Online Reputation – Your Opportunity to Mitigate Risk & Drive Practice Growth

Presented by Ryan Miller of Etna Interactive

Conflicts & Disclosures

- President of Etna Interactive
- Consultant and educator for Allergan and BSM Consulting
Online reputation impacts patients and profitability

72% of internet users go online to aid healthcare decisions

Pew Research Center
In a 2015 study of 100 randomly selected ASCRS member ophthalmologists...

- 75% of ophthalmologists have <5 reviews
- 31% of ophthalmologists have a “bad” rep

Etna Interactive Study 2015
72% of patients avoid clinics with bad reviews

A positive reaction to negative reviews.

- Understand and avoid triggers for negative reviews
- Actively cultivate positive reviews
- Extend beyond reviews for a robust online portrayal
Understand and avoid bad reviews

I do not regret leaving this place. I'd rather my cataract take over my eye and I turn into Storm from X-men than have my eye even looked at by these people.
Communication and service problems are the most common source of negative ophthalmology reviews.
Common causes of negative reviews.

- Difficulty in scheduling
- Disinterested or discourteous staff
- Extended wait times
- Rushed consultations
- Poor management of expectations

Optimize your patient experience.

- Embrace feedback and actively monitor your reputation
- Cultivate customer service skills, even among clinical staff
- Train staff to schedule efficiently (and use the right software)
- Attempt to reduce wait times and avoid rushing consults
- Work to ensure patients feel heard during their consultation
Cultivate positive reviews

One bad review won’t ruin a practice
Reviews should be uncompensated, written by the patient, in their own words, on their own computer and Internet connection, and appear on the one site they choose.
Cultivate ratings and reviews.

- Search and identify the most visible review sites in your market
- Implement tools to guide patients
Cultivate ratings and reviews.

- Search and identify the most visible review sites in your market
- Implement tools to guide patients
- Ask for the review
Take care with reputation “solutions”

Avoid extortion.
Follow posted policies.

"Reviews are only valuable when they are honest and unbiased. Even if well-intentioned, a biased review can undermine its credibility. For instance, don't offer or accept money or product to write positive reviews about a business, or to write negative reviews about a competitor. Don't post reviews on behalf of others or misrepresent your identity or affiliation with the place you are reviewing."

Avoid automated filters.

- IP address
- Language analysis
- User history
- Review volume
- Browsing patterns
Obey professional codes.

"It is unlawful for any person licensed under this division or under any initiative act referred to in this division to disseminate or cause to be disseminated any form of public communication containing a false, fraudulent, misleading, or deceptive statement."

Incentives are illegal, moderation may mislead, and republishing reviews may violate copyright or T.O.S.
Move Beyond Reviews

Expand and enhance your reputation footprint.

- Deliver a robust professional presentation on your site
- Get the word out to demonstrate your caring and expertise
- Prove that people like you through social media
Give dimension to your credentials
Dr. Kerry Solomon
Ophthalmologist

KERRY SOLOMON, MD
Better Vision Starts Here.

Charleston Surgeon Elected President of National Society

Charleston Ophthalmologists Give Back During Tough Times
Get the word out
SAN DIEGO—Patient satisfaction with LASIK is better than that with contact lenses, results from a new survey suggest.

“Were surprised to see that it made their night vision better,” said Frank Price, M.D., an ophthalmologist practicing in Indianapolis, who presented the survey results here at the World Cornea Congress.

The research team could find no studies that compared LASIK with a realistic control group. “We think there’s been a movement to compare LASIK with a perfect eye, which probably doesn’t exist,” Dr. Price said.

The lack of data makes it hard for patients to decide whether they would benefit from the procedure.

“This study sets an appropriate benchmark for LASIK by comparing it with a popular alternative: contact lenses,” he reported.

Dr. Price and his colleagues surveyed 1,815 adults younger than 60 years to evaluate satisfaction with their method of vision correction. 1,111 were planning to undergo LASIK and 754 were contact lenses, most of which were soft. Participants completed the survey at baseline and then at yearly intervals for 2 years.
Spread your message.

- Claim listings for your business and enrich them
- Share your content freely on other websites
- Cultivate media placement
- Pay for placement on visible sites
Surround yourself with friends
Reviews are now social.

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Want to Learn More?

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  ryan@etnainteractive.com

Thank You!