PATIENT REVIEWS: GOOD OR BAD FOR YOUR BUSINESS?

Presented by:
Jill Maher, MA, COE, OCS
Senior Allergan Eye Care Business Advisor
Allergan, Inc.

Objectives
- Demonstrate importance of patients’ reliance on peer reviews.
- Review online properties where patients can review providers.
- Tips on managing positive and 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

68% say that they would be more likely to recommend a local business if it was reliable and professional.

61% have recommended a local business to someone they know by word of mouth.

Internet Online Review Facts

88% of consumers say they trust online reviews as much as personal recommendations (vs. in 2013).

57% of consumers will visit a local business website after reading a positive review.

Benefits of Online Patient Reviews

Improve Your Search Engine Ranking

The quantity and quality of online reviews influences local rankings.

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.
How many online reviews do you need to read before you feel that you can trust that business?

![Bar chart showing percentage of responses for different number of reviews needed to trust a business.](chart1.png)

Source: Local Consumer Review Survey 2014, BrightLocal

“Of patients that use online review sites”

- First Step to find a new doctor: 62%
- Validate tentative selection: 19%
- Evaluate existing doctor: 19%

![Pie chart showing percentages of patients using online review sites.](chart2.png)

Source: Software Advice

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.

![Table showing readers vs. writers.](chart3.png)

Source: Software Advice
Objectives

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

77% of Health Seekers Start With Search Engines (1)

77% of Health Seekers Start With Search Engines (1)

Google+ Business Page Rankings

“Google My Business” results appear before standard results and just below the paid ads. Google Reviews are shown in the search results.

1) www.pewinternet.org/fact-sheets/health-fact-sheet/
Directory Listing Examples:
Medical Directory Listings

Healthgrades.com  Ucomparehealthcare.com
Wellness.com  Lifescript.com
Vitals.com  Everydayhealth.com
Healthtap.com  Ratemds.com
Suggestadocotor.com  Avvo.com
Zocdoc.com  Sharecare.com  Thirdage.com

Introduction to Directory Listing Management

Directory Listing Examples:
Business Listings

Localguides.com  Manta.com
Citysearch.com  Insiderpages.com
Mojopages.com  Dexknows.com
Superpages.com  Yelp.com
Zipperpages.com  Yellowbook.com  Hotfrog.com
Yellowpages.com  Angieslist.com  Kudzu.com
Source: Reputation.com

Search for your business. Click on your business page. Look for “Is this your business?” or “Manage this page” as the gateway to claim the listing. Follow the prompts and contribute the information required. Complete the authentication process over the phone or through the mail. 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!
Objectives

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

Handling Reviews

What if the review is positive?

- You may want to consult counsel to determine if responses that directly acknowledge the delivery of care are advisable.
- 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!”

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

- Understand the policy of the review site.
  - What is their protocol for handling these situations?
- Following the site’s protocol, contact the site administrator to privately 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!

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”? 

Take care to not violate any patient privacy laws!
$300,000 Fine - OUCH!

Attorney General Condemns Practice with Plastic Surgery Franchise That Kept Employees from Filing Positive Reviews

Fourteen states, including New York, have joined a lawsuit against an East Coast plastic surgery franchise that has repeatedly been the subject of unfavorable online reviews. The lawsuit charges that the company, with locations in New York, New Jersey, Pennsylvania, and Delaware, among others, violated state and federal consumer protection laws by deceptive practices, including the use of false or deceptive social media accounts to post positive reviews of its services. The suit seeks civil penalties of up to $75,000 per violation.

The lawsuit alleges that the company, which owns and operates a network of locations throughout the United States, uses a number of tactics to manipulate online reviews to its benefit. The company allegedly uses false or deceptive social media accounts to post positive reviews of its services, including false reviews of the company's own locations.

The lawsuit seeks civil penalties of up to $75,000 per violation, and the company has been ordered to stop the practice of posting false or deceptive reviews online. The company has also been ordered to provide a written plan to the state attorney general's office to prevent the practice from occurring in the future.

Objectives

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

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\xyzeye
Thank you!
We think you're just as awesome!
You like us?
You REALLY like us?
Find us on Facebook
Patients ♥️ us on yelp
Drs. Jones and Smith

Thank you for visiting us today!

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

Objectives

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


---

**What does it look like?**
Reviews for two seafood restaurants in Cancun, as posted on www.tripadvisor.com

---

**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

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

Note that Google Alerts will not pick up any reviews from insurance company directories.
Manual review protocols may be necessary for such sites.

Google Search Example
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!

Jill Maher, MA, COE, OCS
Maher_Jill@Allergan.com