Managing Your Online Profile
Why, Where and How

FROEDTERT HEALTH
DIGITAL COMMUNICATIONS
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Online Reputation Management
Froedtert & the Medical College of Wisconsin health network

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AGENDA AND OBJECTIVES

1. WHY REPUTATION MANAGEMENT MATTERS

2. WHERE INFORMATION APPEARS AND HOW IT GETS THERE

3. HOW TO CLAIM, OPTIMIZE AND MONITOR YOUR LISTINGS

4. HOW TO RESPOND TO REVIEWS AND WHY YOU SHOULD

WHY SHOULD WE CARE?

Reputation Management Matters
Impact of Online Reviews

Health Care Consumerism

• Choice in health care options
• More money at risk = more engaged
• Patients are going online to find you
• Comparing cost, quality and access

NEED TO KNOW WHERE AND WHAT

77% of consumers begin their health care search online

National Research Corporation
2015 Healthcare Consumer Trends Survey
45% of consumers look at online reviews before scheduling an appointment

National Research Corporation
2015 Healthcare Consumer Trends Survey

Impact on Patient Acquisition
A great online reputation drives patient acquisition

Impact to bottom line
• 48% would consider going to an out-of-network doctor if their reviews were better than those of an in-network doctor.¹
• 43% of consumers would travel an extra 30 minutes to visit a doctor with a higher review rating.²

Google and local search
• Up to 13% of your local search results rank may be determined by your review site presence.³

85% of consumers trust online reviews as much as personal recommendations

BrightLocal
2017 Local Consumer Review Survey

HOW DOES IT GET THERE?

Where Information Appears

Google

WebMD

RateMDs

vitals

healthgrades

Zocdoc

yelp

CareDash

Angies list
Profiles created whether you want one or not
- Data taken from other sources on the web
- May not always be accurate

Ratings sites in the business of making money
- Backed by SEO, so they often rank high

YOU CAN CLAIM THESE LISTINGS
Rating and Review Sites
What you need to know …

These websites
• Allow anonymous comments
• Allow users to review the same doctor multiple times
• Don’t make reviewers leave a comment
• Don’t make reviewers prove they are who they say they are
• Don’t require a minimum number of reviews before reporting
• Are extremely strict about reviewer confidentiality
• Require you claim a listing before responding
• Have strict removal/appeal processes

HOW DO I CONTROL IT?
Claiming Listings and Profiles
Claim, Optimize and Monitor
Our organizational approach

Established online reputation management process
• Assist in claiming listings

Ensuring accuracy
• Bulk claim listings – Google Listings
• Partner with citation sites

Paid and manual monitoring tools
• Immediate notification
• Quarterly sends

Organizational Ownership of Transparency

Implemented Star Ratings and Reviews
• CG-CAHPS
• Star Cards – visibility prior to posting
• Adjudication Criteria
• Tag Team
**Claim, Optimize and Monitor**

Own your online reputation

**Manual searches**
- Google yourself – monthly basis
- Social sites

**Free monitoring tools**
- Google Alerts – notifications directly to e-mail
- Hootsuite – curates basic keywords/phrases

*VERIFY YOUR NPI RECORD*

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**Claiming Your Listings**

Own your online profile

**Free to claim profiles**
- Most review sites – simple process
- Business listings – verification steps
- Claimed listing provides higher SEO value

Once claimed, you can:
- Update photos, background, specialties, etc.
- Respond to reviews (most)
- Receive metrics (some)
“Your brand isn’t what you say it is, it’s what Google says it is.”

Chris Anderson, AMERICAN JOURNALIST

WHY AND HOW?

Responding to Reviews
Why Respond At All?

**Engagement**
- Social media is two-way dialogue
- Active contributor to your online reputation

**Attentiveness**
- Shows you are paying attention
- Stand out from the competition

**Transparency**
- Responses humanize you/your brand
- Establishes trust with future readers

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**Negative Reviews**
And why you shouldn’t fear them quite so much …

**Can’t I just remove it?**
- Removal policies

**Why you shouldn’t remove it**
- 68% of consumers trust reviews more when they see both good and bad ones.¹
- Consumers read an average of 7 reviews before trusting a business.²
- Patients don’t look at reviews in isolation.
- Opportunity to demonstrate patient-centered approach with response.

76% of patients want to provide feedback after a subpar experience

²017 study conducted by NRC Health
n=3,089 Margin of error +/- 2%

¹ Reevoo, Bad reviews are good for business. 2012.
Responding to a Negative Review

The do's and don'ts

Acknowledge
  • Timeliness and personalized response

Listen
  • Listen with empathy, and express remorse for the bad experience
  • Don't directly apologize for something care related

Direct offline
  • Be brief, don't ask additional questions that warrant a response

BE MINDFUL OF HIPPA

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WHAT'S WRONG WITH THIS EXCHANGE?

Bad Yelp Reviews

Dramatization
Caryn, I am very sorry to hear about your experience. I would like to address this with you personally. Please do not hesitate to call me at 414-777-0313, and we can discuss your concerns.

Thank you,

DR. KATHERINE SMITH

The majority of reviews are positive

The Positive Review

The majority of reviews were positive with a 4-star rating or above.

77%

2017 Froedtert & MCW health network monitored review site statistics
Responding to a Positive Review
Why and how you should respond

Why
• Engage customers who are already advocates
• Build search credibility

How
• Thank the reviewer
• Match the reviewer’s tone

Dr. Bock Says:
Thanks for your feedback regarding your care in my practice. I value this type of information so I can further refine and improve my care for my patients. Please contact my office directly at 440-805-8318 with any specific concerns.

Summary
And take home points

Online reputation matters
• Age of consumerism
• Know where it appears and what it says
• Impact to patient acquisition and retention

Info is broadcast across the web
• Citation sites provide data
• Review sites in the business of making money
• Have policies that dictate reviews, responses and removal

Claim and monitor listings
• Claimed listings provide SEO value
• Free tools to assist in monitoring
• Can be a powerful tool for your practice

Why respond to reviews?
• EAT – Engagement, Attentiveness, Transparency
• Don’t fear the negative review
• Majority of reviews are positive
Bibliography


THANK YOU