



MAY 2022

Customer Connections

Online Reputation Monitoring & Local Listings

Contents and Recording Roadmap

Key sections of the Connections Session are listed below with the associated time within the video recording found here: <https://player.vimeo.com/video/710965907>

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Industry Trends Update

NRC Health provides an integrated offering that enables partner organizations to treat each patient as unique. NRC Health captures what matters most to patients from consideration and awareness of your brand throughout the entire journey. This call focuses on the first step of a patient's care journey which typically begins online.

77% of patients begin their care online. Your organizations online reputation plays a big role in where the patient selects to go for care.

2022 INDUSTRY TRENDS

- ➔ **Google is (still) the top review site.** Zero-click searches, which rose to 65% in 2020, mean more users than ever are reading Google reviews directly from search results.
- ➔ **Review interaction is up by 50% from pre-pandemic levels.** It's one of the many signs demonstrating consumers' heightened sensitivity about where to go or what to purchase in the wake of the pandemic.
- ➔ **Reviews are (a lot) shorter.** They're now about the length of an expanded tweet: a structural change that reflects changing consumer expectations.
- ➔ **Companies aren't responding fast enough (or at all) to reviews.** 53% of customers expect businesses to respond to negative reviews within a week. 1 in 3 have a shorter time frame of 3 days or less.
- ➔ **Responsive industry leaders get higher ratings.** Faster review response times are closely linked to having a positive reputation.
- ➔ **Customers don't trust companies with lower than 4-star ratings.** The most common filter applied is to see only companies with 4-star ratings and higher.

Responding to Reviews



- 94% of consumers say a bad review has convinced them to avoid a business.
- 53% of customers expect businesses to respond to negative reviews within a week. 1 in 3 have a shorter time frame of 3 days or less.
- 63% say that at least one company they reviewed never responded.
- Google confirmed that responding to reviews helps your business's search ranking.

BEST PRACTICES

- Respond to both positive and negative reviews in a timely manner
 - 3.5 days is the industry standard
- Respond in a HIPAA compliant manner
 - Don't acknowledge the reviewer is or was a patient
 - Take the conversation offline – invite reviewer to contact you
- Acknowledge the positive and thank patient for their review
- Don't ask patients to remove negative reviews
- Use multiple templated responses to save time and keep responses fresh
- Optimize Monitor Dashboard
 - Utilize alerts for negative reviews
 - Utilize Smart Response templates
 - Make sure you are integrated with Google and Facebook

Discussion

What is currently working at your organization?

- How did you come up with your HIPAA compliant response?
 - Jorge shared that they always take HIPAA sensitive responses offline and apologize for the issue and ask for them to call the organization to address the situation.
 - Jorge also shared that they received feedback from legal. For most responses they are trying to avoid using automatic templates as they seem counterproductive. They are trying to make it more personal and if there is a HIPAA sensitive comment, they

are taking those offline and getting straight to the point instead of making them warm or personal.

→ Are there review sites that you focus on responding to more than others?

- Hilary from Orlando Health shared that they respond to 100% of Google positive and negative as well as Facebook. They want to stay with where their customers are and don't want to legitimize some of the sites where people leave their reviews on.
- Meagan with Virtua shared that Google is the #1 priority. When it comes to Facebook they have 1 main page for the organization and that is the one they focus on responding to. There are other organic locations popping up. How is everyone else managing that? Is anyone monitoring other ones?
 - Hillary from Orland Health shared that they manage their one main page but do have other "official" Facebook pages for other sites. They do manage and market those as well. When the little pop ups come, they report them. They would claim something that is theirs and then they take them down.

→ Do you communicate your successes or efforts to your providers? If so, how are you doing that?

- Meghan with Sharp Health shared that they have a Voice of the Customer report that goes out monthly that can get shared to the providers. It is a summation of the reviews highlighting big trends and then individual responses.
- Hilary with Orlando Health shared that they send kudos for great reviews to docs and sites

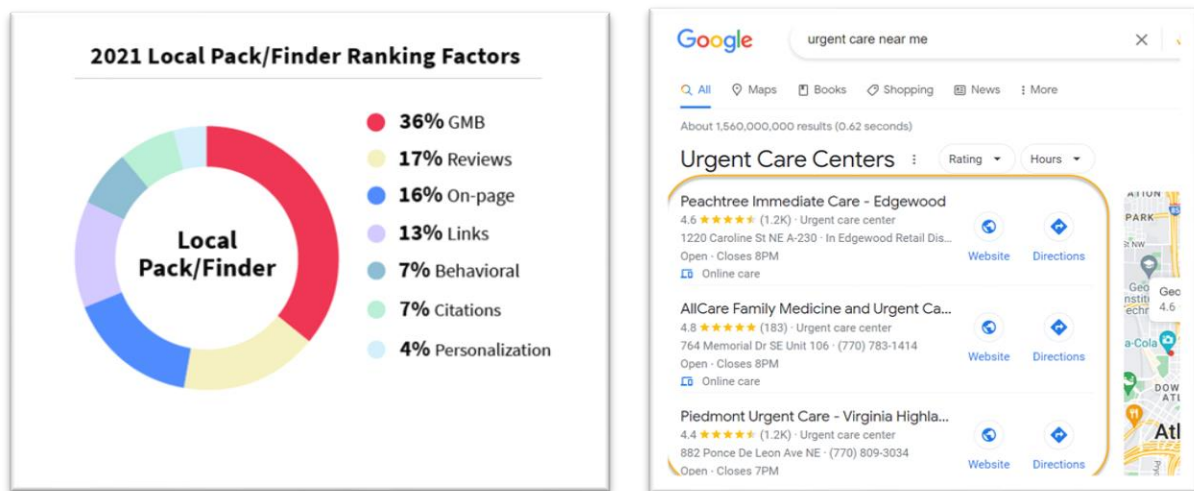
→ What advice would you give to an organization that is just getting started for with reputation management, responding to reviews, honing their best practices?

- Jorge shared that the devil is in the details. They were using reputation.com and it seemed like we were getting good reviews because they were getting 4-5 stars but when they looked into the comments, they were negative or mixed comments. This means we have loyal but unsatisfied patients. Make sure you are not only looking at your star ratings. You need to review the comments.
- Meagan with Virtua shared that this year the individual within marketing who is responsible for online review started meeting with individual who oversees the patient satisfaction surveys. They compare sentiment between the two knowing that their patient experience scores are generally pretty good. Some issues may pop up from someone who was accompanying the patient in the hospital who may have a different perspective of the care provided.

Monitor Dashboard

- Jared walks through tips within the Monitor dashboard.
 - Smart Responses
 - Alerts
 - Integrations

Gather More Reviews

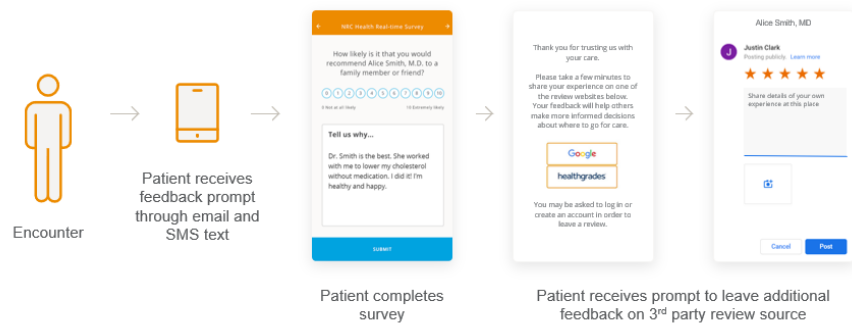


NRC Health's Human Understanding Program focuses on what matters to patients and families, when it matters. By making it seamless and easy for patients and families to share experiences on third-party websites (e.g., Google), we have helped our partners grow positive reviews by 250%. This is an essential step toward increasing patient recruitment given that over 77% of people start their search for a healthcare provider online. Note: requires NRC Health's reputation monitoring tool.

A [Moz report](#) suggests that reviews are one of the top factors influencing organic search results on Google — and a top 3 factor influencing which businesses are featured in the [Google Maps Pack](#). In terms of [local SEO](#), more reviews mean more information for Google's algorithm.

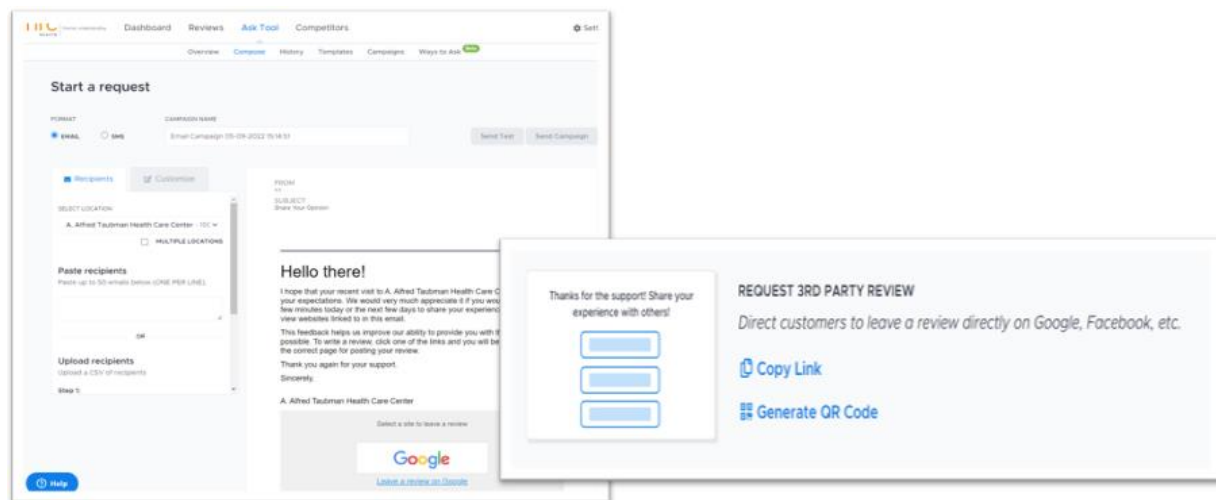
Google itself has explicitly stated [in a help article](#) that reviews factor into how the search engine determines the search rankings of businesses.

SMART REQUEST PROCESS



→ NRC can turn on smart request for either providers or locations.

ASK TOOL & QR CODES



- **The Ask tool** is within the monitor platform itself where you can create an email or SMS campaign that is an additional outreach to direct patients to leave reviews on a 3rd party site that you select.
- **QR codes** can be generated for each location that you have in reputation monitoring. These are being used on posters or discharge paperwork.

Discussion

What are you currently doing that you have found successful?

- Hilary from Orlando health shared that they are using the QR code to go to the site. Some physicians would like to be sent directly to their page. Is there a hybrid coming where we can send to physicians and locations? When physicians are asking for it to be specific to them; they

are offering to put it on their business cards so that it is branded for that specific physician and location. They're hoping to link their physicians individually to their smart requests and then the hospital scan go to those sites. Until then they are using this QR code to satiate those physicians that want specific reviews.

- Jared shared that right now we can only have the QR codes going to physician pages OR brick and mortar pages. That feedback has been delivered to the engineering team. In the meantime, we could look into using the ask tool with the QR codes in combination.

Local Listings Management

HOW LOCAL SEARCH STACKS UP

Name, address, and phone number need to be correct for Google accuracy. This is a big part of how Google determines your placement in local search. NRC Health recently rolled out local listings. This tool is available within the Reputation Monitoring tool.

Local listings will ensure your name, address, phone number, website, category, and hours will automatically push to Google, Facebook and Yelp and maintain that data on those listings. You will be able to see if any data is out of sync. During implementation your listing information is uploaded and auto-synced to Google, Facebook, and Yelp. NRC Health can help you claim and verify previously unclaimed Google Business Profile listings as well as create new ones.

For each location, you can edit categories, website, and operating hours, along with NAP information.

Notifications on all directories and current health status. Will live on the Directories tab.

As previously discussed, individuals are starting their healthcare journey online, by ensuring your listings are accurate, helps to establish trust with those individuals.