



# 5 steps to successfully managing Your Online Reputation

How to become the choice for more patients in your market

## INTRODUCTION

# Today's host



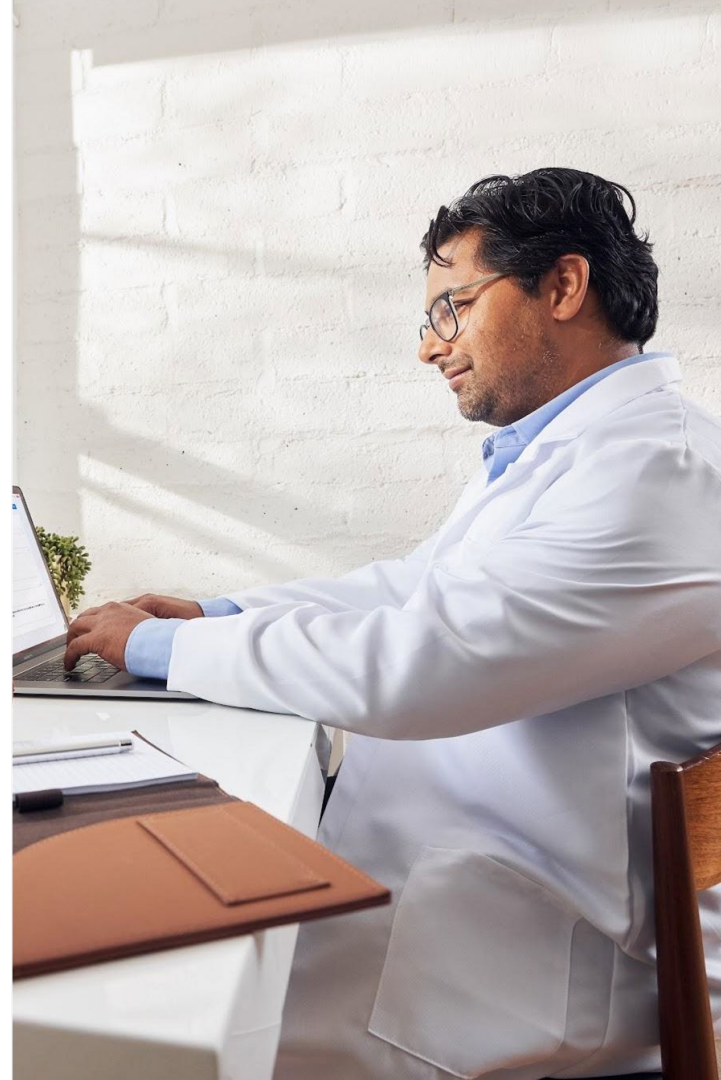
**Bianca Wollman**

**Sr. Customer Marketing Manager**

Manages all practice-facing marketing initiatives to facilitate product adoption and practice growth. She has extensive experience in customer success, providing strategic recommendations and counsel for healthcare practices.

# Today's session

- 01 **STEP 1: UNDERSTAND REPUTATION IMPACT**  
The influence and aspects of an online review
- 02 **STEP 2: CREATE A COMPLETE ONLINE PRESENCE**  
Optimized online profiles, concerted focus on Google
- 03 **STEP 3: GET PROACTIVE WITH PATIENT COMMUNICATIONS**  
Laying the groundwork for a positive experience
- 04 **STEP 4: REQUEST FEEDBACK THE RIGHT WAY**  
The key to more reviews and patient testimonials
- 05 **STEP 5: ADDRESS NEGATIVE FEEDBACK**  
Responding to patients as a growth strategy



WHO IS PATIENTPOP?

# We are leaders in practice growth

With a focus on continuous innovation, we help practices thrive with the industry's all-in-one practice growth platform, HIPAA-compliant and proven to deliver measurable improvements.



01

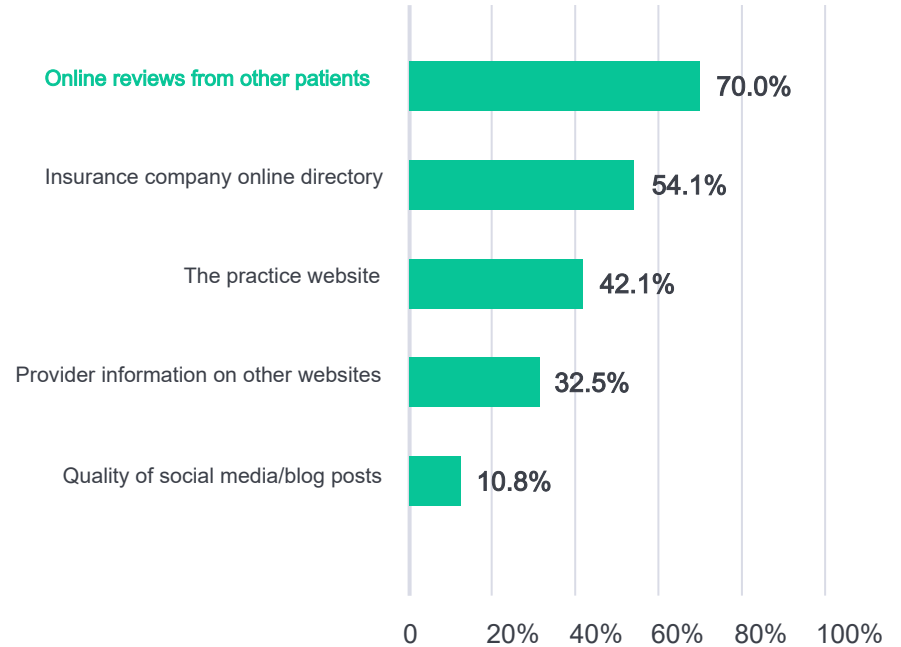
# The influence and components of online patient reviews

PATIENT REVIEWS

# Reviews are highly influential

# 7 of 10

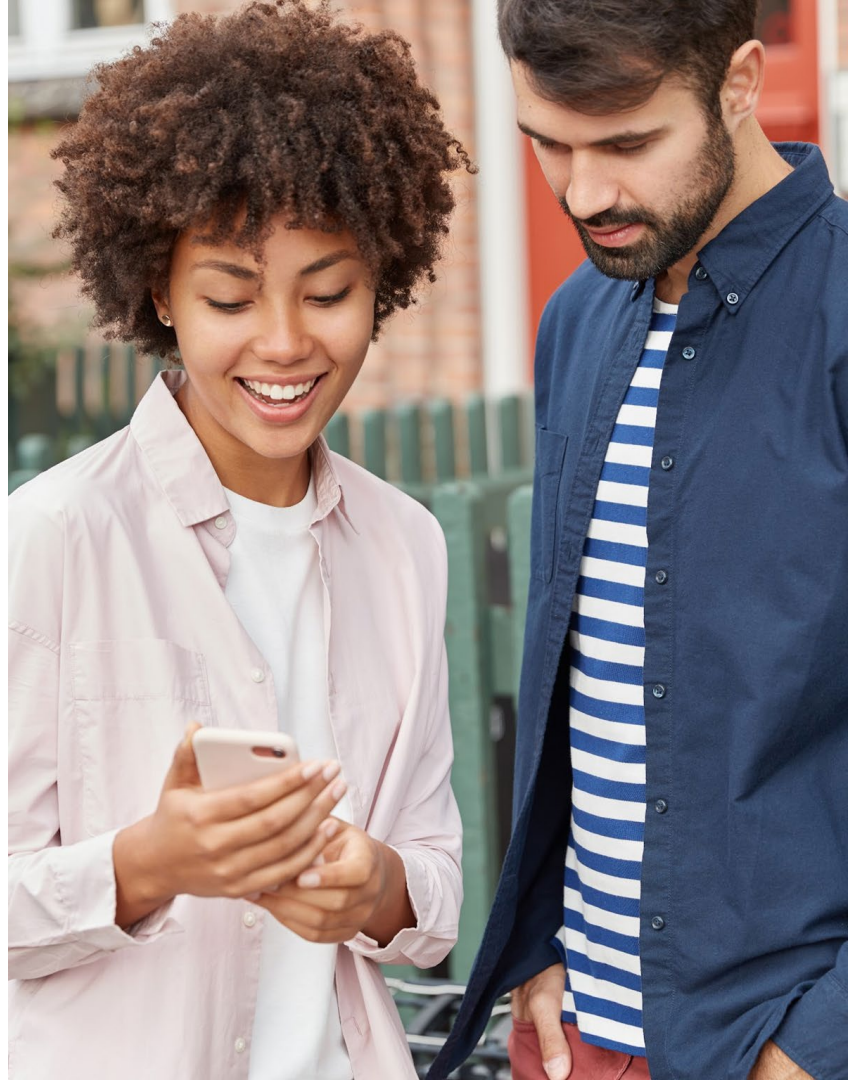
patients say reviews contribute to their decision when choosing a provider.

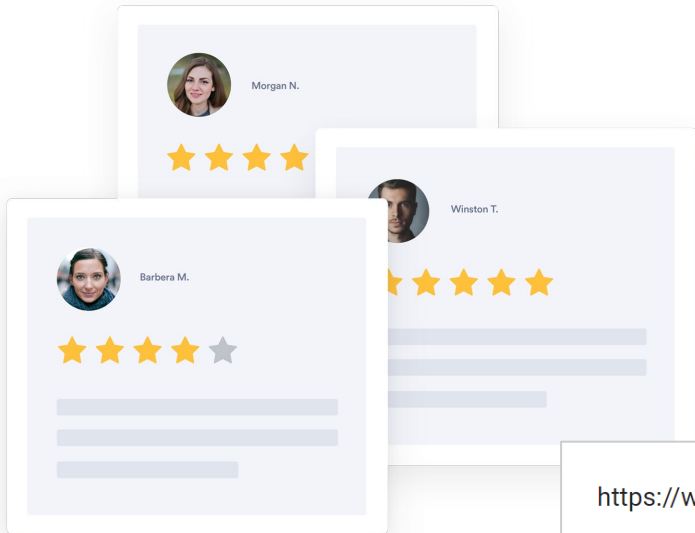


# 3 of 10

healthcare providers say  
they **do not address** their  
online reputation.

Source: [2020 practice growth survey report](#), PatientPop





# 72.9%

of patients consider positive reviews  
**very or extremely important** when  
choosing a provider.

<https://www.vitals.com> > ... > CA > Santa Monica ▾

**Dr. Shamsah Amersi, MD: Santa Monica, CA - Vitals.com**

Dr. **Shamsah F Amersi**, MD is a doctor primarily located in Santa Monica, CA. She has 23 years of experience. Her specialties include Obstetrics & Gynecology.

★★★★★ Rating: 4.8 · 156 votes



## REPUTATION REVIEW

# Creating a strong online reputation

Three major components make or break a patient's decision when choosing a doctor.

**Required need:** Avoid being immediately ignored

**Recommended:** Position for strong consideration



**Total number of reviews**

**Required:** Minimum of 10

**Recommended:** 40 or more



**Average star rating**

**Required:** Minimum of 4

**Recommended:** 4.2 or greater



**Frequency of reviews**

**Required:** 12 reviews / month

**Recommended:** 1-2 reviews per week

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Total number of reviews

17.9%



Average star rating

49.2%



Frequency of reviews

32.9%

# The link between reputation and search results

Review “signals” help determine your relevance

Importance of online reviews:

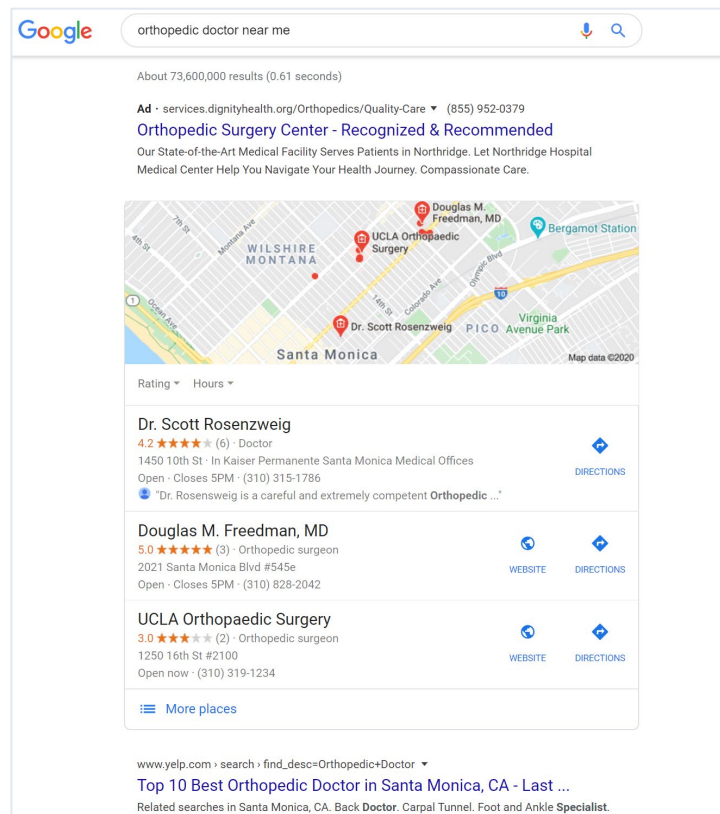
4th overall (after web pages, links, “GMB”)

2nd for the Google local pack

Search engines consider velocity and diversity

Reinforce that you’re receiving a notable volume of legitimate reviews

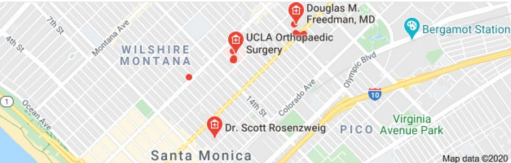
Review signals account for as much as **16%** of search result factors.



Google orthopedic doctor near me

About 73,600,000 results (0.61 seconds)

Ad · services.dignityhealth.org/Orthopedics/Quality-Care (855) 952-0379  
**Orthopedic Surgery Center - Recognized & Recommended**  
Our State-of-the-Art Medical Facility Serves Patients in Northridge. Let Northridge Hospital Medical Center Help You Navigate Your Health Journey. Compassionate Care.



Rating Hours

**Dr. Scott Rosenzweig**  
4.2 ★★★★★ (6) · Doctor  
1450 10th St · In Kaiser Permanente Santa Monica Medical Offices  
Open · Closes SPM · (310) 315-1786  
“Dr. Rosenzweig is a careful and extremely competent Orthopedic ...”

**Douglas M. Freedman, MD**  
5.0 ★★★★★ (3) · Orthopedic surgeon  
2021 Santa Monica Blvd #545e  
Open · Closes SPM · (310) 828-2042

**UCLA Orthopaedic Surgery**  
3.0 ★★★★★ (2) · Orthopedic surgeon  
1250 16th St #2100  
Open now · (310) 319-1234

More places

www.yelp.com › search › find\_desc=Orthopedic+Doctor  
**Top 10 Best Orthopedic Doctor in Santa Monica, CA - Last ...**  
Related searches in Santa Monica, CA. Back Doctor. Carpal Tunnel. Foot and Ankle Specialist.

02

**A complete, consistent  
online presence**

# Take control of your overall online brand

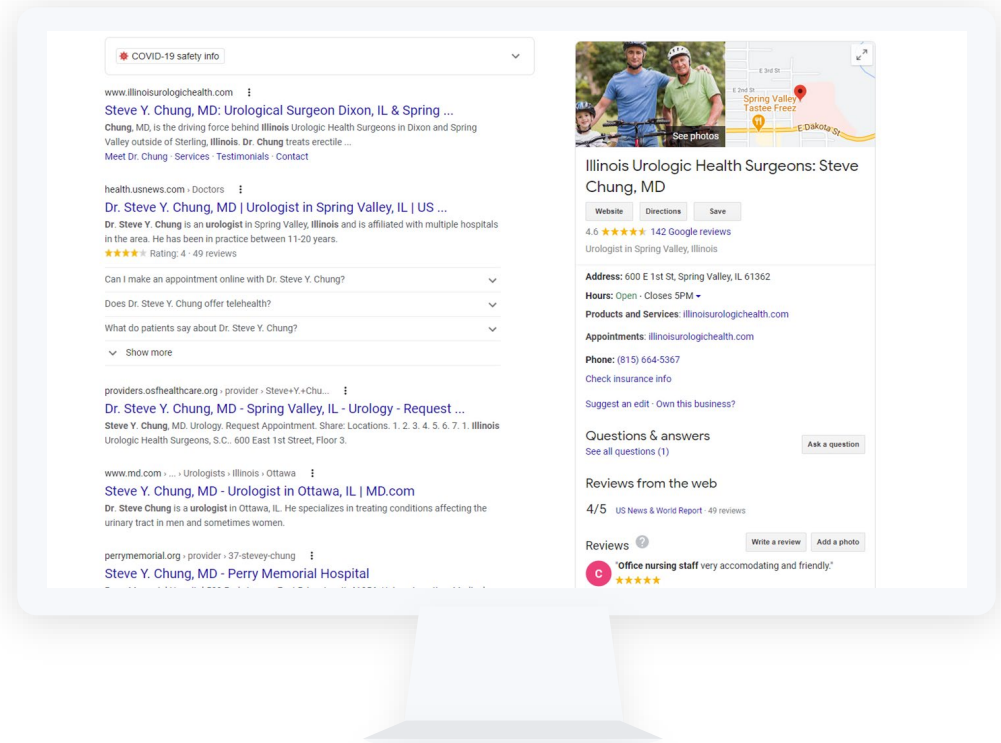
## Your web presence includes

Practice website

Online business listings

Healthcare profile websites

Social media channels



Your Google branded search results = your Google "homepage"

## MANAGING REPUTATION

# Claim and optimize business listings

Ensure all your information is present and correct:



Name, address, phone number (NAP)



Description of your practice



Proper category selection



Practice website URL



Business hours

CLAIM YOUR BUSINESS LISTINGS ON:







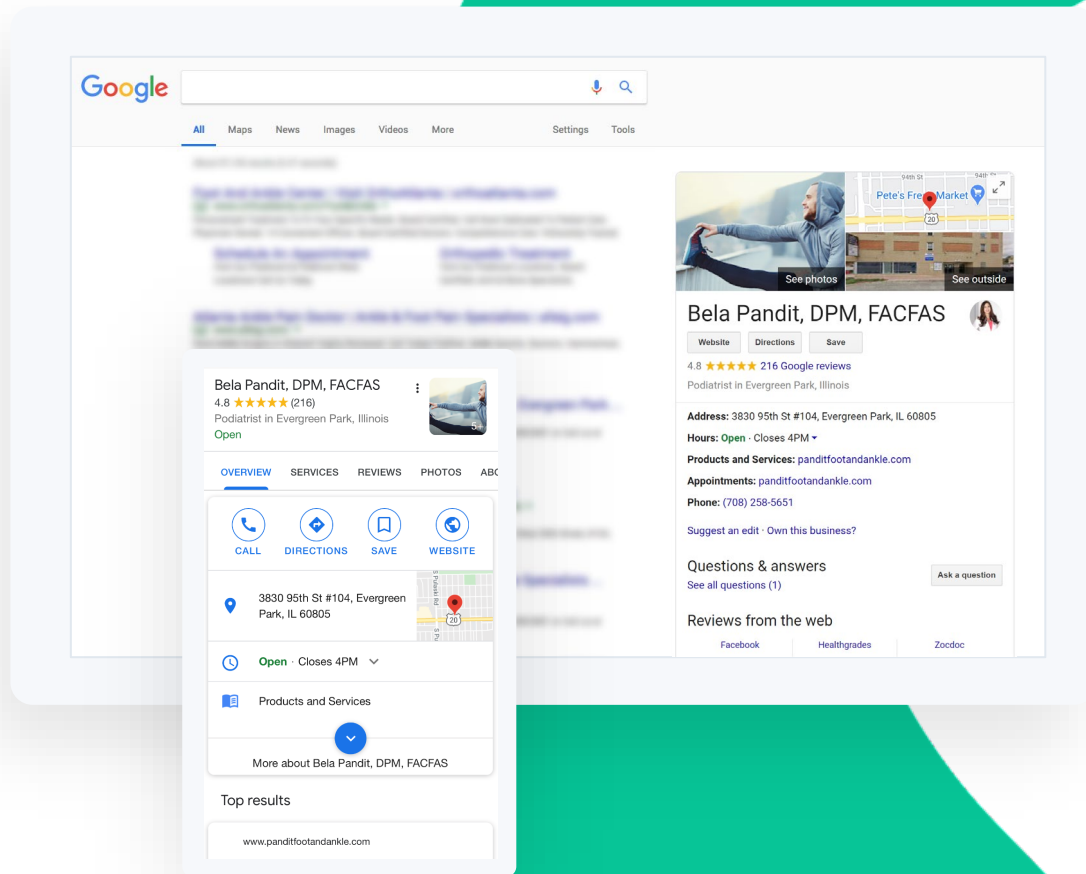
GOOGLE INSIGHT

# Google My Business

Best way to position your practice for local search queries

Essential for raising the visibility of your practice —or any business

Displays in knowledge panels, Google Maps, Local Pack, Local Finder...



GOOGLE MY BUSINESS

# Ensure details are correct

Follow same audit process as all online profiles

Critical information:



Name, address, phone number



Business hours



Website URL

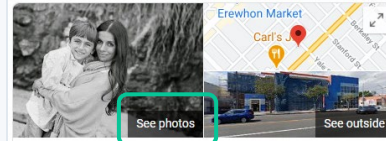


Category and description



Make sure your practice name is **consistent** everywhere

Add a photo album.



Shamsah Amersi, MD

Website Directions Save Call

4.9 ★★★★★ 550 Google reviews

Obstetrician-gynecologist in Santa Monica, California

COVID-19 info: dramersi.com

Get online care: dramersi.com

Address: 2825 Santa Monica Blvd #320, Santa Monica, CA 90404

Hours: Open · Closes 5PM

Products and Services: dramersi.com

Appointments: dramersi.com

Phone: (310) 264-5600

Check insurance info

Suggest an edit · Own this business?

Know this place? Share the latest info

Questions & answers

See all questions (3)

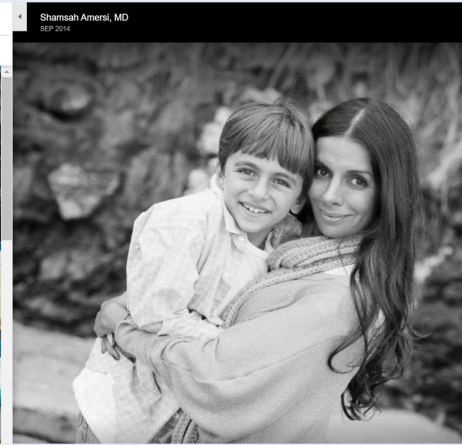
Ask a question

Reviews from the web

Zocdoc

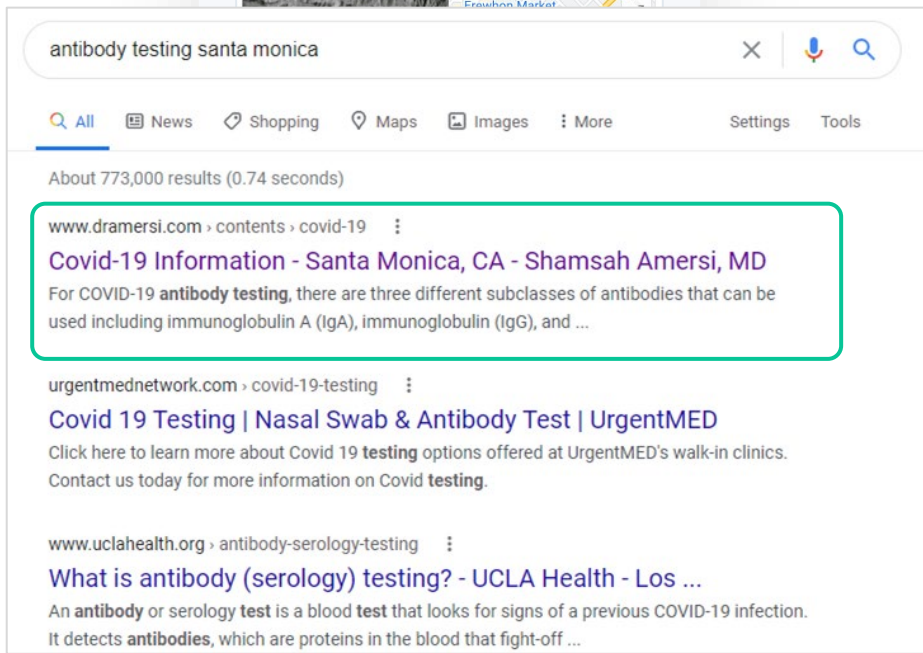
Sharecare

US News & World



GOOGLE MY BUSINESS  
Optimize your  
profile

Give patients every opportunity to contact you.



GOOGLE MY BUSINESS

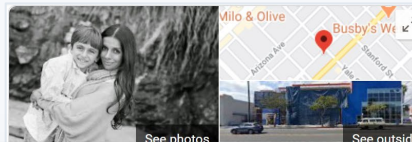
## Step 2: Optimize your profile

Reviews from the web

Zocdoc	Sharecare	US News & World Report
4.8/5	4.5/5	...

# Take advantage of advanced features

GOOGLE MY BUSINESS



## Shamsah Amersi, MD

2825 Santa Monica Blvd Suite 320, Santa Monica, CA



Ask a question

What should a young woman expect to talk about during her first gynecologist appointment? ⋮

👍 1    💬 Answer    🚩



**Shamsah Amersi, MD (Owner)** ⋮

2 years ago

I want my young patients to enjoy good health while feeling comfortable and confident in their bodies. I can answer any questions and provide advice on things like periods, cramps, PMS, sexual health, and other health questions related to your overall well-being.

👍 1    🚩

GOOGLE MY BUSINESS

# Take advantage of advanced features




Questions & answers [Ask a question](#)  
[See all questions \(3\)](#)

Reviews from the web

Zocdoc	Sharecare	US News & World Report
4.8/5	4.5/5	5/5
706 reviews	133 reviews	997 reviews

[Send to your phone](#) [Send](#)

Reviews [Write a review](#) [Add a photo](#)

-  "Not only is she an amazing **doctor** but her and her **staff** are the sweetest **people**."  
★★★★★
-  "She is extremely knowledgeable, personable, and has such great **energy**."  
★★★★★
-  "I highly recommend her to all my friends and **family** in the **area**."  
★★★★★

[View all Google reviews](#)

POLL QUESTION

**What is the status of your  
Google business profile?**

03

# Proactive patient communications



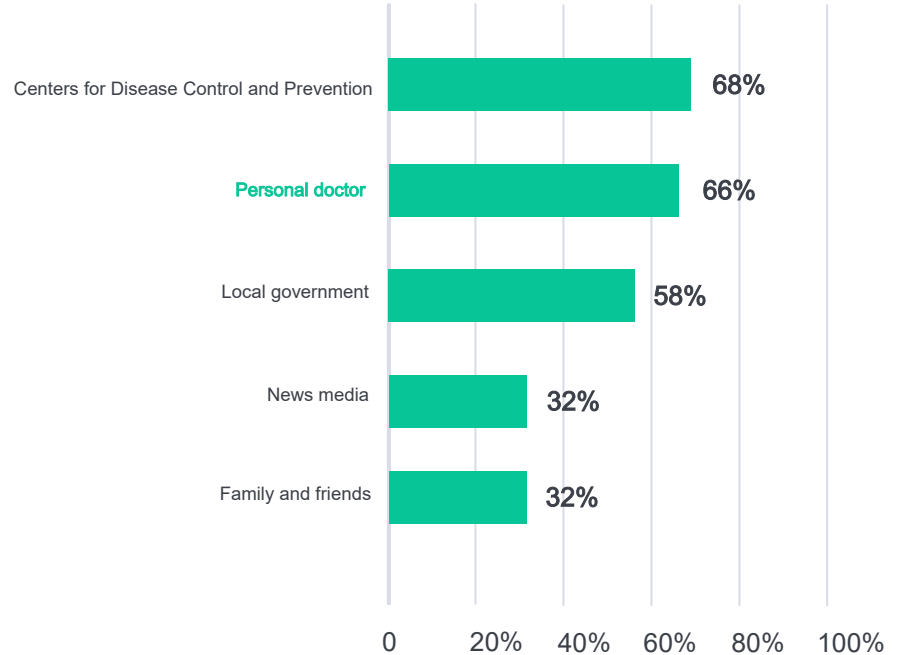
PROACTIVE COMMUNICATION

# Keep your patients informed

587%

patients say their doctor is their trusted source of COVID-19 information

## Who patients trust most for COVID -19 information



Sources: [Associated Press-NORC Center for Public Affairs Research poll](#)  
2020 PatientPop patient survey data

# Top tips for proactive patient communication

## Talk with your staff first

The practice stays informed, maintains consistent message

## Keep patients apprised of changes

Share updates to hours, safety protocol and guidelines

## Squash misinformation

Set the tone, do away with rumors, cite your sources

## Focus on what's important to patients

Litmus test to determine topics and need



# Email marketing campaigns

Create a schedule in advance.

Determine your frequency and recipient list. Stay flexible.

Select topical content.

Focus on practice information, answer patients' FAQs.

Prioritize your subject line.

Patients can't read what they won't open. Include your practice name.

Always provide a call to action.

Every email should inspire patients to click, book, call.

POLL QUESTION

**Which of these communication channels  
Do you use at your practice?**

04

# Requesting patient feedback



**What's the secret to receiving  
more patient feedback?**

**Ask for it.**

# 2021: Patients have more to say

Aspects of the healthcare experience have changed

## New experiences at your practice

Changes to registration, check-in; added safety screenings and protocols

## More logistics and services to review

Virtual care, COVID-19 testing or vaccine services

## Different expectations, preferences

More attention to touchless, self-service convenience; growing demand for online information

## More patients with concerns, questions, anxiety, frustration





## How to ask: Make it digital

### Asking in person can be awkward

May seem too forward, especially with long-time patients

### Offers an immediate opportunity at a patient review

Patients are 22 percent more likely to give feedback when asked

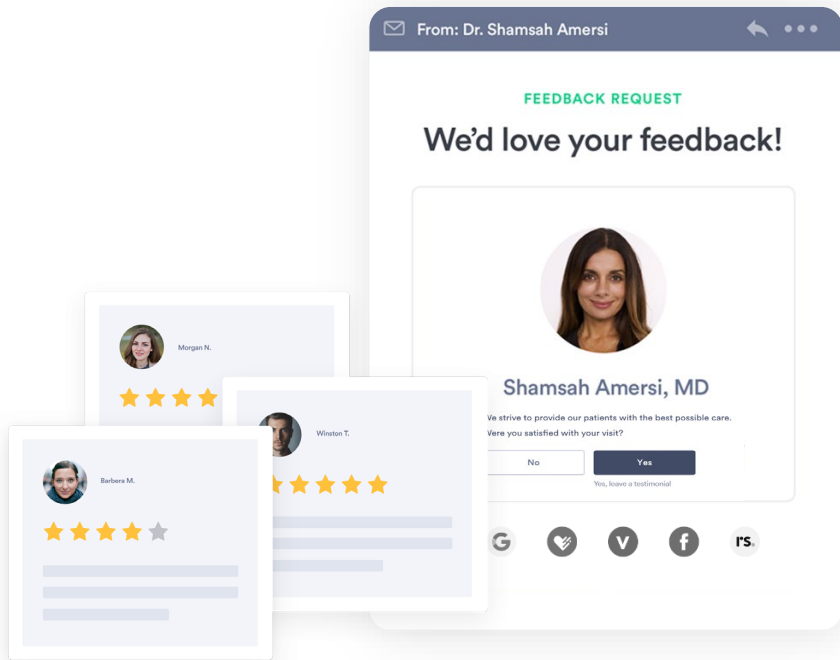
### Taps into existing digital habits

People leave feedback for products, restaurants, and services

**Request and receive feedback at scale.  
Make it easy for patients and staff.**

Source: PatientPop, [The patient perspective 2019: Online reputation](#)





## PATIENT FEEDBACK

# Send automated patient satisfaction surveys

The most efficient method for requesting and receiving patient feedback.

- 1 Saves staff time
- 2 Increases response rate
- 3 Inspires ongoing feedback

# Visual impact on search results

austin area obgyn

www.yelp.com › Health & Medical › Doctors › Fertility

### Austin Area Obstetrics, Gynecology, and Fertility - 43 Photos ...

379 reviews of **Austin Area** Obstetrics, Gynecology, and Fertility "Ladies - Dr. ... review is specifically related to the administrative staff situation at AA OBGYN."  
★★★★★ Rating: 4 - 379 reviews

www.facebook.com › ... › Pregnancy Care Center

### Austin Area OBGYN - Home | Facebook

Austin Area OBGYN - 12200 Renfert Way, Suite 100, Austin, Texas 78758 - Rated 4.6 based on 76 Reviews "Best facility I've ever been to! Dr Seeker and Dr..."  
★★★★★ Rating: 4.6 - 76 votes - Price range: \$\$\$\$

www.facebook.com › ... › Pregnancy Care Center

### Austin Area OBGYN - Home | Facebook

Austin Area OBGYN - 12200 Renfert Way, Suite 100, Austin, Texas 78758 - Rated 4.6 based on 97 Reviews "Dr Alyson Garcia is amazing I couldn't have ..."  
★★★★★ Rating: 4.6 - 97 votes

www.realtatientratings.com › Austin-AreaObstetrics-Gy...

### Austin Area Obstetrics, Gynecology, and Fertility Verified ...

Austin Area Ob-Gyn & Fertility is a top-rated obstetrics and gynecology practice serving patients in and around Austin, Texas. The multi-physician practice ...  
★★★★★ Rating: 4.7 - 597 votes

www.womenhealthy.com › obgyn-group-of-austin

### Reviews from the web

Facebook **4.6/5** 76 votes | Real Patient Ratings **4.7/5** 597 votes

### Popular times

Tues

3 PM: Usually not too busy

Send to your phone

### Reviews

Write a review Add

- "Very nice **decor**, friendly **staff**, light **music** playing in the **doctor's office**."
- "Highly professional **group** of bright doctors, **nurses** and **staff**."
- "I was very impressed with the **service** and **treatment** received."

brockton family doctor

Rating Hours

### Bethel Family Medicine

4.9 ★★★★★ (199) - Family practice physician  
111 Torrey St  
Closes soon · 7PM · (508) 588-1200

WEBSITE DIRECTIONS

### Dan Feleke, MD

5.0 ★★★★★ (2) - Family practice physician  
110 Liberty St  
(508) 894-0400

WEBSITE DIRECTIONS

### Douglas R. Grogan Jr, MD

4.9 ★★★★★ (84) - Family practice physician  
111 Torrey St  
Closes soon · 7PM · (508) 588-1200

WEBSITE DIRECTIONS

More places

www.goodsamaritanmedical.org › services-directory

### Primary Care Doctors in Brockton, MA | Good Samaritan ...

Primary Care Physicians for the Entire Family Our primary care physicians (PCPs) are board certified and located conveniently in your community, including **Brockton**, Randolph, Whitman and the Pearl Street Medical Complex on the Easton line.

www.signature-healthcare.org › medical-services › pri...

### Primary Care | Signature Healthcare

If it is determined after your TeleHealth visit, that you need to be seen, Signature Medical Group



HOME ABOUT THE PRACTICE PROVIDERS LOCATIONS SERVICES PATIENT RESOURCES VIDEO GALLERY TESTIMONIALS

## KEEPING YOU MOVING

Meet Our Physicians

BOOK APPOINTMENT

PAY YOUR BILL



Seeing all the Google reviews that have come through...several physicians come up to us and say 'I'm up to a 4.7, that's a whole lot better.' It means something to them."

We've gone from 100-something reviews to 1,012 this morning, in just a couple months.

**Adam Kelly**, marketing director,  
**West Tennessee Bone & Joint Clinic**

05

# Critical growth strategy: Responding to negative feedback

# The cost of ignoring dissatisfied patients

## When practices respond

Satisfied patients: 59%

## When practices don't respond

Satisfied patients: 3.6%



276%

increase in  
dissatisfaction rate

## ONLINE REPUTATION

# Responding to negative feedback

### Be prompt

Reply directly within 12 days.

### Be concise

Thank the patient. Let them know they're being heard. Offer to take the conversation offline.

### Be compliant

Stay within HIPAA regulations: No PHI, no reference to the appointment.



# Monitor patient feedback

## Look for direct feedback and posted reviews

Check email responses, business and healthcare listings sites

## Use feedback to improve the patient experience

Better understand what patients love and what they don't.

## Feature positive reviews on your website

Give potential patients another reason to book an appointment.





## In all communication... offer compassion

Consider patients' fears, uncertainty, concern about their well-being.

Think of the feedback process as an opportunity to share and comfort.

Remember that trust and loyalty are key assets for your business.

**69.2%** of patients would switch doctors  
for "a good listener"



# Today's reputation tips and takeaways

## Have a consistent web presence

Ensure accurate information across all sites, wherever your brand appears

## Keep your patients informed

Be proactive in communicating health information, office updates

## Bring your practice to life online

Include photos, information on specific services, bios of providers and staff

## Send automated surveys to patients

Request and receive feedback at scale; helps bolster review frequency

## Always respond to negative feedback

Retains current patients, conveys an excellent impression with prospective patients



## Overall practice growth score

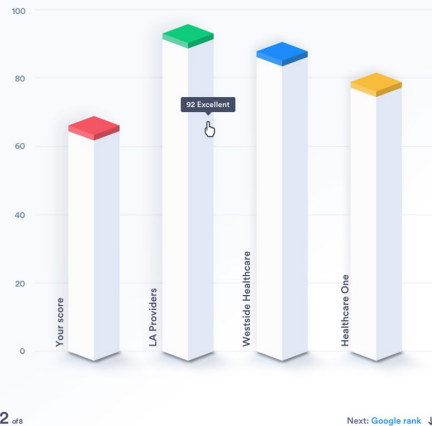
This is the average of all the scores from each of the factors affecting your practice growth.

Your score	65
LA Providers	97
Westside Healthcare	90
Healthcare One	80

What does this mean?

"PatientPop builds your website and handles your local listings, online presence and reputation, and online booking and scheduling. It's a remarkable solution."

Dr. Kamalz Siani, Beverly Hills, CA



# See how your practice stacks up...

## Find your practice growth score

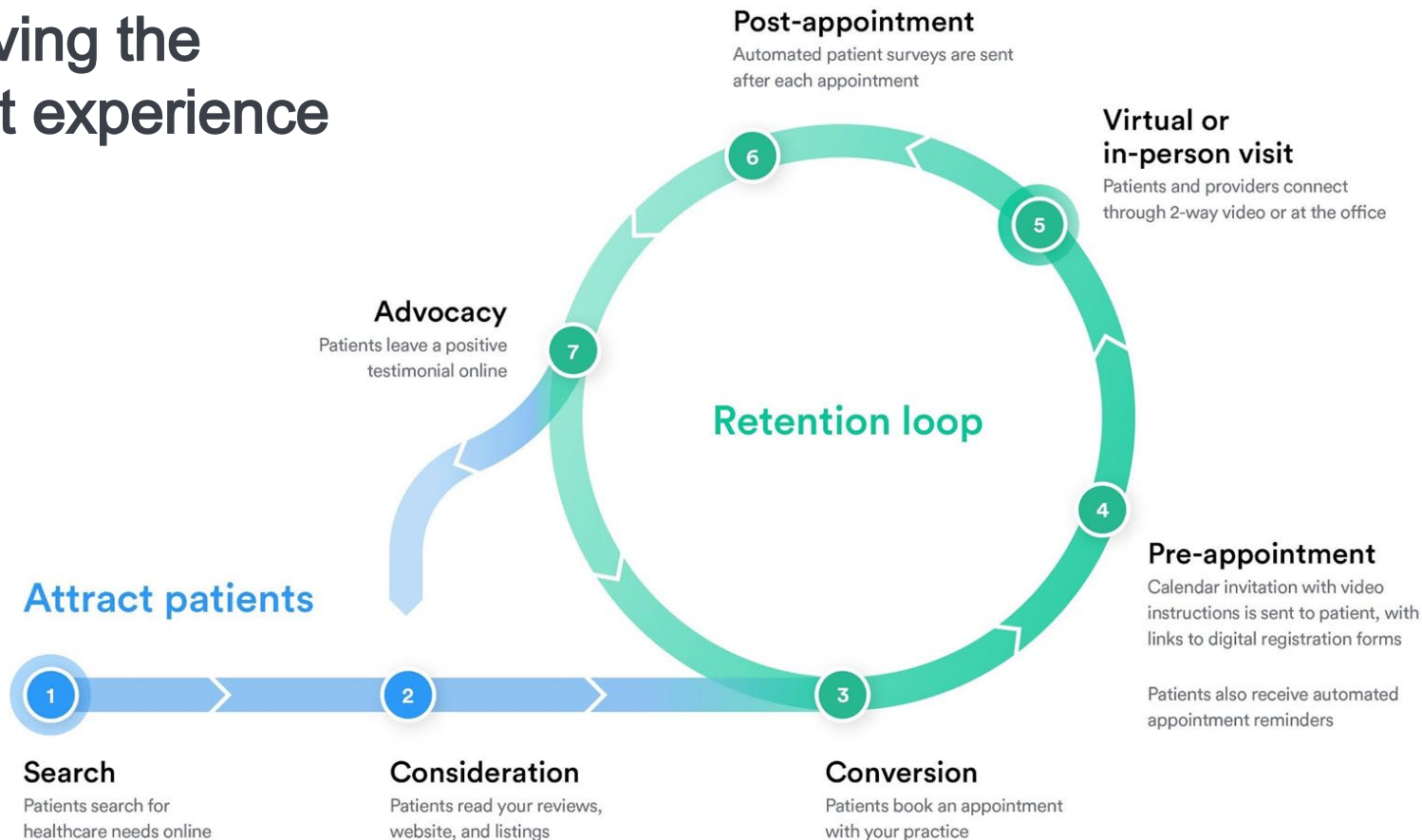
See your performance across four key elements:  
Google rank, web presence, site performance, reputation

## Understand the competition

Know how each of your metrics ranks against top performers in the market

[compare.patientpop.com /cap](https://compare.patientpop.com/cap)

# Improving the patient experience



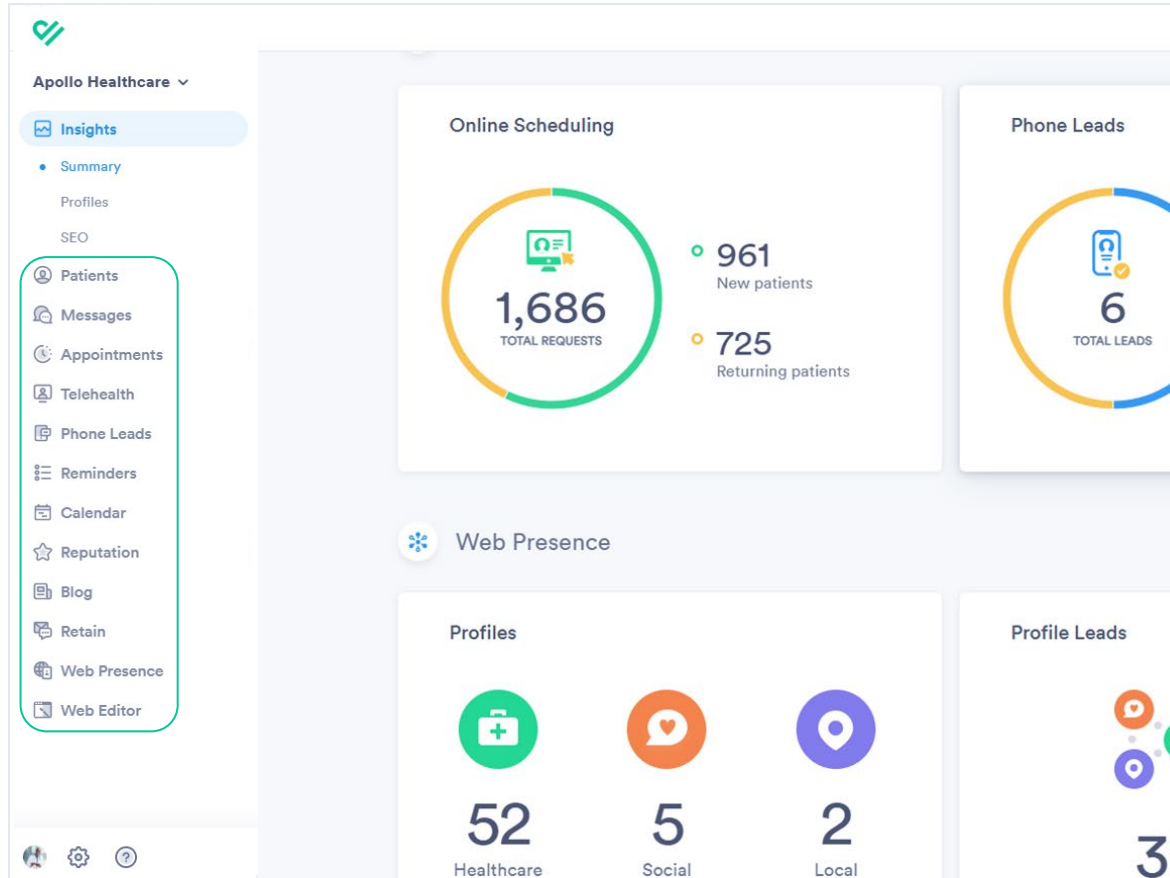
# Access to all touchpoints in one place

Eliminates a piecemeal approach to practice growth

Greatly reduces costs, software management

Avoids multiple programs... that don't connect with one another

Integrates key performance metrics into one interconnected display



# The all-in-one solution

SEO strategy and execution

Online profiles, web presence

Responsive, mobile-ready website

Blog and social media content

Online scheduling

Digital patient registration

Text messaging

Online reputation management

Appointment confirmations & reminders

Telehealth

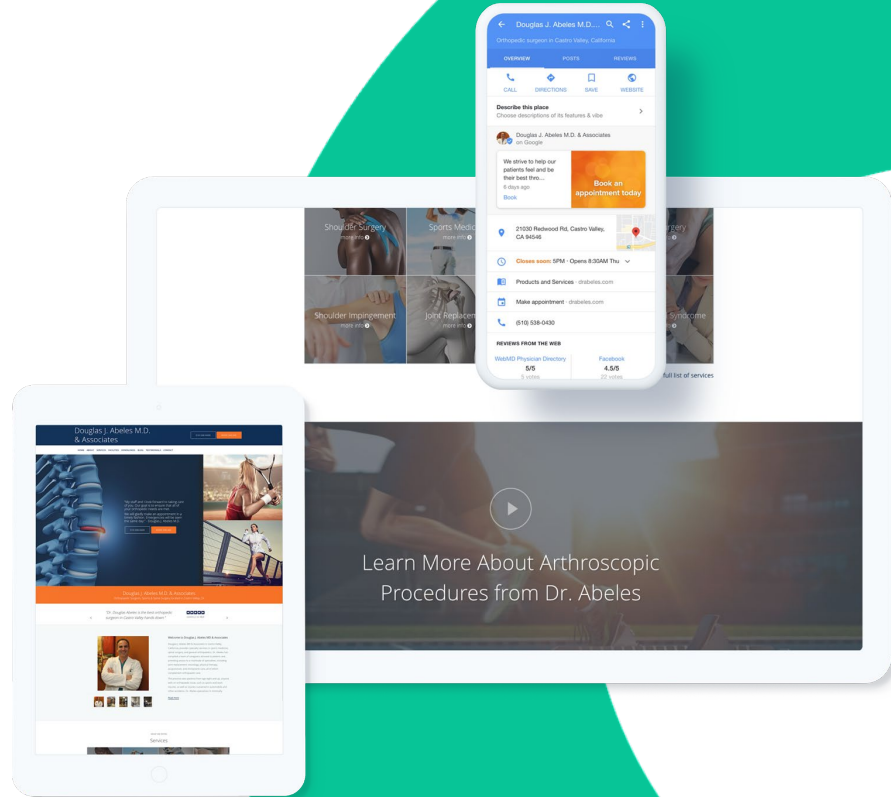
Patient satisfaction surveys

Email marketing campaigns

Performance analytics

Search advertising

EMR integration





THANK YOU

## Questions?

E: [webinars@patientpop.com](mailto:webinars@patientpop.com)

P: 844-487-8399

W: [patientpop.com](https://patientpop.com)

The background is a solid teal color. On the right side, there are several large, white, geometric shapes that resemble stylized chevrons or arrows pointing downwards and to the right. These shapes are layered and partially overlap each other.

From all of us at PatientPop  
**THANK YOU**