

Social Media and Dealing with the Chaos of Online Reviews

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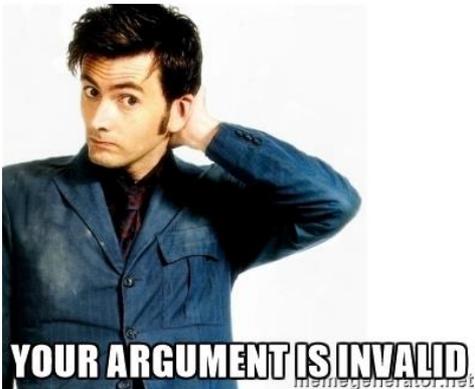


Learning Objectives

- 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...

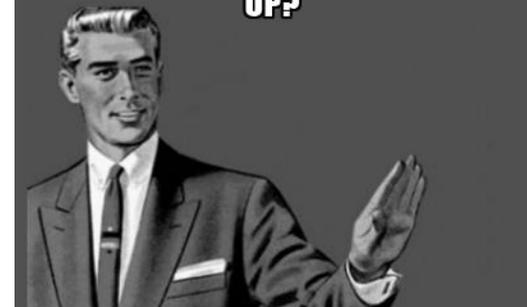
I'M THE DOCTOR!



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



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



GOOOOOODBYE
memegenerator.net

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 entity¹

Reputation consists of mentions, comments, recommendations and reviews across a buzzing, shape-shifting universe of online publishers and apps²

Your online reputation has a growing significance

If this is your current marketing plan...



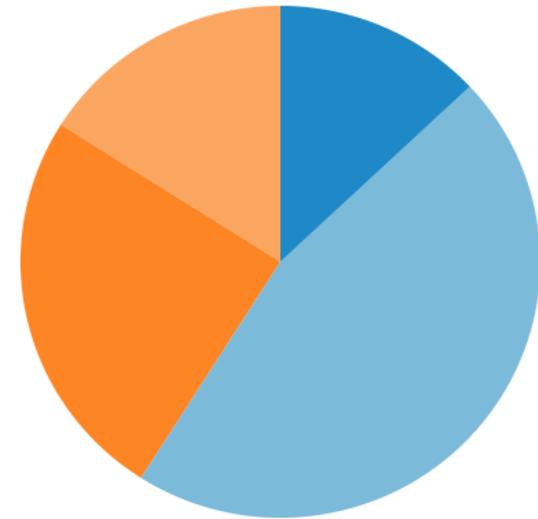
Welcome to the new word of mouth



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



13% Often
46% Sometimes
25% Rarely
16% Never

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

Generation	% of Patients
Pre-boomers	12%
Boomers	37%
Gen X	26%
Millenials	25%
Grand Total	100%

Gender	% of Patients
Women	52%
Men	48%
Grand Total	100%

Zip Code	% of Patients
Cary	36%
Raleigh	20%
Apex	14%
Fuquay Varina	7%
Holly Springs	6%
Morrisville	5%
Garner	4%
Clayton	4%
Durham	2%
Willow Spring	2%
Grand Total	100%

Diagnosis	Category	Dx Desc	% of Patients
M545	Spine	Low back pain	32%
M1711	Ortho-knee	Primary osteoarthritis (right, left, or bilat)	28%
M542	Spine	Cervicalgia	15%
M5136	Spine	Lumber intervertebral disc degeneration	5%
M5416	Spine	Radiculopathy, lumbar region	4%
M25561	Ortho-knee	Pain in right knee	4%
M4806	Spine	Spinal stenosis, lumbar region	4%
M19011	Ortho-shoulder	Primary osteoarthritis, shoulder	4%
M7541	Ortho-shoulder	Impingement syndrome of shoulder	3%
M75121	Ortho-shoulder	Complete rotator cuff tear/rupture of shoulder	2%
Grand Total			100%

Customer Analysis (Real World #2)



Generation	% of Patients
Pre-boomers	25%
Boomers	38%
Gen X	17%
Millenials	20%
Grand Total	100%

Zip Code	% of Patients
CHAPEL HILL	27%
Durham	24%
SANFORD	15%
Cary	9%
PITTSBORO	7%
Raleigh	6%
HILLSBOROUGH	4%
Apex	3%
FAYETTEVILLE	3%
SILER CITY	2%
Grand Total	100%

Gender	% of Patients
Women	59%
Men	41%
Grand Total	100%

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



Loc 1

Generation	% of Patients
Pre-boomers	24.52%
Boomers	38.53%
Gen X	16.88%
Millenials	20.08%
Grand Total	100.00%

Loc 6

Generation	% of Patients
Pre-boomers	10.19%
Boomers	30.21%
Gen X	25.36%
Millenials	34.24%
Grand Total	100.00%

Loc 2

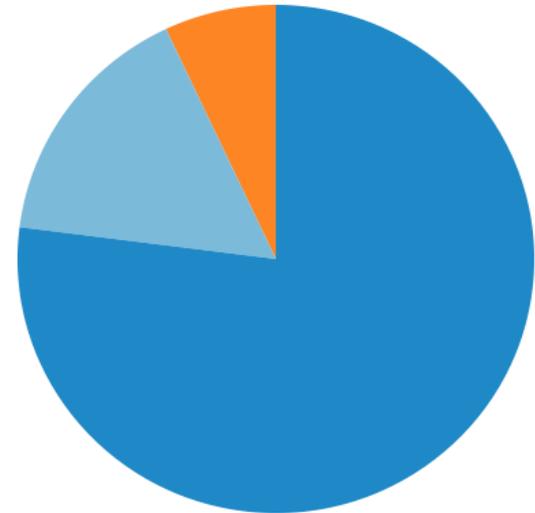
Generation	% of Patients
Pre-boomers	34.30%
Boomers	39.15%
Gen X	11.75%
Millenials	14.79%
Grand Total	100.00%

- 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



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.)

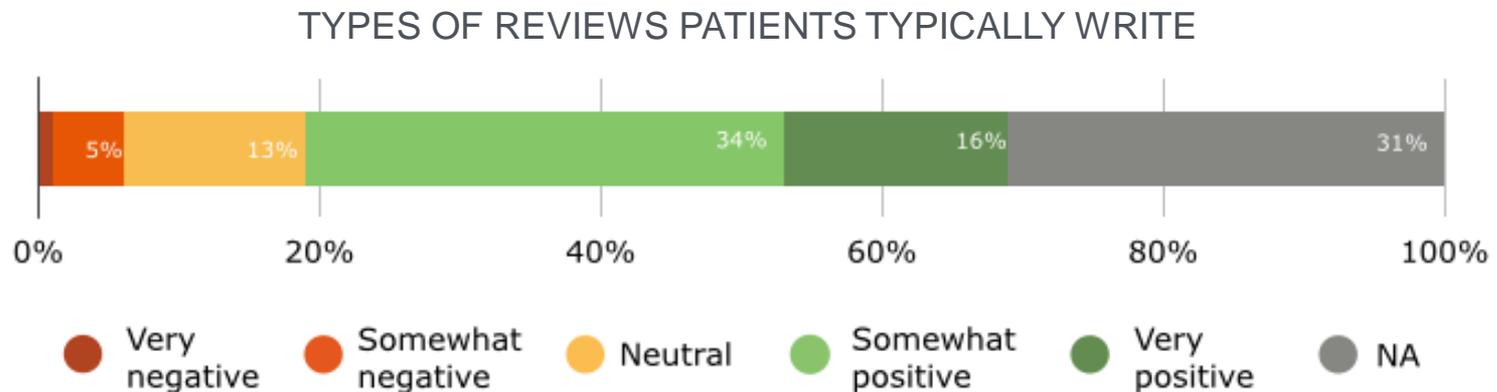
But there are conversations taking place about your doctors and your practice elsewhere on the internet ...

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

School Of Hard Knocks



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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

5 steps to managing your online reputation

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...



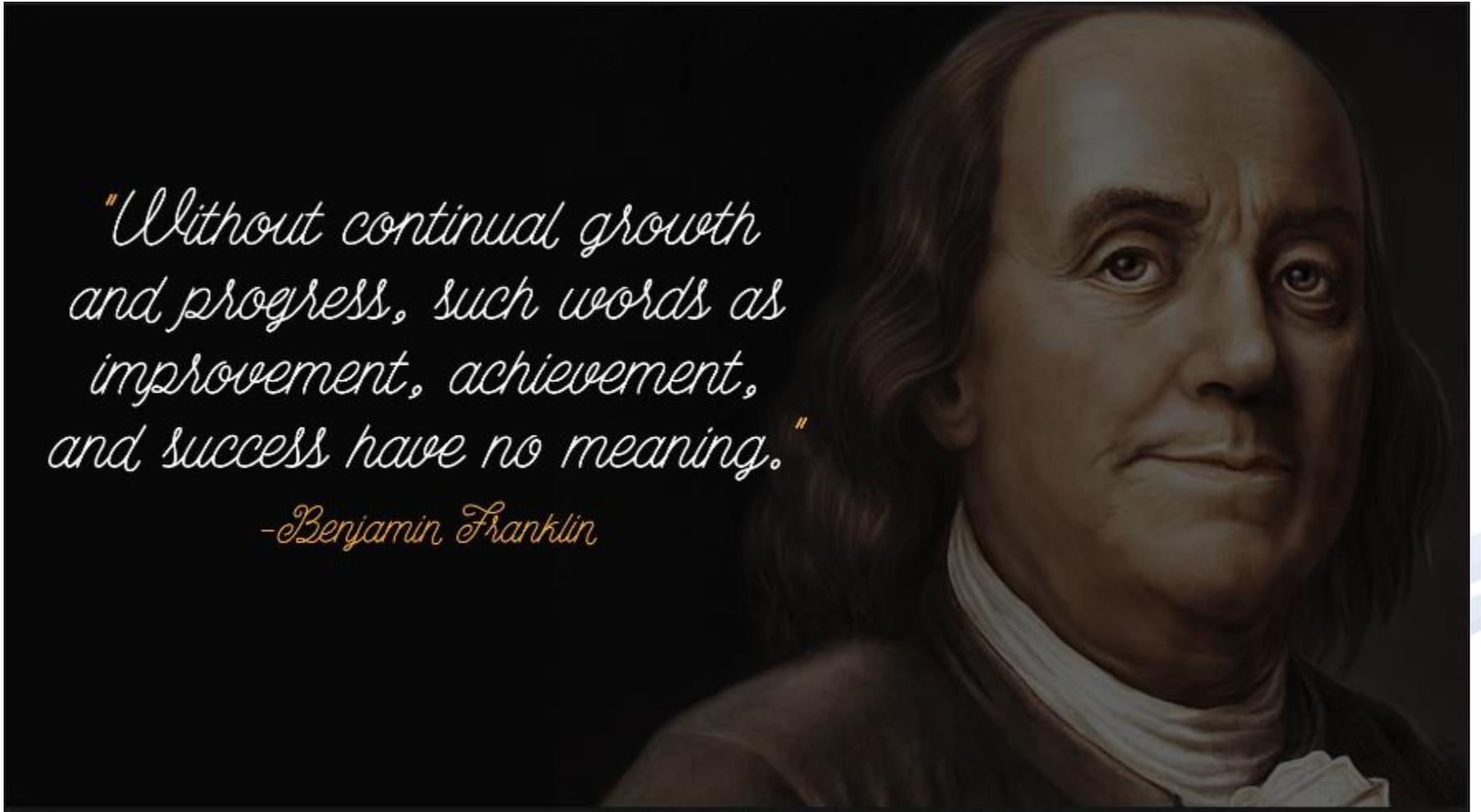
No winner here...



Improve from what you learn...

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

-Benjamin Franklin

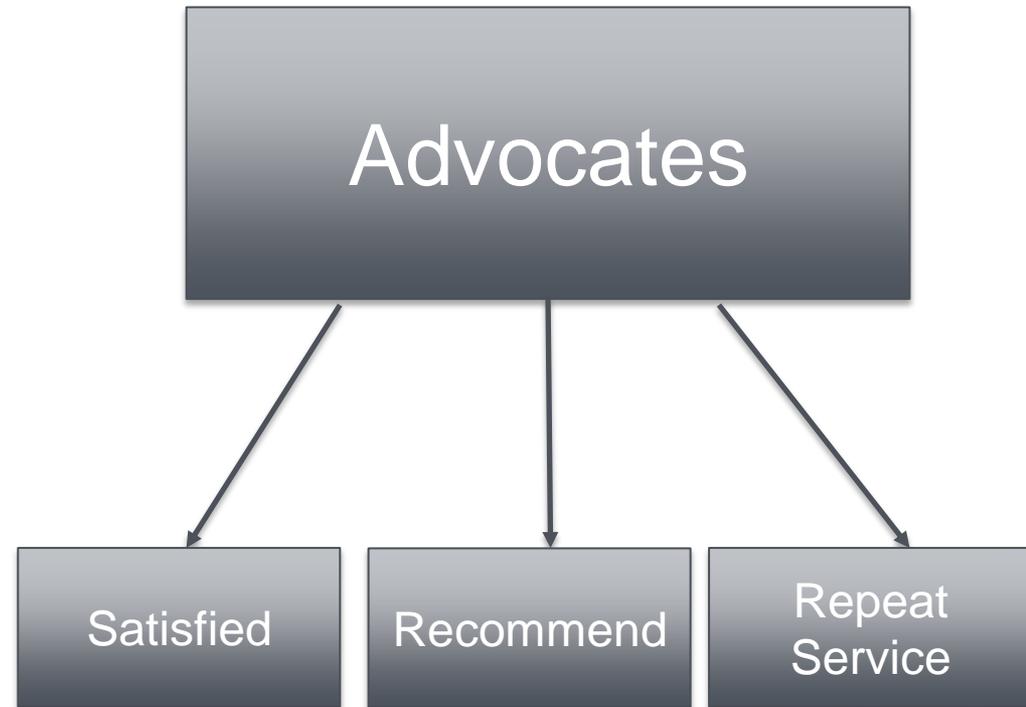


Reviews are a constant competitive advantage

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



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

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Thank You



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