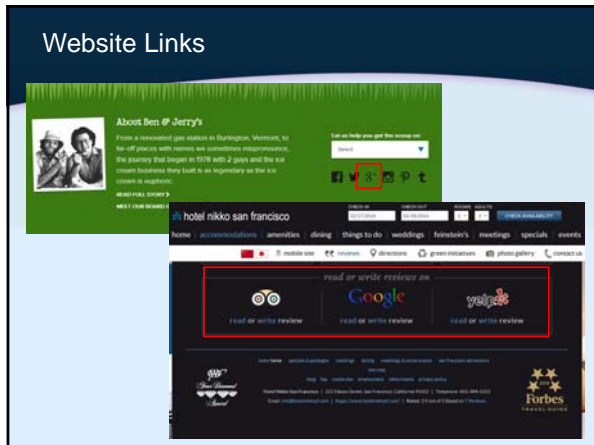
Make Patient Feedback a Priority

When you make a concentrated effort to collect positive reviews from your satisfied patients, you are able to build up a strong base of good reviews. The "prophylactic reviews" protect you from future potential negative reviews.

Even if you've found a negative review about your practice, remember that by encouraging happy patients to post, you effectively quarantine and overwhelm any negative reviews.

Set a goal for the practice to generate two positive and *authentic* reviews a month for a year.

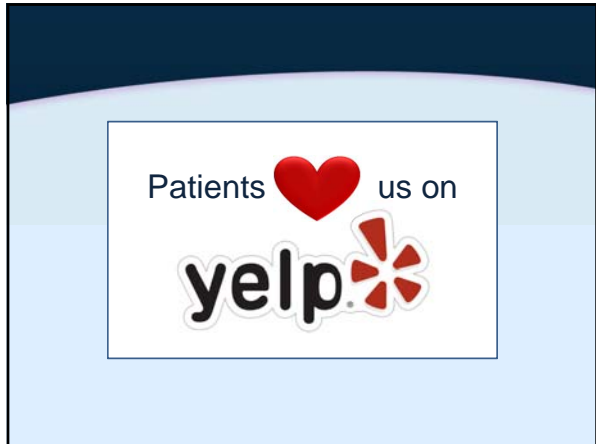
Website Links

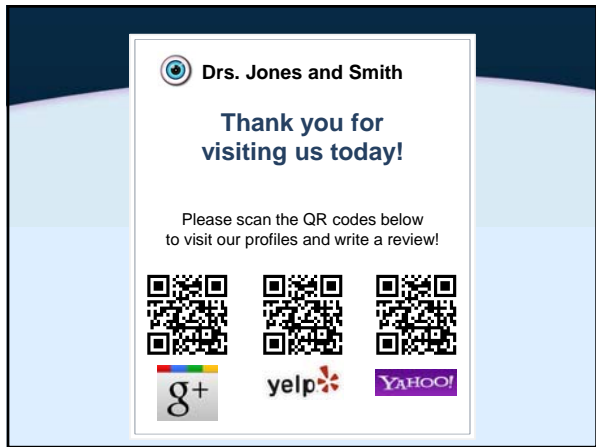


We'd love for you to share your positive experience!
www.plus.google.com/about/xyzeye

Thank you!
We think you're just as awesome!









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Reputation Management

What is it?

Monitoring what is being said about you and your practice online, to guard against the negative as well as build the positive brand of the practice.

Why is it important?

- Consumers generally trust online reviews.¹
- Negative comments are a reality and often become more prevalent with time.
- Provides an opportunity to correct untruths and calmly respond to negative feedback.
- Help shape the conversations that people are having about your practice.

http://blog.nielsen.com/nielsenwire/consumer/global-advertising-consumers-trust-real-friends-and-virtual-strangers-the-most

Reputation Management

What does it look like?

Reviews for two seafood restaurants in Cancun, as posted on www.tripadvisor.com

Calypso's #9 of 242 restaurants in Cancun

based on 133 reviews

Price: \$6 - \$24

Cuisine: Mexican, Seafood

Good for: Families with children, Local cuisine, Outdoor seating, Special occasions, Dining on a budget

Dining options: Lunch, Dinner, Late Night

++ So good the first time we went back before we left Cancun ?? Apr 5, 2013

++ Quite possibly the BEST meal I've ever had!!! ?? Apr 1, 2013

Santos Mariscos #125 of 242 restaurants in Cancun

based on 8 reviews

Price: \$15 - \$20

++ Don't be fooled by the high rating - most reviews are 2 years old. ?? Feb 23, 2013

++ Bad food with a case of food poisoning ?? Jan 18, 2010

or



Reputation Management

What does it require?

- Regular monitoring.
- Processes for encouraging happy patients to post their reviews.
- Ability to handle negative reviews and contact review sites in a calm and professional manner.
- Ability to use good judgment when responding to both positive and negative reviews.
- Development of a set of policies and procedures for how your practice staff handles inflammatory reviews.

Reputation Management

How do I begin tracking online?

- Simple is best ...
- Google Alerts
 - Physician name
 - Name of practice
 - Top key words for practice
 - Competitors' names
 - Alerts are not only used for negative reviews, but can also be used proactively to check up on relative standing in community (blogs, online articles, local publication).
- Weekly Google, Yahoo, and Bing searches
 - Same process but more time intensive, will give more comprehensive results

Google Alerts Sample

The screenshot shows the Google Alerts website. On the left, there are search settings: 'Search terms' is 'Jeramey E. Lee', 'Result type' is 'Everything', 'How often' is 'Once a day', 'How many' is 'Only the best results', and 'Your email' is 'Rearman_Congey@Morgan.com'. On the right, a sample alert is displayed for 'Jeramey E. Lee' with the following content:

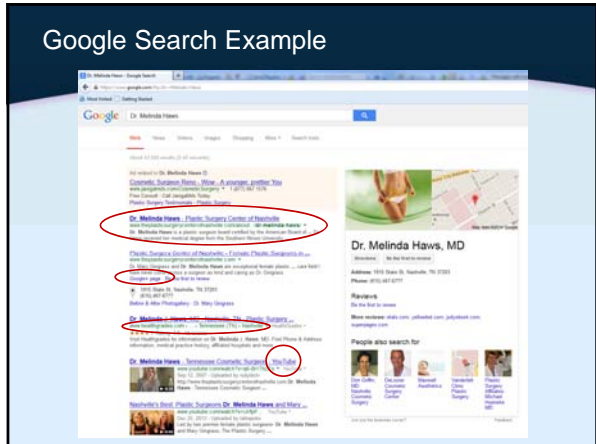
Google Alert for today
From: Google Alerts <googlealerts-noreply@google.com>
View: Single items | 10 new results for Jeramey E. Lee

Match
Jeramey E. Lee has 10 minutes for Louisville's March Madness game.
Jeramey E. Lee and the rest of New York Knicks head out to Miami Thursday for a much-needed matchup against the Miami Heat, where the of stars put the finishing on Jeramey E. Lee in 10:28 and the New Jersey resident. Already connected the regular's legend.
See all stories on this topic >

Jeramey E. Lee's America
Hollywood Post Online
I was going to write a column today about "March Madness on deck" but after watching a few episodes of the latest "20/20" season, I found all political references, from the Knicks-Miami game, and got some thoughts about Jeramey E. Lee.
See all stories on this topic >

What Jeramey E. Lee means to Asian American Christians
Hollywood Post Online
By Jerry J. Ryan, working up with the research on Jeramey E. Lee has been a nice holiday of life. The journalist's love and do with some of the most American problems who, history and teaches us a and religion in American culture.
See all stories on this topic >

Jeramey E. Lee: China and Taiwan compete for claims to NBA star
Christian Science Monitor
San Diego and Seattle both are vying for the rights to the NBA star Jeramey E. Lee. China and Seattle both are vying for the rights to the NBA star Jeramey E. Lee. China and Seattle both are vying for the rights to the NBA star Jeramey E. Lee.
See all stories on this topic >



Summary

Remember ...

- Keep it simple.
- Respond professionally to both positive and negative posts.
- Make monitoring your online reputation part of your regular routine.



Thank You!

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