



# The Importance of Online Reputation for Multi-Location & Group Practices

How to Build Patient Trust  
& Keep Your Offices Busy



SCORPION®

# Introduction:

## What Patients Say About Your Brand Online Matters

Healthcare providers, including multi-location and group practices, have often depended on word of mouth and referrals as their bread and butter for attracting new patients. However, times have changed. While people still rely on others to help guide their decisions of which doctor or medical professional to choose, the process for finding a good recommendation has moved to the Internet.

### Online reviews are the modern-day word of mouth.

Research shows that **90% of patients use online reviews to evaluate physicians.**<sup>1</sup> Additionally, with 85% of people who read reviews checking at least two sources,<sup>2</sup> it's common for potential patients to visit a number of different review sites like Yelp, Google Reviews, Healthgrades, WebMD, and Zocdoc to aid in their provider selections.

So, it's not difficult to see why online reviews and reputation are critical to any healthcare provider's patient attraction and retention efforts. The problem is many

are not paying attention to their online reputations (what people are saying about their offices on the Internet), nor are they actively working to improve their reputations — and as a result, they're missing out on the opportunity to win new patients.

### Multi-location and group practices that ignore their online reputations are forfeiting business.

When you have a strong online reputation, **your locations are able to stand out from their competitors, build credibility with potential patients, and schedule more appointments.** To ensure your offices are best positioned to succeed, put processes and technology in place that will allow you to build up your brand's online reputation over time. When you are intentional about these efforts, more people will see your brand as a known leader for the type of medical care you offer.

1. <https://www.softwareadvice.com/resources/how-patients-use-online-reviews/>  
2. Scorpion "Consumer Online Search Preference" Survey, May 2020

### In this ebook, we discuss:

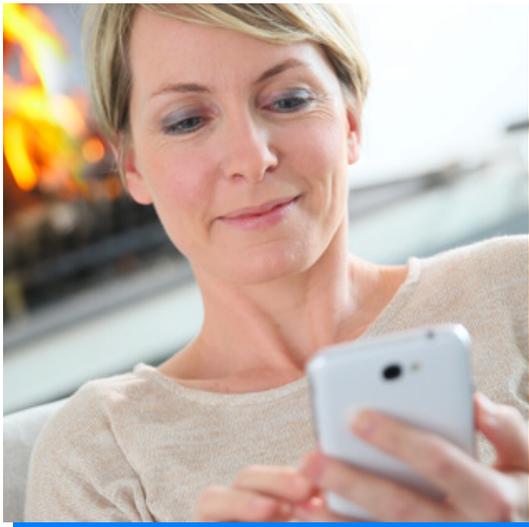
- How online reviews are influencing prospective patients' decisions
- Best practices for cultivating a strong online reputation to help you attract more business to your locations
- How other medical practices have put these tactics into action to make their brands more appealing to new patients

## The Powerful Role of Reviews in the Patient Journey

To fully understand the immense impact that your online reputation has on your brand, you need to think about the patient journey. Today, online reviews are an important part of the healthcare decision-making process... whether people check those reviews first or last.

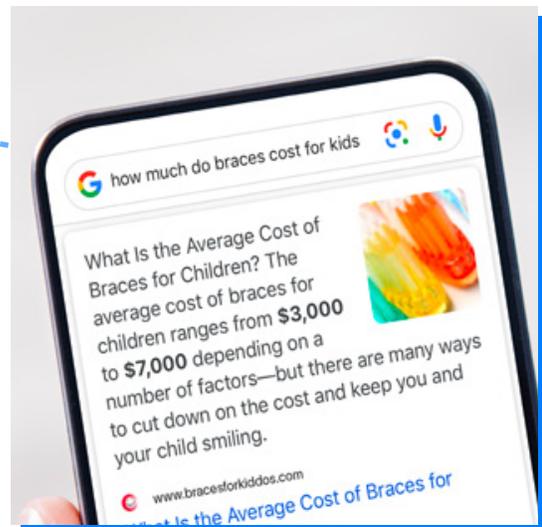
### Here's an example:

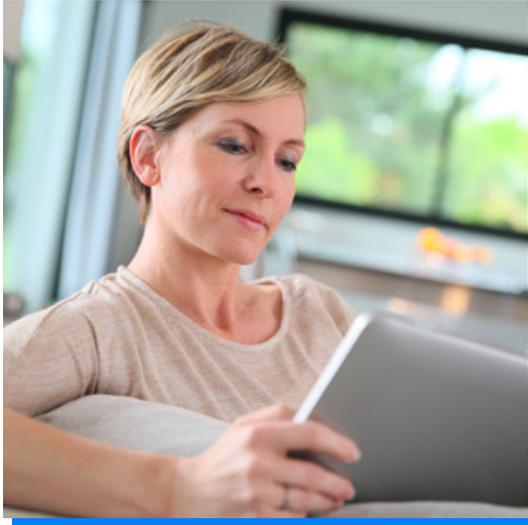
Anna knows her daughter needs braces and she has some questions about the whole process, so she...



...pulls out her smartphone and starts looking for answers on Google.

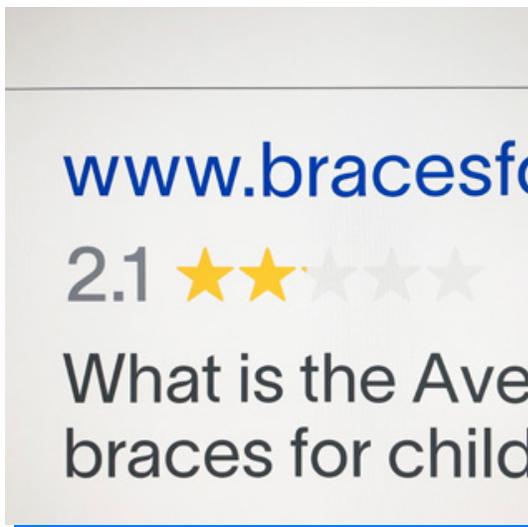
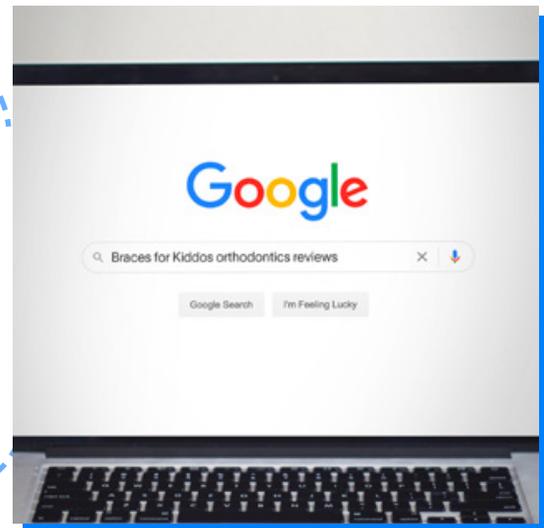
Anna finds a blog post written by an orthodontist that has an office in her area. The post breaks down the different types of braces available and their usual costs — which leads her to the orthodontist's website.





Anna likes what she sees — the site looks professional, the local orthodontist seems experienced, and she's able to find answers to some of her initial questions.

However, Anna wants to be sure she's choosing the best orthodontist for her daughter, so she Googles the name of the practice with "reviews," and here's what she finds...



The low rating is an immediate red flag for Anna, and she decides to start researching other orthodontists in her area.

## Even the Most Highly Visible Medical Offices Can Be Hurt by Poor Reviews

As a multi-location or group practice, you may already be investing a considerable amount of money and time into making your office locations visible and appealing to potential patients within their communities. This may include digital efforts such as:

- Building a beautiful website
- Engaging with audiences on social media
- Creating attention-grabbing blog content and videos
- Running ads that target the patients in the neighborhoods where your offices are located

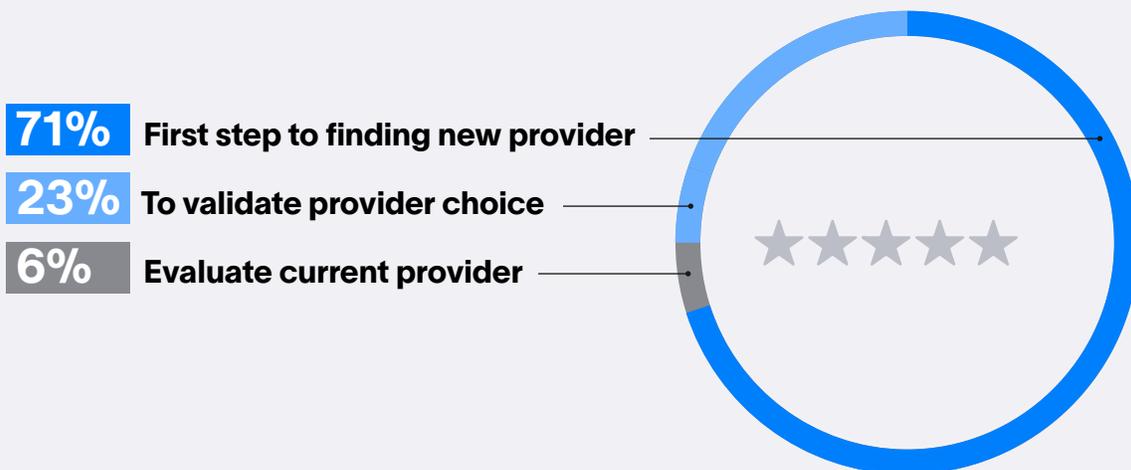
However, as we can see from Anna's story, all those efforts can be sabotaged by a poor online reputation, as a low star rating has the power to instill instant doubt into the mind of a potential patient, causing them to choose your competitor over one of your locations.

## A Look at How Reviews Impact Patient Decisions

Research shows that...

**90% of patients** are using online reviews to research and evaluate healthcare providers.<sup>3</sup>

Nearly **three-quarters (71%)** say they use online reviews as the first step for finding a new doctor.<sup>4</sup>



**One in five patients (20.8%)** use reviews to evaluate a doctor that was recommended by a friend or family member.<sup>5</sup>



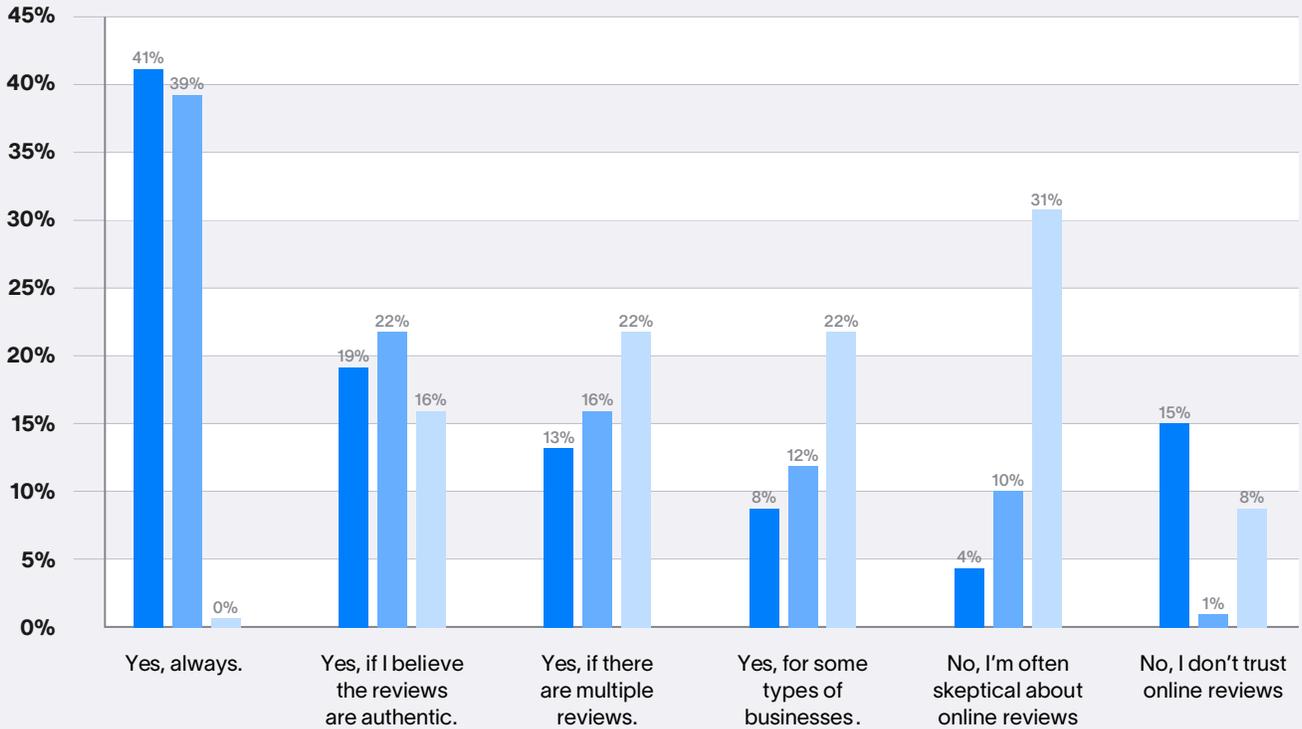
3. <https://www.softwareadvice.com/resources/how-patients-use-online-reviews/>

4. <https://www.softwareadvice.com/resources/how-patients-use-online-reviews/>

5. <https://www.healthitoutcomes.com/doc/patients-trust-online-reviews-as-much-as-doctor-recommendations-0001>

**76%** of consumers overall trust online reviews as much as a personal recommendation, and trust is highest among consumers ages 35–54 at 89%.<sup>6</sup>

Do you trust online reviews as much as personal recommendations? ■ 18-34 ■ 35-54 ■ 55+



Nearly **half of patients (43%)** are willing to go out-of-network to see a healthcare provider if they have better reviews than an in-network provider.<sup>7</sup>



6. [https://www.brightlocal.com/research/local-consumer-review-survey/?SSAID=314743&SSCID=71k4\\_76bda](https://www.brightlocal.com/research/local-consumer-review-survey/?SSAID=314743&SSCID=71k4_76bda)

7. <https://www.softwareadvice.com/resources/how-patients-use-online-reviews/>

## 3 Steps For Improving Your Online Reputation

While delivering a great patient experience is vital for building up the reputation of your brand, the ultimate goal is for your happy patients to share their experiences online. Even though you can't control what people say about your offices on the Internet, you can establish a clear-cut system for managing what is in your power to influence.

The most successful brands never leave their online reputations to chance. Instead, they have a methodical approach that simplifies the process of managing their online reputation across all their locations.

### Here's how to get started:

#### Step 1:

##### Be present on review sites & aware of client feedback.

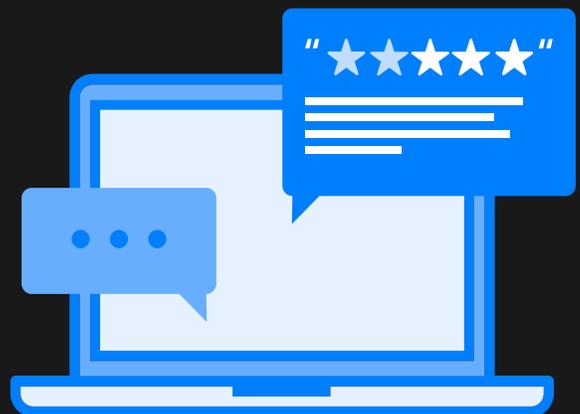
Ignoring your reviews doesn't make them go away, so be proactive about monitoring and managing your online reputation. Start by creating listings for each of your locations on review sites that patients commonly visit (e.g., Google My Business, Yelp, Healthgrades, etc.). Next, keep those listings up-to-date with accurate business information for each office (name, address, phone number, etc.), and monitor any new reviews that come in.



#### Step 2:

##### Engage with reviewers as appropriate.

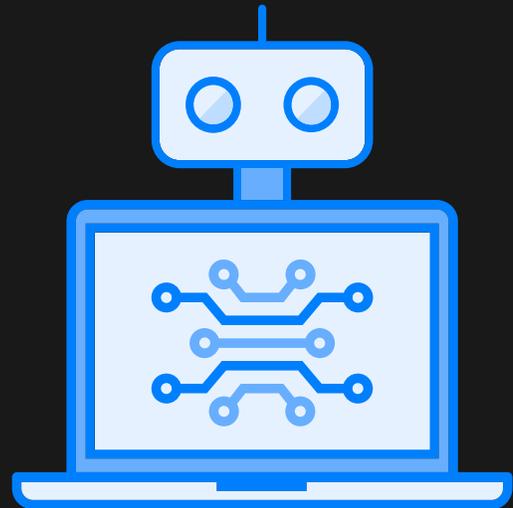
Your organization needs a process for responding to both positive and negative reviews. Use your best judgment for whether to respond publicly or privately. Responding to negative reviews publicly shows others that your team cares and addresses patient concerns; however, this should be done in a way that does not violate patient privacy laws. Some medical offices reach out privately so they can resolve the issue with the patient directly. However you respond, always do so in a polite and compassionate manner.



## Step 3:

### Use technology to monitor your reputation more efficiently.

It can be extremely time-intensive to stay on top of your brand's online reputation — especially if you're a multi-location medical practice or a group practice with dozens or even hundreds of locations. The smartest healthcare organizations use technology that allows them to monitor and quickly respond to all their reviews in one place. The better tools you have, the more intentional you can be about creating a reputation patients can trust.



## Bonus Tip:

### Create a better client experience.

Quality care and service are key to attracting great reviews, so make sure the patients who visit your office locations are met with a seamless experience. Encourage your locations to fine-tune their patient intake and engagement practices, such as by responding to calls faster, showing more empathy on the phone, and fixing common billing issues. If a bad review surfaces a shortcoming at one of your offices, take steps to fix it.



## Urgentology Care

### Taking Ownership of Their Reputation & Leaving a Stronger Impression

As a fairly new urgent care practice trying to compete in the dense market of Dallas-Fort Worth, the leadership at Urgentology Care knew they had to get strategic if they wanted to attract patients away from other providers in the area. With the goal of becoming a known and trusted name in their community, Urgentology Care worked with our team at Scorpion to improve their online reputation.

With support from Scorpion, Urgentology Care deployed the following tactics to foster confidence in their practice:

- **Created new review site profiles and optimized their existing ones** to maximize their center's exposure to potential reviewers
- **Used Scorpion's platform to stay up-to-date on their reviews** without having to log into numerous sites
- **Created a few pre-written responses** their team could use when replying to patient feedback (to ensure compliance with privacy laws)
- **Regularly responded** to positive reviews with thank you messages, and to negative reviews with messages that demonstrated empathy and invited further discussion
- **Showcased their reviews on their website** to leave a more powerful impression on visitors

Due to their hands-on approach to monitoring and managing their online reputation, Urgentology Care now has more than 275 reviews on Google and Yelp, with 98% of those reviews being positive, which serves as a powerful testament to local patients who are looking for urgent care services.

"At Urgentology Care, we treat our patients like we would our own family. A lot of hard work is put in every day to do what's right for our patients. That accomplishes two-thirds of our PR effort. The other third is having a solid marketing team like Scorpion and a user-friendly, comprehensive platform that gives our team the ability to manage our reputation more effectively."

**Yaman Subei**

CEO, URGENTOLOGY CARE

# Conclusion: The Worst Thing You Can Do Is Not Take Action

Building an impressive online reputation for your organization doesn't happen by coincidence — it takes **intentionality, the best tools, and a carefully crafted process** that you and your individual offices continue to prioritize over the long term.

When it comes to proactively improving the online reputation of your multi-location or group practice, the potential financial returns are great. With higher ratings for your office locations and stories of how patients' lives have been impacted for the better, your offices become more attractive to new prospective patients, which means they're ultimately able to schedule more appointments. In turn, the opportunity cost of not managing your brand's online reputation could mean losing potential patients to competitors, which equates to substantial lost revenue for your organization.

If you are looking for advice on how to take your reviews to the next level, talk to the medical marketing experts at Scorpion. We'll give you ideas and guidance on how to protect and grow your online reputation.

Contact Scorpion Today

844.364.1840

[ScorpionMedical.com](http://ScorpionMedical.com)



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