

SPECIAL REPORT



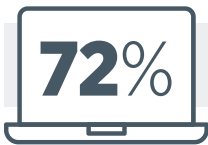
5 STRATEGIES TO ENCOURAGE POSITIVE ONLINE PHYSICIAN RATINGS

Patients are leaning heavily on physician reviews to help them select a physician.¹ Recent developments also suggest that these reviews may one day affect physician availability in payer networks.² As important as these reviews are — and may become — it helps to understand what they actually say and what your practice can do about them. This special report describes the nature of these reviews and offers strategies for encouraging positive ones to help you maintain a positive online reputation.

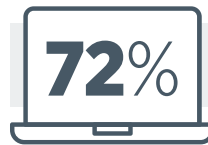
ONLINE PHYSICIAN REVIEWS REFLECT PATIENT EXPERIENCE, NOT MEDICAL CARE



Patients are using online review sites in great numbers as an important factor in selecting a physician.



72% use online reviews as their first step in finding a new doctor¹



72% consult a review website “often” or “sometimes”¹

48% would go out of their insurance network for a doctor with favorable reviews¹



...yet **96%** OF PATIENT COMPLAINTS RELATE TO CUSTOMER SERVICE — especially communication and physician/staff interactions — not medical care³

TOP CUSTOMER SERVICE COMPLAINTS³



COMMUNICATION: **53%**



WAIT TIMES & WAITING ROOMS: **35%**



PRACTICE STAFF: **12%**

TOP CUSTOMER SERVICE COMPLIMENTS IN FIVE-STAR REVIEWS³



BEDSIDE MANNER: **40%**



PRACTICE STAFF: **28%**



COMMUNICATION: **24%**

ENCOURAGE POSITIVE ONLINE PHYSICIAN REVIEWS WITH THESE 5 STRATEGIES

Because online physician reviews often relate to customer service, not healthcare, physicians have an opportunity to encourage positive reviews with these proactive strategies.

1 Create Profiles on Physician Review Sites

Initiating profiles on the major physician review sites provides visibility to a large potential patient population and helps you to positively impact online reviews.

2 Be Proactive About Addressing Patient Concerns

Routinely asking each patient about their experience and actively addressing any issues enhances patient satisfaction, fostering positive reviews and thwarting negative ones.

3 Be Bold and Consistent in Asking for Reviews

Asking patients to leave reviews can be daunting, but if you've been proactive in asking patients about their experiences and have worked to resolve any issues, the patient will be more willing to leave a positive review.

4 Provide Easy Ways for Patients to Leave Reviews

Try different strategies to encourage patients to leave reviews, such as a note on a patient's after-visit summary, links to online review sites in your patient portal and email signatures, and making tablets available for patients to leave reviews while they're waiting on billing, scheduling or their next appointment.

5 Develop a Strategy for Negative Reviews

65% of reviewers feel that it's important for physicians to respond to a negative review.¹ If you choose to respond, remember that your response becomes part of your online reputation and consider the following:

- ★ Don't personally attack the reviewer.
- ★ Follow any established practice guidelines.
- ★ Always maintain compliance with HIPAA and other applicable privacy laws.
- ★ Consider requesting that the site remove a review if the patient did not actually visit your practice.
- ★ Use neutral language in your response.
- ★ Thank them for providing feedback.
- ★ Stress that a great patient experience is important to you.
- ★ Detail any practice changes the review may have initiated.

FIND MORE RESOURCES TO HELP YOU MANAGE YOUR PRACTICE AND HELP IT THRIVE.

Visit the NORCAL Knowledge Library at norcal-group.com/library

This report is presented as a courtesy by NORCAL Insurance Company. Our Risk Management Specialists are always ready to help policyholders with risk issues and to support practice changes that lower risk and improve patient safety.

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