Social Media and Dealing with the Chaos of Online Reviews

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CEO, MSOC Health
Learning Objectives

• Define reputation management
• Value of online reputation to a practice
• Understand the millennials role in online presence
• Identify steps to take in managing online presence
• Recognizing the do’s and don'ts of online activity
How doctor’s feel about this…

I'M THE DOCTOR!

YOUR ARGUMENT IS INVALID.

PLEASE BE PATIENT:
I learnt how to do this when...

YOU WANT TO START AN ARGUMENT
WITH NO EVIDENCE TO BACK YOU UP?

GOOOOOOODYBE
Reputation Matters… a Test

Who Do I Invite to …
Reputation matters in healthcare, too
Reputation Management (defined)

*(sometimes referred to as rep management, online reputation management or ORM)*

The practice of attempting to shape public perception of a person or organization by influencing online information about that entity\(^1\)

Reputation consists of mentions, comments, recommendations and reviews across a buzzing, shape-shifting universe of online publishers and apps\(^2\)

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1. Techtarget.com
2. Forbes contributor Steve Olenski
Your online reputation has a growing significance
If this is your current marketing plan...
Welcome to the new word of mouth
How many patients use online reviews?

According to a 2015 study conducted by Software Advice:

- A whopping 84% of patients surveyed use online review sites to evaluate physicians
- 59% report using online reviews “often” or “sometimes”
- Only 16% of patients report never using online review sites
HELLO
I'M A...
MILLENNIAL
And there’s the millennial factor

Reports in Physicians Practice and Fierce Healthcare say …

- Millennials will be the most sought-after patients of the near future
- They will drive sweeping changes in healthcare
- More than half of millennials and Generation-Xers incorporate healthcare providers' online reviews into their shopping process
- If you’re a physician and you don’t show up in the first five results of a Google search, you might as well not exist with millennials
Solutions (Real World Example)

- **Customer analysis**: 51% of patients are age 50 or under

<table>
<thead>
<tr>
<th>Generation</th>
<th>% of Patients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-boomers</td>
<td>12%</td>
</tr>
<tr>
<td>Boomers</td>
<td>37%</td>
</tr>
<tr>
<td>Gen X</td>
<td>26%</td>
</tr>
<tr>
<td>Millenials</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>% of Patients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>52%</td>
</tr>
<tr>
<td>Men</td>
<td>48%</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Zip Code</th>
<th>% of Patients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cary</td>
<td>36%</td>
</tr>
<tr>
<td>Raleigh</td>
<td>20%</td>
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<tr>
<td>Apex</td>
<td>14%</td>
</tr>
<tr>
<td>Fuquay Varina</td>
<td>7%</td>
</tr>
<tr>
<td>Holly Springs</td>
<td>6%</td>
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<tr>
<td>Morrisville</td>
<td>5%</td>
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<tr>
<td>Garner</td>
<td>4%</td>
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<tr>
<td>Clayton</td>
<td>4%</td>
</tr>
<tr>
<td>Durham</td>
<td>2%</td>
</tr>
<tr>
<td>Willow Spring</td>
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</table>

<table>
<thead>
<tr>
<th>Diagnosis</th>
<th>Category</th>
<th>Dx Desc</th>
<th>% of Patients</th>
</tr>
</thead>
<tbody>
<tr>
<td>M545</td>
<td>Spine</td>
<td>Low back pain</td>
<td>32%</td>
</tr>
<tr>
<td>M1711</td>
<td>Ortho-knee</td>
<td>Primary osteoarthritis (right, left, or bilat)</td>
<td>28%</td>
</tr>
<tr>
<td>M542</td>
<td>Spine</td>
<td>Cervicalgia</td>
<td>15%</td>
</tr>
<tr>
<td>M5136</td>
<td>Spine</td>
<td>Lumber intervertebral disc degeneration</td>
<td>5%</td>
</tr>
<tr>
<td>M5416</td>
<td>Spine</td>
<td>Radiculopathy, lumbar region</td>
<td>4%</td>
</tr>
<tr>
<td>M25561</td>
<td>Ortho-knee</td>
<td>Pain in right knee</td>
<td>4%</td>
</tr>
<tr>
<td>M4806</td>
<td>Spine</td>
<td>Spinal stenosis, lumbar region</td>
<td>4%</td>
</tr>
<tr>
<td>M19011</td>
<td>Ortho-shoulder</td>
<td>Primary osteoarthritis, shoulder</td>
<td>4%</td>
</tr>
<tr>
<td>M7541</td>
<td>Ortho-shoulder</td>
<td>Impingement syndrome of shoulder</td>
<td>3%</td>
</tr>
<tr>
<td>M75121</td>
<td>Ortho-shoulder</td>
<td>Complete rotator cuff tear/rupture of shoulder</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Grand Total**: 100%
# Customer Analysis (Real World #2)

## Generation % of Patients

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<tr>
<td>Men</td>
<td>41%</td>
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## Zip Code % of Patients

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</tr>
<tr>
<td>Durham</td>
<td>24%</td>
</tr>
<tr>
<td>SANFORD</td>
<td>15%</td>
</tr>
<tr>
<td>Cary</td>
<td>9%</td>
</tr>
<tr>
<td>PITTSBORO</td>
<td>7%</td>
</tr>
<tr>
<td>Raleigh</td>
<td>6%</td>
</tr>
<tr>
<td>HILLSBOROUGH</td>
<td>4%</td>
</tr>
<tr>
<td>Apex</td>
<td>3%</td>
</tr>
<tr>
<td>FAYETTEVILLE</td>
<td>3%</td>
</tr>
<tr>
<td>SILER CITY</td>
<td>2%</td>
</tr>
<tr>
<td>Grand Total</td>
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## Category Diag Code Year Sum of Frequency

- Seborrheic keratosis: 1933
- Uncertain/unspecified neoplasm: 1752
- Dermatitis: 1673
- Benign neoplasm: 1579
- Acne: 1403
- Other: 1349
- Actinic keratosis: 1176
- Melanocytic nevi: 1027
- Basel cell carcinoma: 746
- Post-op: 677
- Grand Total: 13315
Customer Analysis by Location

- Cary location sees more Millennials than other locations.
- Sanford has the oldest patient population.
At what stage are patients using review sites?

Online reviews have a small impact on patient retention, but they play a big role in generating new patients and growing your practice …

- 77% of patients use online reviews before selecting a physician
- 16% use reviews to validate a physician they are considering
- Only 7% use reviews to evaluate a current physician

![Pie chart showing percentages of patients using reviews at different stages.]

- 77% Before selecting a doctor
- 16% After selecting a doctor
- 7% To evaluate current doctor
Other factors patients consider

• 47% of patients who look at review sites report being interested in both the individual physician reviews and entire practice reviews.

• 40% are only interested in individual physician reviews.

• 47% of patients say they would go out-of-network for a physician who has similar qualifications to an in-network physician, but who has better reviews.

• 28% say quality of care is the most important factor of online reviews, while 26% say ratings are most important.
What will patients and prospects find online about your doctors and your practice?
Online assets within your control

Where you control the message:

• Your practice’s website
• Your practice’s blog
• Your practice’s social media channels: Facebook, Linkedin, Twitter, Google+, etc.
• Online advertising for which you pay (Google Adwords, sponsored content on social media sites, etc.)

But there are conversations taking place about your doctors and your practice elsewhere on the internet …
Where might you be reviewed or rated?
“But I’m worried about negative reviews.”

Don’t be. Only 6% of patients write “very” or “somewhat negative” reviews.

But if you DO get a negative review, RESPOND right away. 60% of patients say it is "very important" or "moderately important“ for physicians to respond to poor reviews.
Turn negatives into positives

1. Don’t over react – imagine the response as you would deliver it face to face in the middle of the waiting room.

2. Use a template type of an approach. This allows for consistency. Tweak to the different situations.

3. Use corrective action words along with the words “we and I” – demonstrates accountability and adaptability
Negative to Positive – Ultimate Method

In recognition of the successful completion of the course of study as prescribed by the Board of Trustees hereby confers upon

Your Name

the degree of

Success & Prosperity

with all rights, privileges and honors thereunto appertaining.

Award of Excellence

applicant

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5 steps to managing your practice’s online reputation
5 steps to managing your online reputation

1. Stop resisting; embrace online reputation as an asset

   • Understand that word-of-mouth is powerful, and you have an opportunity to **make reviews work in your favor**

   • Make sure your own social media sites **have review sections that are easily accessible**

   • Know that **there will be negative reviews**, and have a plan in place for addressing them

   • **Dedicate resources** (internal or external) to proactively cultivate reviews and manage your practice’s reputation
5 steps to managing your online reputation

2. Research to see the full picture

• See what comes up in a Google search for your practice and your individual doctors

• Use the free tool at www.yext.com to discover online directory listings for your practice (then claim and maintain the listings)

• Check your own online assets – you may have reviews on Google+ and Facebook that you don’t even know about

• Search specific medical review sites to see how you rank
5 steps to managing your online reputation

3. Start cultivating reviews

- Engage your doctors, nurses and front desk personnel to provide the kind of care and service that is deserving of positive reviews

- Craft a message to ask for reviews … “Our practice depends on referrals, so we’d very much appreciate you sharing your experience with others online …”

- Post a sign at your check-in and check-out desks letting patients know where they can go to review your practice

- Equip your docs with “review us online” cards to give patients after a positive interaction
4. Monitor reviews and respond whenever possible

- Always respond on your own review sites, and on third-party review sites where it’s possible to respond, DO!
- Respond to positive reviews with a note of thanks
- Respond to negative reviews by:
  - Keeping your cool
  - Being humble
  - Choosing your language carefully – “we” is better than “I”
  - Acknowledging the patient’s concern
  - Showing an effort to correct the issue
- Use the feedback to learn about how others view your practice; be willing to make changes in your practice operations
5 steps to managing your online reputation

5. Continuously tell your own positive story online

• Publish online content that represents your practice’s brand and reflects your attitude – professional, helpful, kind, compassionate, whatever it may be

• Carry that message across all your online assets:
  – Website
  – Social networks
  – Blog
  – e-Newsletters

• Reinforce your messages with consistency and frequency
Parting thoughts …
Positive not negative – Would you do this in your waiting room?

Then don’t do it online 😊
Tone is never really known...

I don't have time to consider your context!
No winner here...

Arguing on the internet

Yeah, it's pretty much like this.
Improve from what you learn…

“Without continual growth and progress, such words as improvement, achievement, and success have no meaning.”

-Benjamin Franklin
Reviews are a constant competitive advantage

Patient reviews and ratings give you insight to transform into a patient-centric practice

- Reviews sites provide qualitative insight into specific patient concerns
- They platform that enables you to listen to patients
- They offer ideas for practices to improve the overall patient experience
- They are taking the place of word-of-mouth referrals from one patient to another
Turn patients (customers) into Advocates

Advocates

- Satisfied
- Recommend
- Repeat Service
Your weekly checklist

Proactively work your online presence at least a few hours each week:

- **Search engine results**: Keep tabs using a variety of keywords and search with Google, Bing, Yahoo! Search, Ask and others

- **Local directory listings**: Regularly check “find a doctor” sources, business listings, insurance-provider lists, hospital databases, city search directories, etc., to maintain accurate listings for your practice

- **Blog and social media**: Maintain your blog and social networks with fresh and engaging material; engage on related forums and discussion groups

- **Physician rating and review sites**: Compile a list of online listings to watch, and actively seek reviews from your patients
Connect with MSOC

www.facebook.com/MSOCHealth

www.linkedin.com/company/MSOC-Health

http://www.msochealth.com/blog/

Need Online Presence help from a pro? We recommend: group3communications

group3online.com