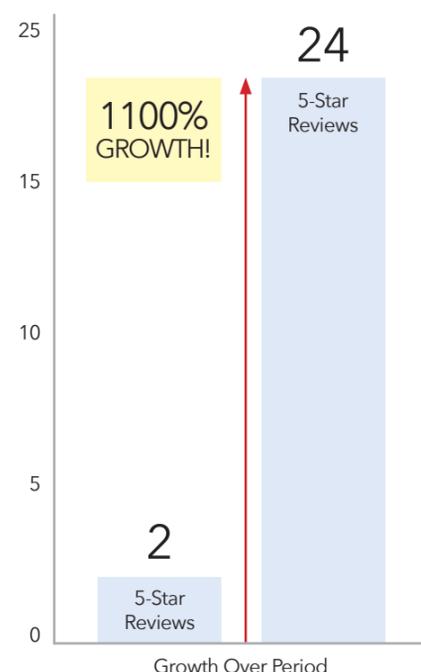


## CASE STUDY: The Physician and Midwife Collaborative Practice

### Results / 9-Month Period

#### Key Results

- We grew number of 5-star reviews on Yelp by 1100%. We went from 2 reviews in a 9 month period to generating 24 new 5-star reviews.
- Opportunity cost of not doing anything would have lowered our Yelp rating from 3-stars to 2.5 stars significantly reducing the number of people who might consider using the practice.



9-MONTH PERIOD PRIOR TO STARTING PATIENT PROMOTER SYSTEM						
	1-STAR REVIEWS	2-STAR REVIEWS	3-STAR REVIEWS	4-STAR REVIEWS	5-STAR REVIEWS	Total Reviews
Jan-15					1	1
Feb-15	1		1			2
Mar-15						
Apr-15	1	1		1		3
May-15	1		1			2
Jun-15	1					1
Jul-15					1	1
Aug-15	1	2				3
Sep-15	2					2
<b>Total</b>	<b>7</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>15</b>

STARTED PATIENT PROMOTER SYSTEM OCTOBER 1, 2015						
	1-STAR REVIEWS	2-STAR REVIEWS	3-STAR REVIEWS	4-STAR REVIEWS	5-STAR REVIEWS	Total Reviews
Oct-15	3	1		1	3	8
Nov-15	1			1	3	5
Dec-15	3	1		1	2	7
Jan-16					2	2
Feb-16	1				1	1
Mar-16					3	3
Apr-16					4	4
May-16		1	1	1	2	5
Jun-16*					4	4
<b>Total</b>	<b>8</b>	<b>3</b>	<b>1</b>	<b>4</b>	<b>24</b>	<b>40</b>

GROWTH	14%	0%	-50%	300%	1100%	167%
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\*Data from June taken on June 13, 2016.

#### Overall Response Rates

**Open Rate**  
Number of people who viewed the patient email.



**NPS Response**  
Click responses from question in the email sent to patient.



**Text Feedback**  
Text responses from all patients (0-10)



How valuable would it be to have a system that creates positive reviews for your practice?

47% of Americans say Facebook is their #1 influencer of purchases.

Get started today.  
Call 844.463.8663 or visit [www.netoneclick.com](http://www.netoneclick.com)

#### Patient Referrals Matter...

"Americans report that they would trust word-of-mouth and personal recommendations from doctors far more than provider quality data coming from the government or third parties. In fact, six in 10 Americans say they would trust quality ratings of doctors or other healthcare providers they receive from friends or family members." [Finding Quality Doctors: How Americans Evaluate Provider Quality in the United States, 2014]

## CASE STUDY



### The Physician and Midwife Collaborative Practice

**Objective:** Influence satisfied patients to visit social media platforms and post 5-star reviews for practice.

Physicians and Midwives is composed of a team of doctors and midwives that practice in five centers spread out across Northern Virginia (Alexandria, North Arlington, Woodbridge, Mt. Vernon, and Kingstowne). To confront the elevated importance of social reviews and to better manage the online reputation of the practice we implemented a revolutionary new system to identify the "promoters" of the practice and funnel them through a process that would influence patients to post a 5-star review to their preferred social platform.

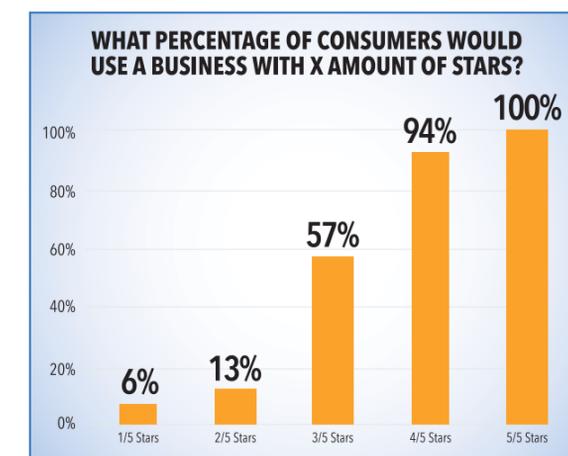
### How can we ensure our patients will refer us to friends and family?

Yelp and the power of patient's reviews are too powerful to ignore.



Knowing that 60% of patients trust word-of-mouth and personal recommendations (social reviews) it's too important to leave to chance. Star rating on review websites like Yelp, Facebook, and Google are becoming the single indicator on whether or not we get new business. We had to find a solution.

We did the math. Research has shown that if a business has a 1 star rating only 6% of people would consider using that business. At 2 stars, that number jumps to 14% and at 3 stars, that number jumps to 57%. If we could achieve 4 stars then the number leaps to 94%.



[Local Consumer Review Survey 2015]

61% of patients use online reviews before selecting a doctor.

[Software Advice Survey, 2013]

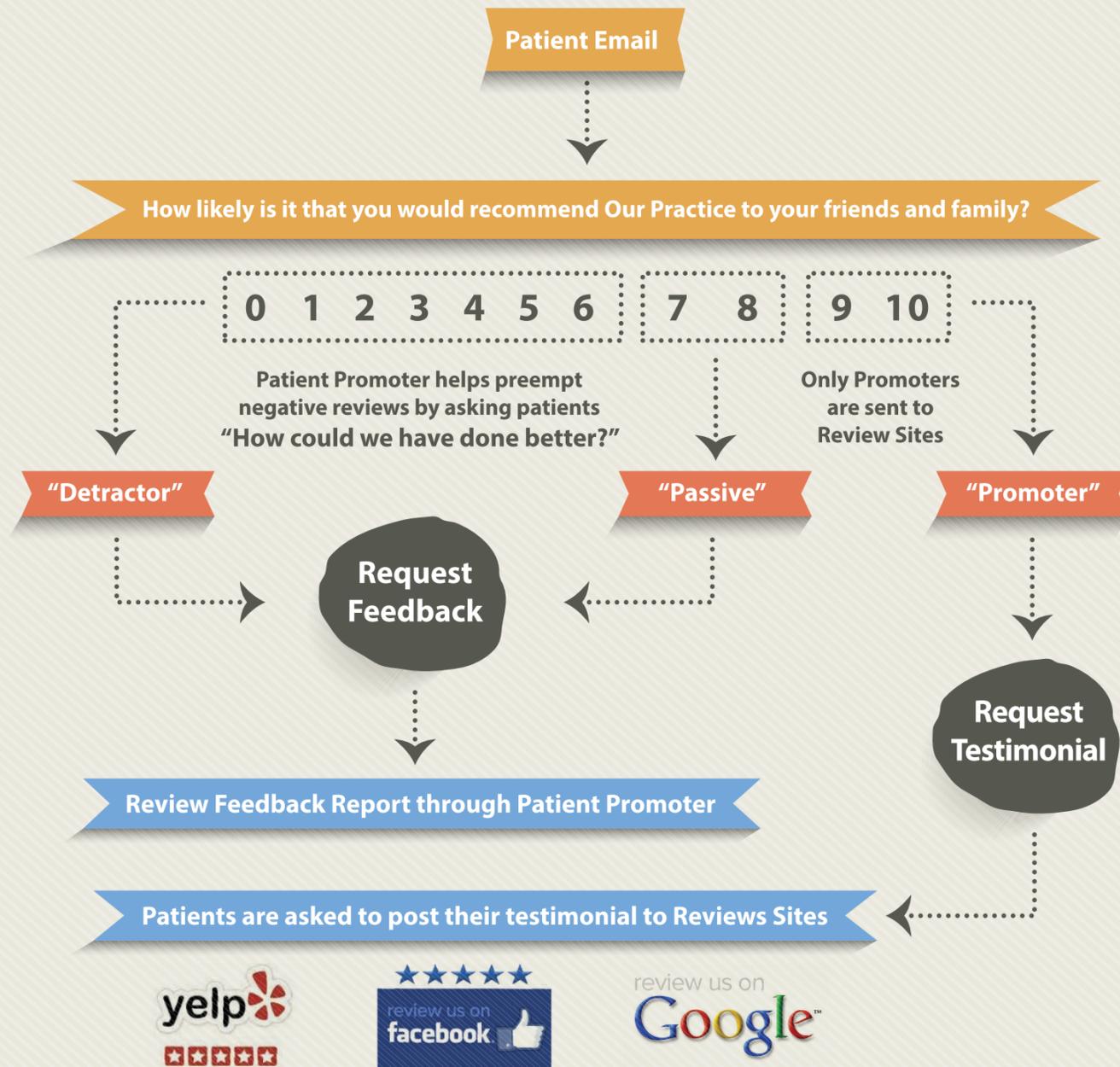
Yelp is used more often than Healthgrades, RateMDs, Vitals, and ZocDoc to find a doctor.

Call 844.463.8663 or visit [www.netoneclick.com](http://www.netoneclick.com)



## Using A Single Question for Powerful Results

The patient experience starts before they ever get to the practice. The data shows that consumers are researching, gathering, analyzing and taking action based upon these online reviews. But we can't ask everyone to leave you a review because we would have no idea whether people would be leaving a positive or negative review. What if we could contact the patient after the appointment and ask a simple question that would help navigate the positive reviews online? This is the basis of our developing the Patient Promoter™ system.



## Enter the Net Promoter® Score

The Net Promoter Score (NPS®) was introduced in the Harvard Business Review in 2003 and has since become the standard for measuring the loyalty that exists between a provider and a consumer.

Using the simple question: *How likely is it that you would recommend our practice to your friends and family?* we can distinguish patients overall level of experience with the practice. Since 2003, extensive research has shown that a business's Net Promoter Score, or NPS Score, can act as an indicator of growth and competitive benchmark.

Based on patient response, we can index the practice on a scale from -100 to 100 that measures the collective outcome of the experience we are delivering to our patients. This is like taking the blood pressure of the practice. A single score that, when combined with patient feedback, has immediate application to diagnosing how well a practice is doing at serving patients.

## Promoters (9-10)

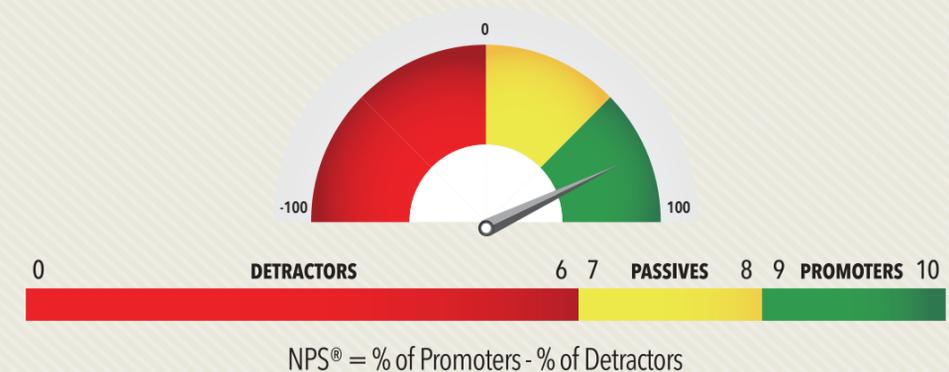
Promoters are your raving fans. They have been with you for awhile and have referred their family and friends. They are the most likely to respond favorably to a request for a testimonial.

## Passives (7-8)

Passives are satisfied patients who are susceptible to switching practices. They are the patients who say "I really like them but." Their feedback tends to be helpful operational suggestions that are actionable and the least subjective.

## Detractors (0-6)

Detractors are unhappy patients who are most likely to go to online review sites and give you a negative rating and review. The patients have had such an unpleasant experience that they want to tell others to stay away. Their feedback tends to be very emotional and personal, often targeting a specific provider or staff member. Regardless of why they are unhappy, their expectations were not met and they are frustrated and impassioned.



## Can We Influence Behavior?

"The use of review websites for medical patients is on the rise, with a 68% increase in the number of patients using online reviews from 2013 to 2014" and at the same time "90% of adults 18-24 years of age said they would trust medical information shared by others in their social media networks." Part of optimizing your patient referrals is doing the right thing at the right time. Patient Promoter provides a long term solution to making sure you're only asking the people who are likely to give you a 5-star rating to provide their feedback on review sites.