# 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 positive and 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.

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| Traditional Word Of Mouth Facts | | Internet Online Review 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. | 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. |

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## Benefits of Online Patient Reviews

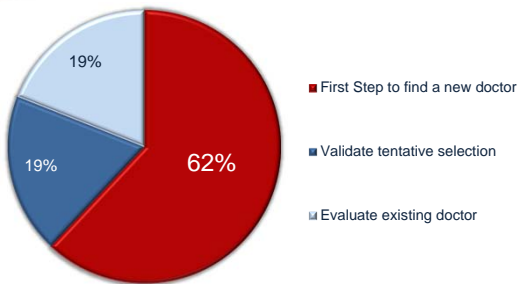| Improve Your Search Engine Ranking | Establish Brand Awareness | Develop a Reputation |
|---|---|---|
| The quantity and quality of online reviews influences local rankings. | The more your brand appears online, the more exposure you have. | Your reputation will grow positively when people can see that you have a track record of leaving clients satisfied. |

## Slide 1

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



Legend: ■ 2013  ■ 2014

Data labels visible: 8%, 3%, 24%, 32%, 18%, 8%, 3%, 1%, 1%, 2%

X-axis categories: 0, 1, 2-3, 4-6, 7-10, 11-20, 21-30, 31-40, 41-50, 51+

Y-axis: 0% to 35%
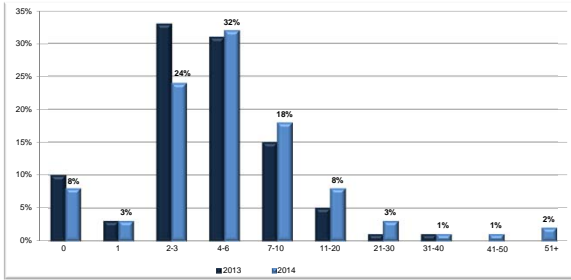
Source: Local Consumer Review Survey 2014, BrightLocal

## Slide 2

### "Of patients that use online review sites"



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

Source: Software Advice

## Slide 3

### 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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## 77% of Health Seekers Start With Search Engines [1]
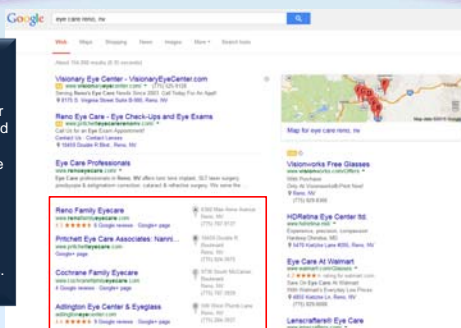
**Share of Market [2]**



- YAHOO! 12.8%
- bing 15.9%
- Other 4.9%
- Google 66.4%
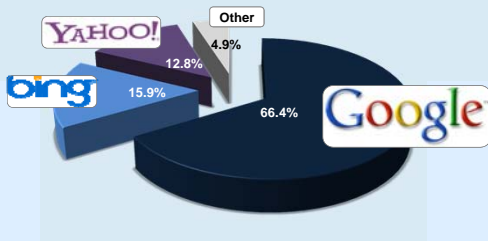
1) www.pewinternet.org/fact-sheets/health-fact-sheet/
2) Press Release: "comScore Releases August 2012 U.S. Search Engine Rankings," published 9/12/12, accessed 10/4/12 at http://www.comscore.com/Press_Events/Press_Releases/2012/9/comScore_Releases_August_2012_U.S._Search_Engine_Rankings

## 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.

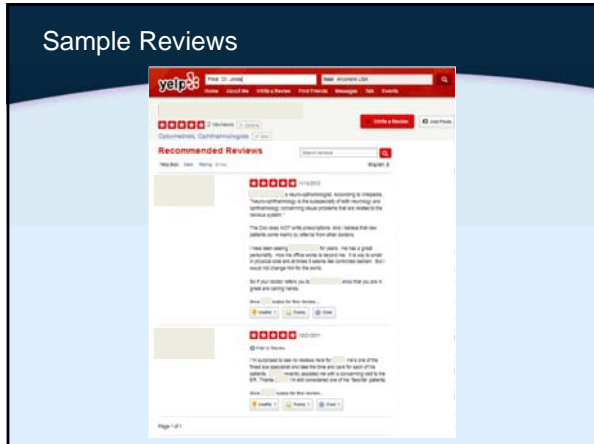**Directory Listing Examples: Medical Directory Listings**

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



**Introduction to Directory Listing Management**

Sample Review



**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

## 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.

Source: Reputation.com

## Once you are tracking …
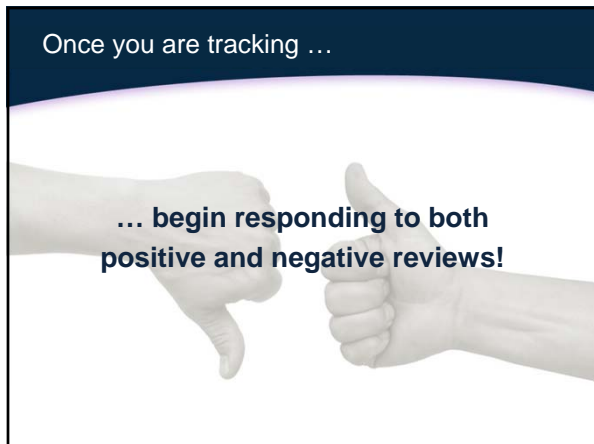


**… begin responding to both positive and negative reviews!**

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## 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!"

⚠️ *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?
- 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.

⚠️ *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!



Home > Media Center > 2009 > 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 to New York State*

NEW YORK, N.Y. (July 14, 2009) - Attorney General Andrew M. Cuomo today announced a settlement with cosmetic surgery outfit Lifestyle Lift over the publishing of fake 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.

"This 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."
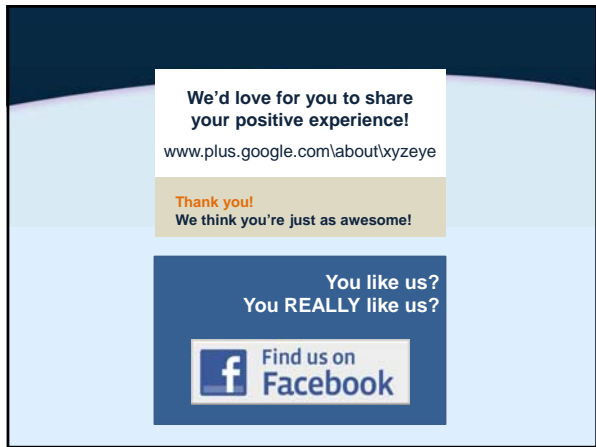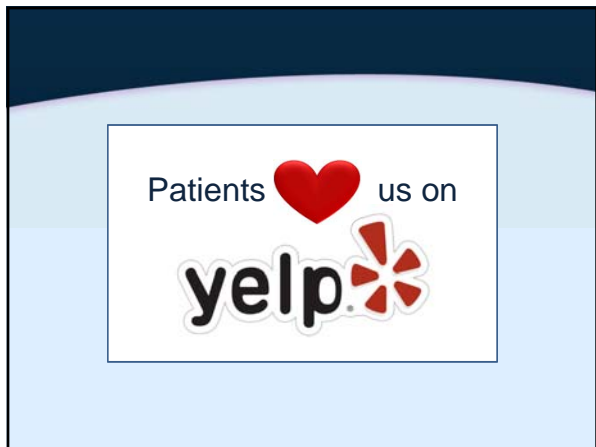
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## Make Patient Feedback a Priority

| | | |
|---|---|---|
| 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!

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!



g+   YAHOO!



Visit our website at: www.ENTER YOUR WEBSITE URL HERE
Like us at: www.facebook.com/ENTER YOUR PAGE ADDRESS HERE
Follow us at: www.twitter.com/ENTER YOUR TWITTER HANDLE HERE
Watch us at: www.youtube.com/ENTER YOUR ADDRESS HERE

Your feedback is important to us!
Please write a review about our practice:
• www.google.com/maps
• www.bing.com/maps
• www.yelp.com

**PRACTICE NAME**
Address Line 1
Address Line 2
**Phone Number**

Feeling social?

Place your
logo here.

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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.

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

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## Reputation Management

**What does it look like?**

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

**Calypso's**                                                    map | directions

#9 of 242 restaurants in Cancun

based on 131 reviews

Price: $6 - $24
Cuisines: 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 3, 2011

Quite possibly the BEST meal I've ever had!!!! Apr 1, 2011

**or**

**Santos Mariscos**                                              map | directions

#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 21, 2011

Bad food with a case of food poisoning Jan 19, 2010

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## 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



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.

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## Thank You!

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