

Managing Your Online Profile

Why, Where and How

FROEDTERT HEALTH
DIGITAL COMMUNICATIONS

FEB. 1, 2018

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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

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WHY SHOULD WE CARE?

Reputation Management Matters

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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**

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77%

of consumers begin
their health care
search online

National Research Corporation
2015 Healthcare Consumer Trends Survey

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45%

of consumers look at online reviews before scheduling an appointment

National Research Corporation
2015 Healthcare Consumer Trends Survey

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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

1. Software Advice Consumer Survey. 2016.

2. National Research Corporation. Digital Decision Maker Study. 2015.

3. MOZ Local Search Rankings Factors Survey. 2017.

85%

of consumers trust online reviews as much as personal recommendations

BrightLocal
2017 Local Consumer Review Survey

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HOW DOES IT GET THERE?

Where Information Appears

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Google



RateMDs

vitals[®]

WebMD[®]



yelp[®]



healthgrades[™]



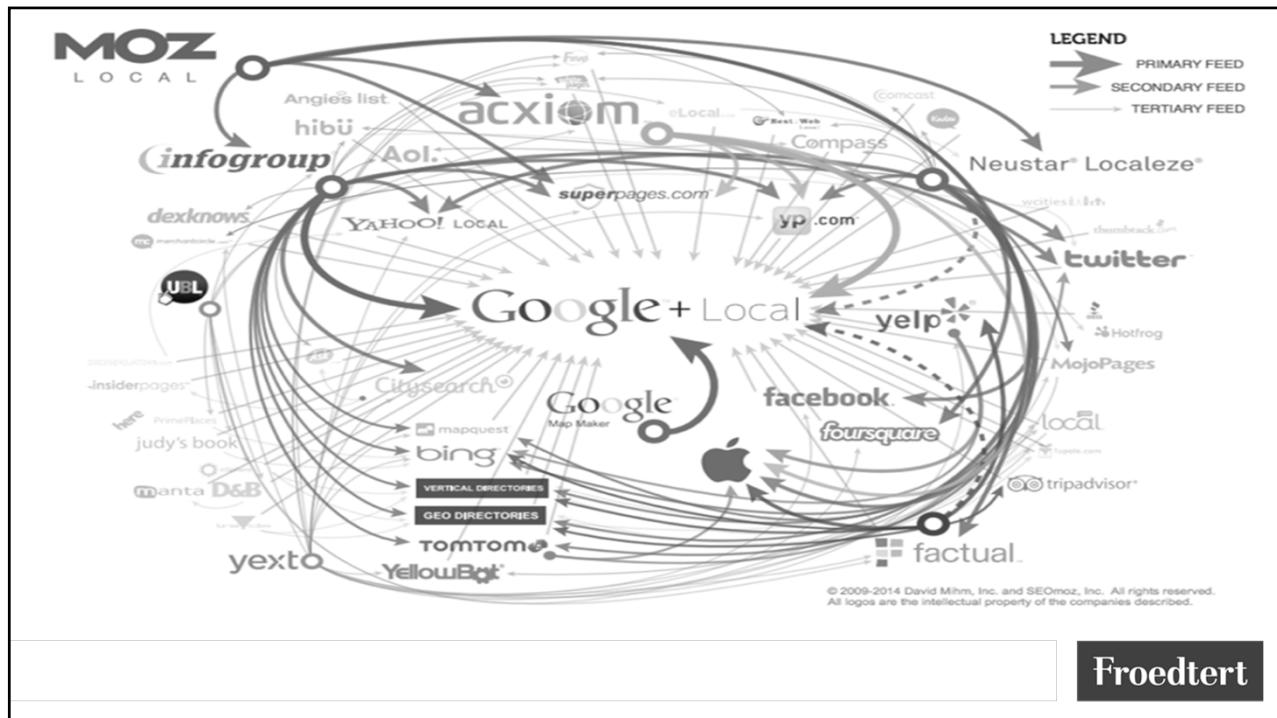
CareDash



Zocdoc

Angie's list[®]

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Ratings and Review Sites

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**

healthgrades. Find a doctor. Find a hospital. Health A to Z. Log In. SEARCH

AS LOW AS \$0.50 PER OPTIONS CONTRACT. EXTRADE

Home > Otolaryngologist > Dr. Jonathan Bock, MD

 Dr. Jonathan Bock, MD
Ear, Nose, and Throat | Male | Age 45
★★★★★ 5 reviews | Write a review | Read his story

Dr. Jonathan Bock, MD is an ear, nose, and throat doctor who practices in Milwaukee, WI. He is 45 years old and has been practicing for 17 years. Read his story

LEAVE A REVIEW OTOLARYNGOLOGY (EAR, NOSE & THROAT) SPECIALIST SEARCH

FROEDTERT AND MEDICAL COLLEGE OF WISCONSIN, Milwaukee, WI
900 W Wisconsin Ave Milwaukee, WI 53226 Contact Information (414) 805-8308

Insurance Accepted

- Aetna
- American Enterprise Group
- American Republic
- American Blue Cross Blue shield
- Blue Cross Blue shield
- Blue Cross Blue shield of Minnesota
- Blue Cross Blue shield of Pennsylvania
- Cigna
- + 8 More

*Please verify this information when scheduling an appointment

Learn about Dr. Bock Recommended Reading VIDEO



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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

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HOW DO I CONTROL IT?

Claiming Listings and Profiles

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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

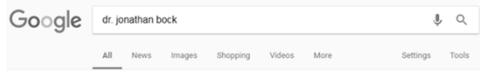
- Immediate notification
- Quarterly sends

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Organizational Ownership of Transparency

Implemented Star Ratings and Reviews

- CG-CAHPS
- Star Cards – visibility prior to posting
- Adjudication Criteria
- Tag Team



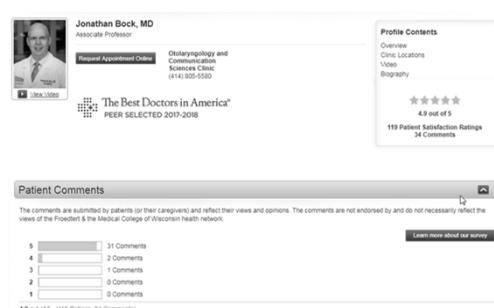
About 421,000 results (0.66 seconds)

Bock, Jonathan M. - Froedtert Provider Directory

<https://doctors.froedtert.com/PhysicianDirectory/BockJonathanM.htm> ▾

★★★★★ 123 votes

Dr. Bock is a fellowship-trained, board certified Otolaryngologist – Head and Neck surgeon who has a clinical interest in treating patients with voice and throat disorders. Dr. Bock graduated from the Medical College of Wisconsin in 2001, and won numerous awards and honors during his medical school training.



4.9 out of 5 (119 Ratings, 34 Comments)

I felt I had good care through out.

October 2017

Positively great

September 2017

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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

Search NPI Records

The screenshot shows a search form for NPI records. It includes fields for NPI Number, NPI Type (set to 'Any'), Taxonomy Description, First Name, Last Name, Organization Name, Doing Business As, City, State (set to 'Any'), Country (set to 'Any'), and Postal Code. Below the form are 'Clear' and 'Search' buttons.

Google Alerts

The screenshot shows the Google Alerts settings page. It includes a search query field, result type (set to 'Everything'), frequency (set to 'Once a day'), quantity (set to 'Only the best results'), and a delivery email address (set to 'myemail@gmail.com'). Below these are 'CREATE ALERT' and 'Manage your alerts' buttons. A sidebar provides information on monitoring the web for interesting new content.

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Claiming Your Listings

Own your online profile

Free to claim profiles

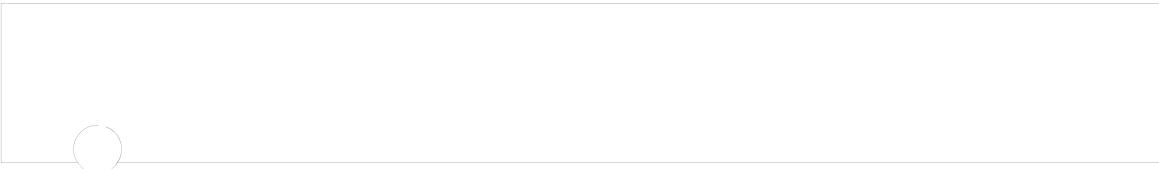
- Most review sites – simple process
- Business listings – verification steps
- Claimed listing provides higher SEO value

Once claimed, you can:

- Update photos, background, specialties, etc.
- Respond to reviews (most)
- Receive metrics (some)

The screenshot shows a registration form for updating profile information. It includes fields for Provider's Name, City, State or ZIP (set to 'Milwaukee, WI'), and three radio button options: 'I am the provider', 'I am an employee of the provider's practice or hospital', and 'I am a third-party firm representing the provider (not the practice manager/admin)'. Below these are fields for Email and Create Password, with a 'Show Password' checkbox. A checkbox for agreeing to the User Agreement is also present. At the bottom is a 'Register Now' button, a note about identity verification, and links for account creation and sign-in.

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Chris Anderson, AMERICAN JOURNALIST



[See photos](#)



Map data ©2018 Google

Christopher Todd Anderson, MD ★

Doctor in Wauwatosa, Wisconsin

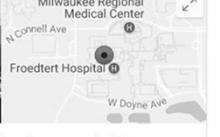
[Website](#)
[Directions](#)

Address: Froedtert Hospital, 9200 W. Wisconsin Ave., Milwaukee, WI 53226
Phone: (414) 805-3666

[Suggest an edit](#)



[See photos](#)



Christopher Todd Anderson, MD:
Froedtert & the Medical College of Wisconsin

Doctor in Wauwatosa, Wisconsin

[Website](#)
[Directions](#)

Address: Froedtert Hospital, 9200 W. Wisconsin Ave., Milwaukee, WI 53226
Phone: (414) 805-3666

[Suggest an edit](#)

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WHY AND HOW?

Responding to Reviews

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Why Respond At All?

Engagement

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

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Attentiveness

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

A

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.

2. BrightLocal, Local Consumer Review Survey. 2017.

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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



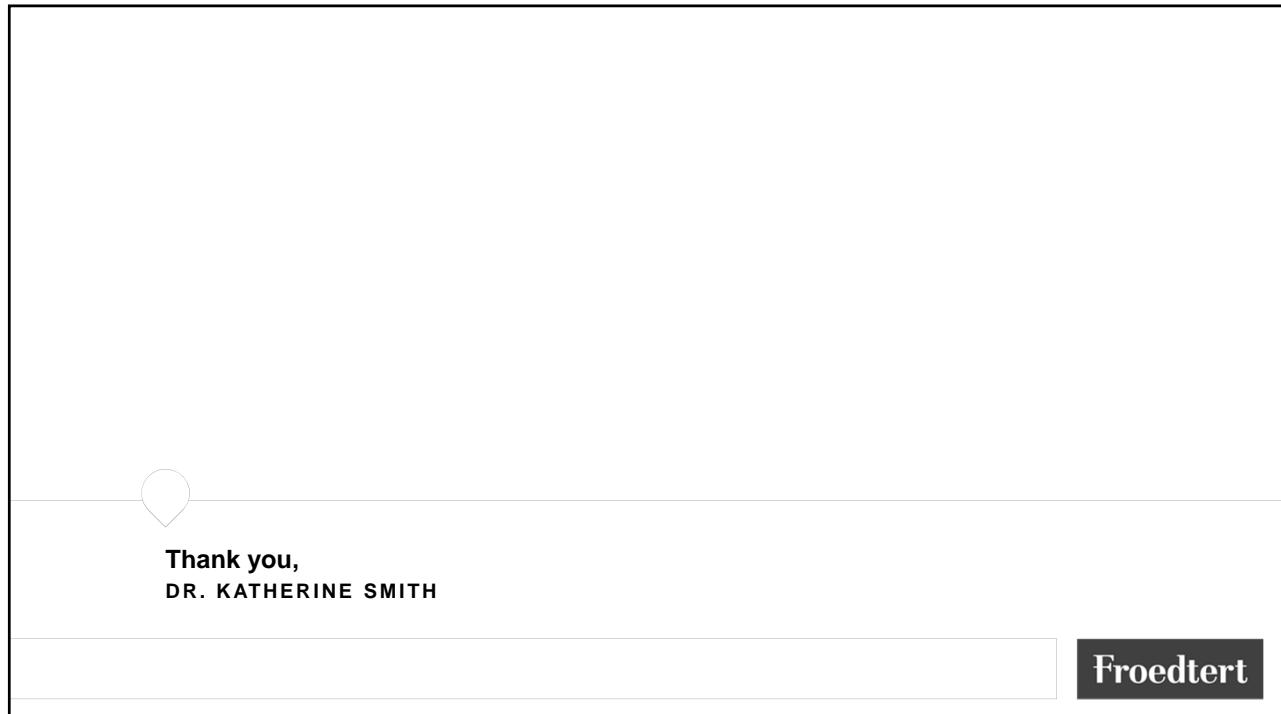
**BE MINDFUL OF
HIPPA**

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WHAT'S WRONG WITH THIS EXCHANGE?

Bad Yelp Reviews Dramatization

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Thank you,
DR. KATHERINE SMITH

Froedtert

The Positive Review

The majority of reviews are positive

Amazing doctor, extremely...

Jeff Frank said on 11/29/2017

5★ | [healthgrades](#)

Amazing doctor, extremely knowledgeable, caring and professional. Dr. HackbARTH has done two procedures for me, both with excellent results!

Compassionate Care

Anonymous Author said on 12/22/2017

5★ | [Vitals](#)

When I was diagnosed in the spring with Melanoma cancer, I was terrified. I had a world of questions and so I wanted to see an expert in Melanoma. Dr Harker Murray is definitely that expert. She spent extra time with me on my first visit to ensure all my questions had been answered. She has EXCELLENT bed side manner, but at the same time is honest with the diagnosis. She treats you like a member in her own family and shares in your concern. Even when the immunotherapy symptoms got rough, she fights for you through your battle. I couldn't recommend a better oncologist and I'm so fortunate to have her as mine.

77%

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

2017 Froedtert & MCW health network monitored review site statistics

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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 414-805-8308 with any specific concerns.”



”

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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

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THANK YOU

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