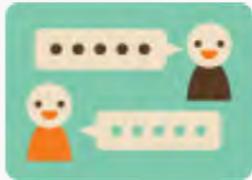
A person is seen from the side, wearing a brown knitted sweater, sitting at a desk and working on a laptop. The laptop screen displays a website with a red header. To the right of the laptop is a red mug filled with coffee. The background is softly blurred, showing a vase with yellow flowers and a framed picture on the wall. The overall lighting is warm and indoor.

# Reputation Management

Your Reputation is the Lifeblood of Your Practice

# REPUTATION MANAGEMENT



## REPUTATION MANAGEMENT AS ADVERTISING

Positive reviews are better than paid advertising because they are generated by real people and seen as more authentic.



## REPUTATION MANAGEMENT AS KEY PERFORMANCE INDICATOR

Patient Promoter provides a barometer of your culture (the NPS score); the practice's approach to delivering a high-quality patient experience.

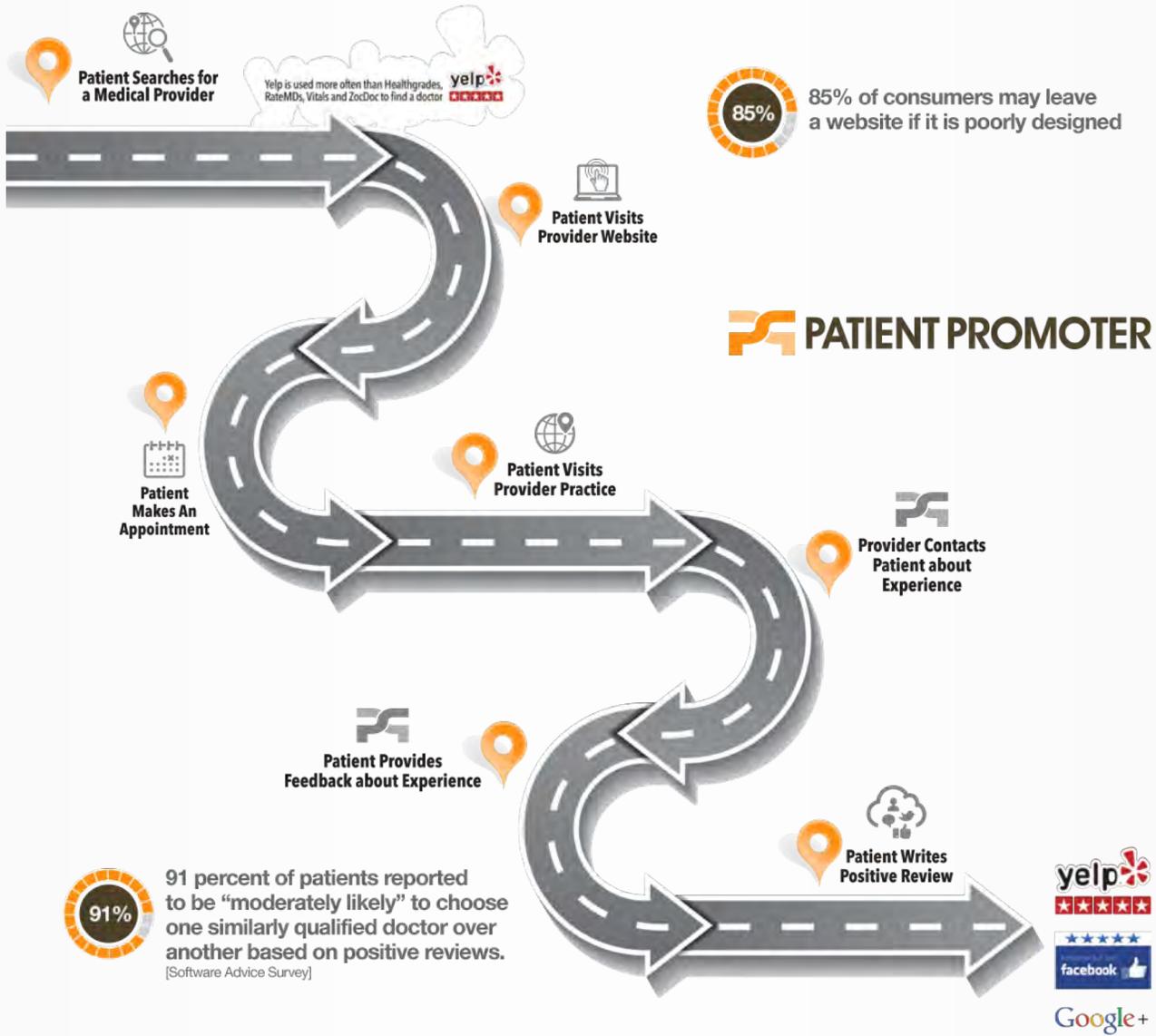


## REPUTATION MANAGEMENT AS PRACTICE DEVELOPMENT

Uncovering areas for service and process improvement starts with listening to your patients. Do your interactions with your patients reflect your values, mission, and reputation?



“60% of patients will choose one provider over another because of a stronger online presence, and a stronger online reputation.”



**Patient Searches for a Medical Provider**

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

**85%** of consumers may leave a website if it is poorly designed.

**Patient Visits Provider Website**

**PATIENT PROMOTER**

**Patient Makes An Appointment**

**Patient Visits Provider Practice**

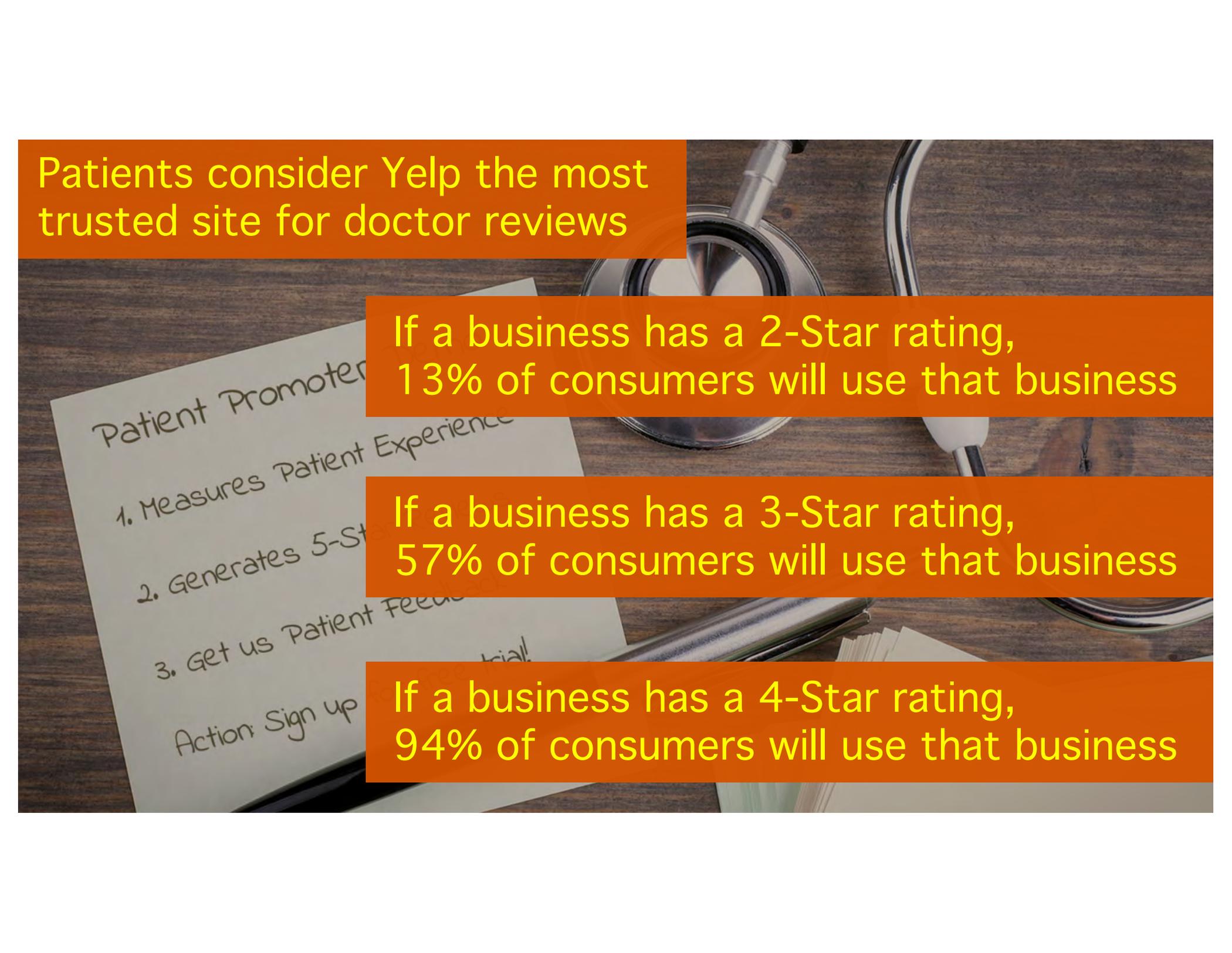
**Provider Contacts Patient about Experience**

**Patient Provides Feedback about Experience**

**Patient Writes Positive Review**

**91%** of patients reported to be "moderately likely" to choose one similarly qualified doctor over another based on positive reviews. [Software Advice Survey]



A stethoscope and a pen are resting on a dark wooden desk. A handwritten note is visible in the lower-left corner, titled "Patient Promoter" and listing three points: "1. Measures Patient Experience", "2. Generates 5-Star", and "3. Get us Patient Feedback". Below the list, it says "Action: Sign up".

Patients consider Yelp the most trusted site for doctor reviews

If a business has a 2-Star rating, 13% of consumers will use that business

If a business has a 3-Star rating, 57% of consumers will use that business

If a business has a 4-Star rating, 94% of consumers will use that business



# Patient Promoter

A long term solution for generating real 5-star online reviews



Measure  
Patient Experience



Improve  
Practice Reputation



Capture the  
Voice of the Patient

Patient Email

How likely is it that you would recommend Our Practice to your friends and family?

0 1 2 3 4 5 6 7 8 9 10

Patient Promoter helps preempt negative reviews by asking patients "How could we have done better?"

Only Promoters are sent to Review Sites

"Detractor"

"Passive"

"Promoter"

Request Feedback

Request Testimonial

Review Feedback Report through Patient Promoter

Patients are asked to post their testimonial to Reviews Sites



# Step 1: Email the Patient

Hi Kris,

You were recently seen at Kids Dental Care and we would appreciate your time in response to the following question. Thank you for your time.

As you think about your experience with Kids Dental Care . . .

**How likely is it that you would recommend Kids Dental Care to your friends and family?**

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

(Click a number above - 0 least likely, 10 most likely)

Sincerely,

Bruce Baker  
Kids Dental Care

# Standardized Response: NPS

Hi Kris,

You were recently seen at Kids Dental Care and we would appreciate your time in response to the following question. Thank you for your time.

As you think about your experience with Kids Dental Care . . .

**How likely is it that you would recommend Kids Dental Care to your friends and family?**

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----



0-6

Detractors



7-8

Passives



9-10

Promoters

# Detractor Page: We're Sorry



## "We're Truly Sorry About That"

Please accept our sincere apology for any trouble or inconvenience we may have caused you.

While we'd like to think we're perfect, we know that's not the case.

The greatest advertising we can have is word of mouth from a satisfied patient. We take pride in providing the highest quality of service to our patients and we are dissappointed when any patient problem exists.

It is our goal to keep you satisfied and will hope to serve you again in the future. We would appreciate you taking some time and let us know what we must do so that you **would** recommend us to others.

Thank you.

How could we have done better?

[Send To Our Team](#)

# Detractor Page: Thank You



## "Thank You For Your Feedback!"

Thank you for taking the time to communicate to us why we did not meet your expectations. We appreciate your loyalty and want to ensure your complete satisfaction.

Again, we highly appreciate your feedback as it will assist us in becoming better at what we do. All responses are kept confidential.

Thank you for your time.

Sincerely,

Kids Dental Care

In order provide full transparency to our current and future patients we want you to know that you always have the option of posting your review about our practice online.

[facebook](#)

[yelp](#)

[Google](#)

# Passive Page: Thank You



**"Thank You For Your Response!"**

Of course, we won't rest until we're the best!

In the box below, please share your experiences at our office.

What would have had to happen so that you would recommend us **even more** to others?

Thank you!

How could we have done better?

**Send To Our Team**

# Passive Page: Thank You



## "Thank You For Your Feedback!"

Thank you for taking the time to communicate to us why we did not meet your expectations. We appreciate your loyalty and want to ensure your complete satisfaction.

Again, we highly appreciate your feedback as it will assist us in becoming better at what we do. All responses are kept confidential.

Thank you for your time.

Sincerely,

Kids Dental Care

In order provide full transparency to our current and future patients we want you to know that you always have the option of posting your review about our practice online.

[facebook](#)

[yelp](#)

[Google](#)

# Promoter Page: Thank You



**"Thank You For Your Time and Kind Support!"**

Your opinion is important to us.

The greatest advertising we can have is word of mouth from a satisfied patient. In the box below, would you please share your experiences at our office so that others can read about us on the web?

Thank you.

Rate & Review

By submitting this form I acknowledge that Kids Dental Care has my permission to use my review publicly and publish on their website and elsewhere according to their [Terms of Service](#).

**Submit Review**

# Promoter Page: Celebrate!



**"You Make Us Wanna CELEBRATE!"**

Thank you for your review!

**Would you mind sharing your experience with others online?**

It will only take a few seconds... and it would mean SO MUCH to us and would be tremendously helpful.

Thank you.

**"Just COPY Your Review Below"**

I love this practice!

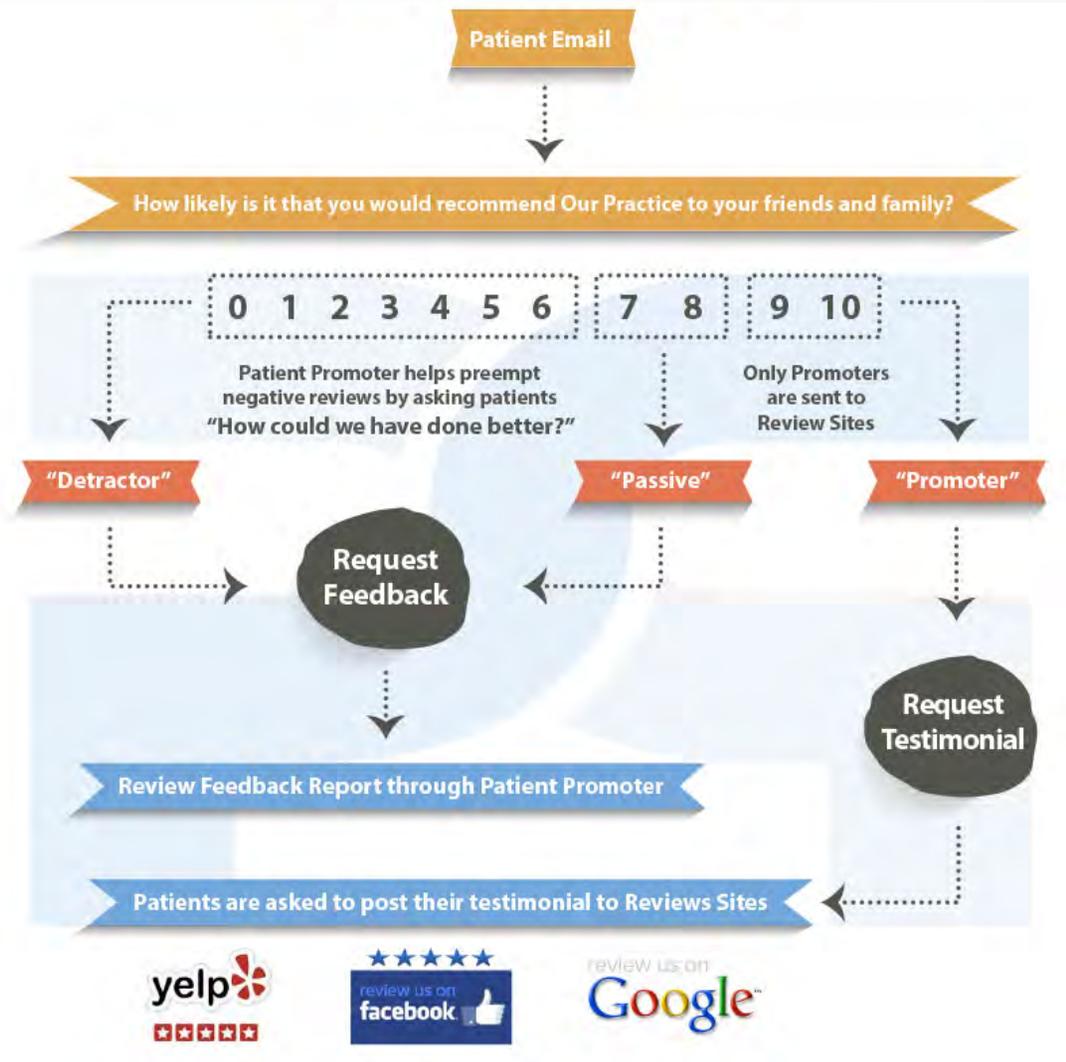
**"Then RATE US At Any Website Below And PASTE"**

facebook

yelp

Google

- The feedback gathered from the survey can be actionable intelligence to improve our awareness of patient experience and any underlying issues with the practice.



“90% of patients who have been referred will change their mind about a provider because of poor online reputation”





# **OB-GYN** Success

Marketing Case Study for a 5-Office OB/GYN in Northern Virginia

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
	7	3	2	1	2	15

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
	8	3	1	4	24	40

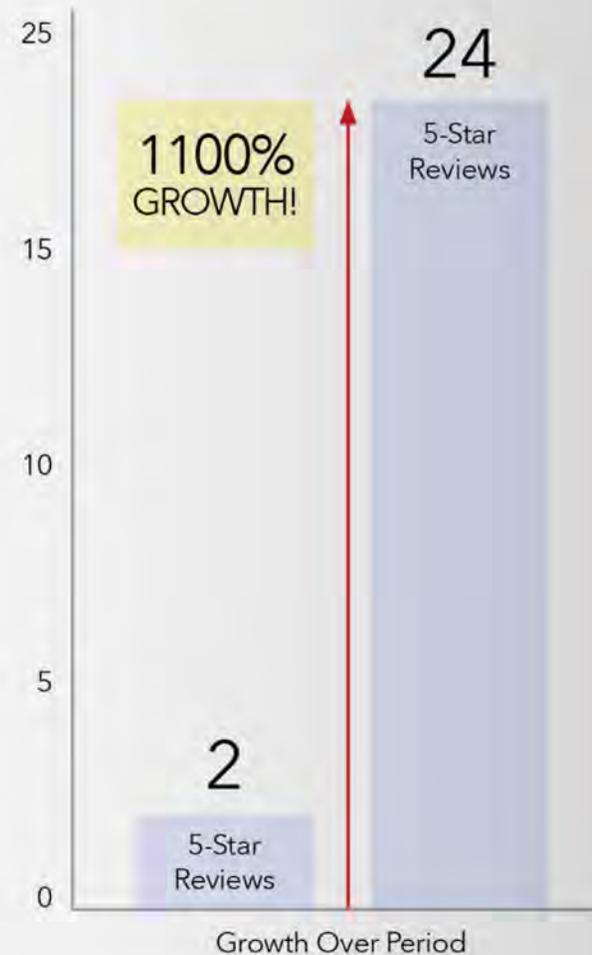
<b>GROWTH</b>	14%	0%	-50%	300%	1100%	167%
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\*Data from June taken on June 13, 2016.

## 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.



# Case Study: OBGYN

## 5-Star Review Results

### Other Social Media

- Additionally we generated 16 5-star reviews on Facebook and 10 5-star reviews on Google profile (which shows up when people search Google on their phones)

***2018 Update:*** Patient Promoter has generated 250 5-Star reviews for client on Yelp, Facebook, and Google through April 2018 (in 30 month period).

“74% of patients will decide not to book w/a provider because of negative reviews.”



# Feedback Reports

*Patient Experience*

**“There is a gap in perception between providers and consumers on the quality of experience currently being provided.**

Providers underestimate the degree to which the patient experience fails to meet consumer expectations. This skewed perspective is creating a lack of urgency among providers to fix the problem. While providers are aware of patient dissatisfaction, they have many competing initiatives, making it difficult to prioritize.”

- Prophet / GE Healthcare Camden Group  
**The State of Consumer Healthcare: A Study of Patient Experience**  
<https://www.prophet.com/patientexperience/index.html>

# Learning Model

