Objectives

- 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.
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

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.

(Harris Interactive, June 2010)

Internet Online Review Facts

90% of online consumers trust recommendations from people they know, 70% trust opinions of unknown users.

(Harris Interactive, July 2009)

Consumer reviews are significantly more trusted – nearly 12 times more – than descriptions that come from manufacturers, according to a survey of U.S. mom/internet users by online video review site EXPO.

(eMarketer, February 2010)

44% of moms use social media for brand/product information or research before a buying decision is made.

(Plan.net, 2009)

Benefits of Online Patient Reviews

Improve Your Search Engine Ranking

The more positive reviews you have in a directory, the higher your search ranking.

Establish Brand Awareness

The more your brand appears online, the more exposure you have.

Develop a Reputation

Your reputation will grow positively when people can see that you have a track record of leaving clients satisfied.
Number of Online Reviews and Ratings
Consumers Need to Trust a Business

Source: Software Advice

“Of patients that use online review sites”

First Step to find a new doctor
Validate tentative selection
Evaluate existing doctor

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.

Source: Software Advice
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Directory Listing Examples: Search Engine Pages

Share of Market (1)

Google Places results appear before standard results and just below the paid ads. Google Reviews are shown in the search results.

Sample Reviews

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.
Once you are tracking …

... 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.

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.

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!
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!

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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

You like us?

You REALLY like us?

We'd love for you to share your positive experience!

www.plus.google.com/about/syzeye

Thank you!

We think you're just as awesome!

We'd love for you to share your positive experience!

Find us on Facebook
Thank you for visiting us today!

Please scan the QR codes below to visit our profiles and write a review!
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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.


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

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.

What does it require?

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

How do I begin tracking online?

Google Alerts Sample
Google Search Example

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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