

March 5, 2020

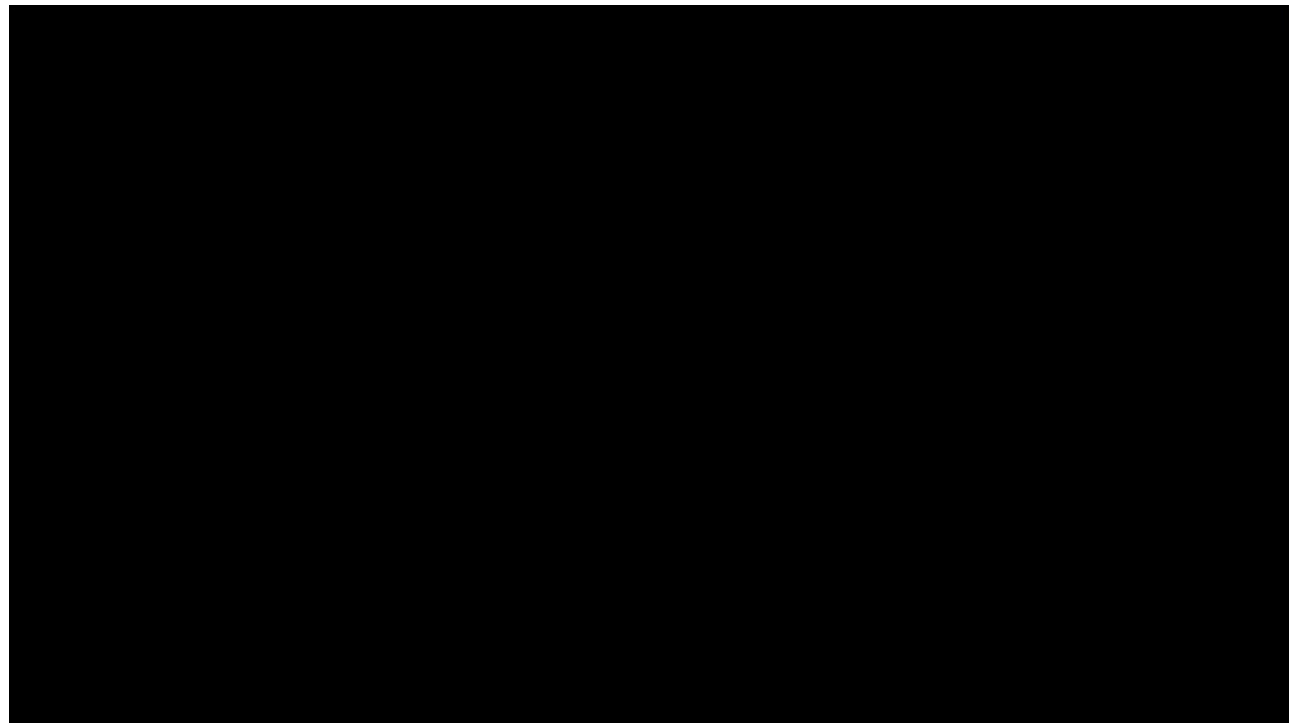
# Transparency empowers consumer choice, gains physician buy-in, and drives improvement

Ginger Dzick, Manager, Child and Family Experience  
Children's Wisconsin

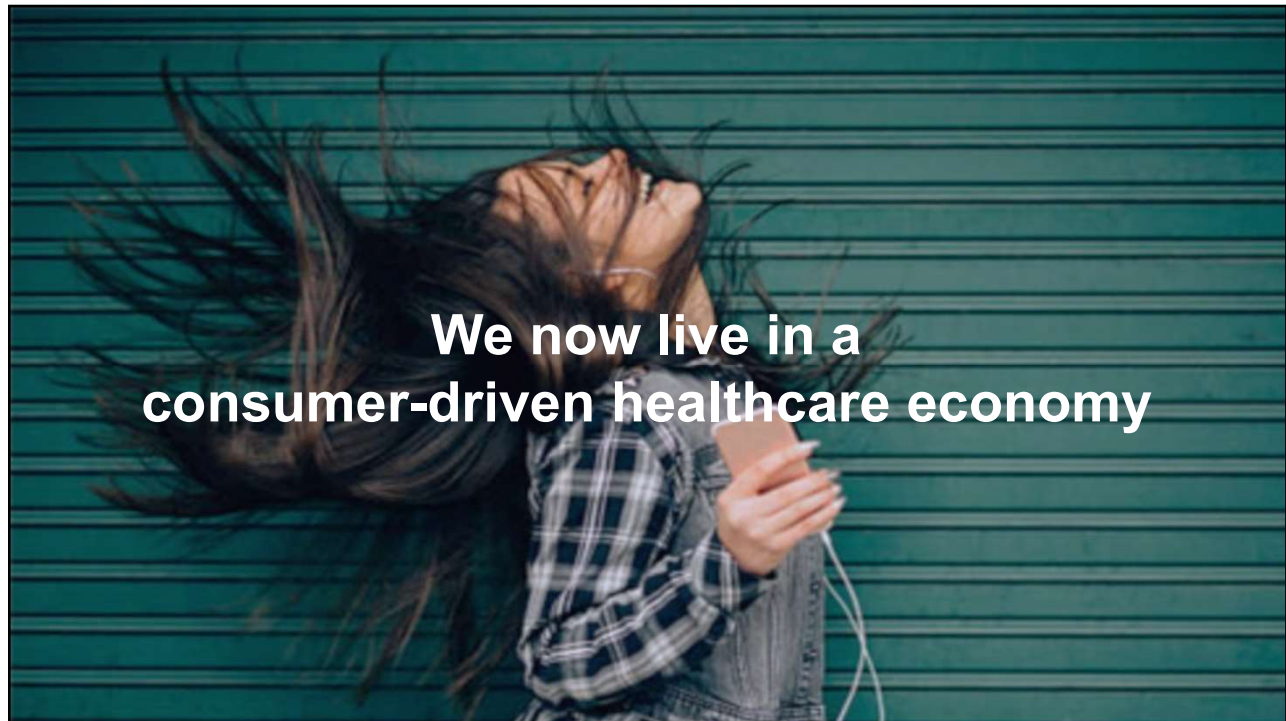
NRC Pediatric Collaborative



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**Consumer expectations of healthcare have changed for good**



- OUTCOMES**  
Not diagnoses
- PERSONALIZATION**  
Not generalization
- CONSTANT IMPROVEMENT**  
Not status quo
- CONVENIENCE**  
Not complexity

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**NEJM** Perspective  
JANUARY 19, 2017

## Transparency and Trust — Online Patient Reviews of Physicians



Vivian Lee, M.B.A., M.D., Ph.D.

“First, reviews of physicians or hospitals can help patients make more informed consumer decisions.”


“patients can become a market force driving quality and value in health care.”

“Second, patient reviews offer clinicians valuable performance feedback for learning and improving, both individually and across a system.”


“Third, health care systems and physicians who voluntarily share patient-review data visibly foster a spirit of trust with patients and the community.”


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77% of consumers begin their healthcare search online





45% of consumers look at online reviews before scheduling an appointment



88% of consumers trust online reviews as much as personal recommendations

2017 Study Conducted by NRC Health consisting of 3,089 national respondents.

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**NRC Health's Transparency solution enables healthcare systems to own their online reputations and grow market share.**

- ✓ Increase online visibility
- ✓ Drive new customer acquisition
- ✓ Protect your brand
- ✓ Improve performance



VERIFIED STAR RATINGS



WEB DIRECTORY PUBLISHING



REPUTATION MONITORING

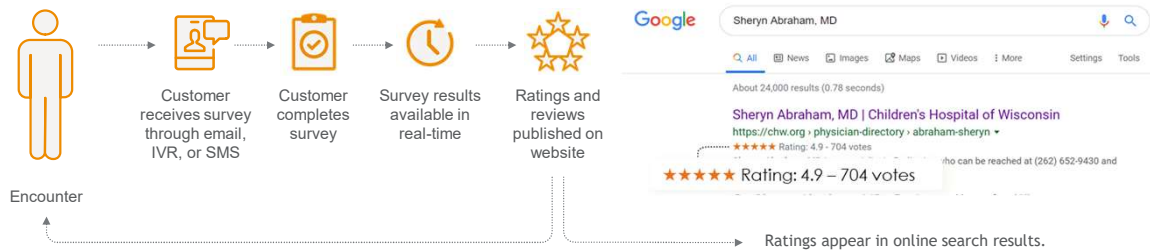


PROVIDER ENGAGEMENT



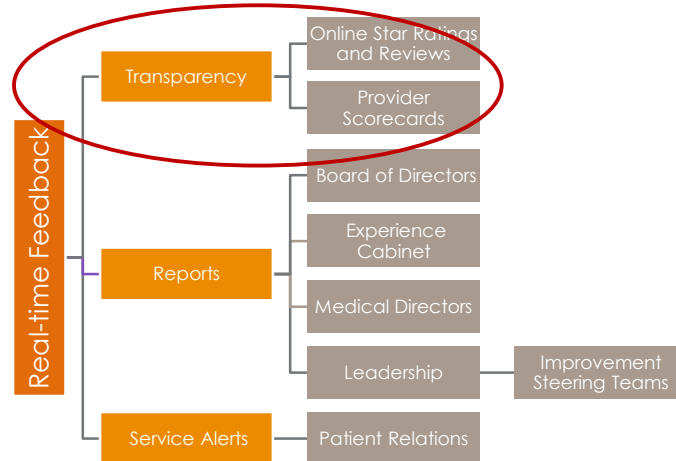
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## Family feedback is essential...



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## Real-time survey data drives Transparency...and more!



## Provider profile on chw.org



Home > Physician Directory > Kenyita Tamara Berryhill, MD

### Kenyita Tamara Berryhill, MD

CHILDREN'S HOSPITAL OF WISCONSIN SINCE 2007

Pediatrician, Greenfield Pediatrics  
Patient rating

★★★★★ 4.8 out of 5 (220 Ratings) (39 Comments) [Learn more about ratings](#)

#### Office locations

**Greenfield Pediatrics**  
3365 S 103rd St Ste 100  
Greenfield, WI 53227  
(414) 321-3951

SCHEDULE NOW

WATCH VIDEO

[Overview](#) [Education and Awards](#)

#### Question rating breakdown

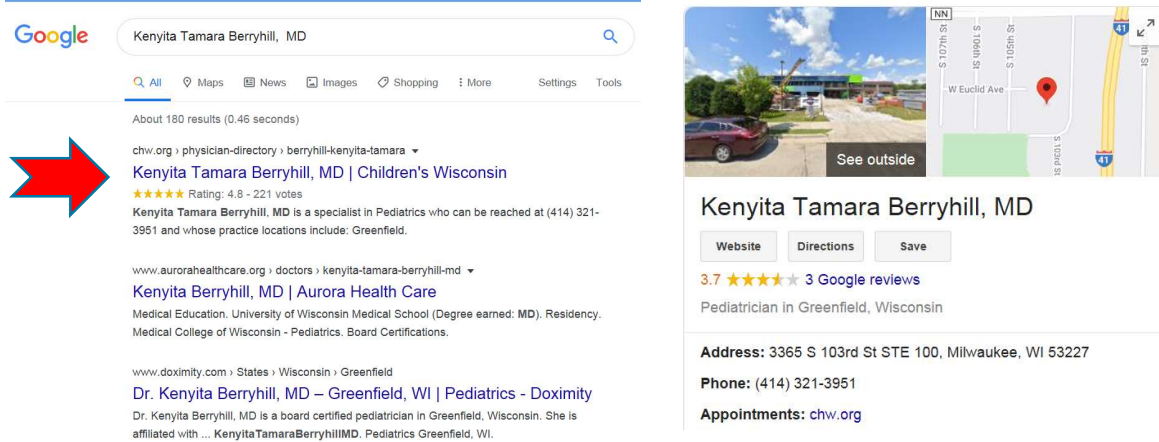
- > 4.6 ★★★★★ Explained Clearly
- > 4.8 ★★★★★ Listened Carefully
- > 4.9 ★★★★★ Trust
- > 4.7 ★★★★★ Instructions

#### Comments

4.8 out of 5 (220 Ratings, 39 Comments)

- ★★★★★ Jan 13, 2020  
Everyone was very helpful
- ★★★★★ Jan 10, 2020  
Very friendly and attentive.
- ★★★★★ Jan 10, 2020  
I love love love this office, the staff and Dr Berryhill are outstanding!
- ★★★★★ Jan 7, 2020  
When ever I call to schedule an appointment there is always at least a 5 minute period where you are put on hold, you are never able to talk to someone immediately which is concerning and frustrating. The front desk staff is less that helpful when it came to acquiring the proper paperwork. Over all we go to the clinic for the pediatrician and nothing else.

## Google search



Google search results for **Kenyita Tamara Berryhill, MD**.

Search results include:

- [chw.org](#) › physician-directory › berryhill-kenyita-tamara
- Kenyita Tamara Berryhill, MD | Children's Wisconsin**
- ★★★★★ Rating: 4.8 - 221 votes
- Kenyita Tamara Berryhill, MD is a specialist in Pediatrics who can be reached at (414) 321-3951 and whose practice locations include: Greenfield.
- [www.aurorahealthcare.org](#) › doctors › kenyita-tamara-berryhill-md
- Kenyita Berryhill, MD | Aurora Health Care**
- Medical Education, University of Wisconsin Medical School (Degree earned: MD). Residency, Medical College of Wisconsin - Pediatrics. Board Certifications.
- [www.doximity.com](#) › States › Wisconsin › Greenfield
- Dr. Kenyita Berryhill, MD – Greenfield, WI | Pediatrics - Doximity**
- Dr. Kenyita Berryhill, MD is a board certified pediatrician in Greenfield, Wisconsin. She is affiliated with ... **KenyitaTamaraBerryhillMD**. Pediatrics Greenfield, WI.

The knowledge panel on the right provides additional information:

- Kenyita Tamara Berryhill, MD**
- Website | Directions | Save
- 3.7 ★★★★★ 3 Google reviews
- Pediatrician in Greenfield, Wisconsin
- Address:** 3365 S 103rd St STE 100, Milwaukee, WI 53227
- Phone:** (414) 321-3951
- Appointments:** [chw.org](#)

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## Learning from our experience: Tips for success

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## Choose your question; Keep it simple.

### Survey question:

Using any number from 0 to 10, where 0 is the worst provider possible and 10 is the best provider possible, what number would you use to rate this provider?

Questions Response Scale (p=11)	Star Rating Conversion
10 (r=11)	5 Stars
9 (r=10)	4.6 Stars
8 (r=9)	4.2 Stars
7 (r=8)	3.8 Stars
6 (r=7)	3.4 Stars
5 (r=6)	3 Stars
4 (r=5)	2.6 Stars
3 (r=4)	2.2 Stars
2 (r=3)	1.8 Stars
1 (r=2)	1.4 Stars
0 (r=1)	1 Stars

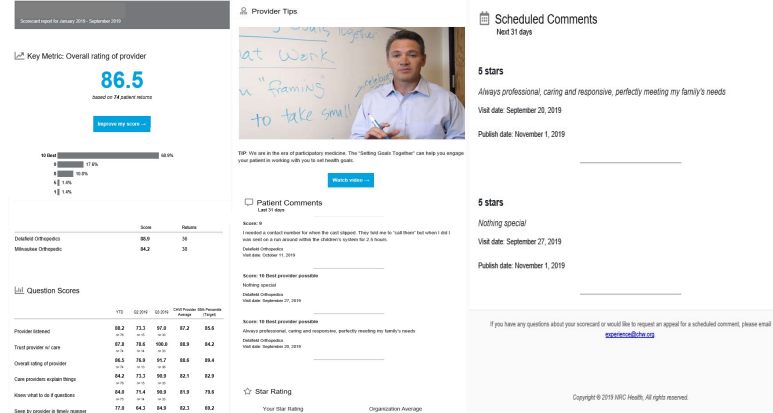
## Engage stakeholders...





## Keep providers informed...

- **Audience:** Eligible Primary Care and Specialty Care providers
- **Content:**
  - Key metric: Overall Rating of Provider
  - Location scores
  - Question scores
  - Provider tips
  - Patient/Family comments
  - Star rating
  - Scheduled comments
  - Comment appeal Link
- **Frequency:** Monthly
- **Distribution:** Email



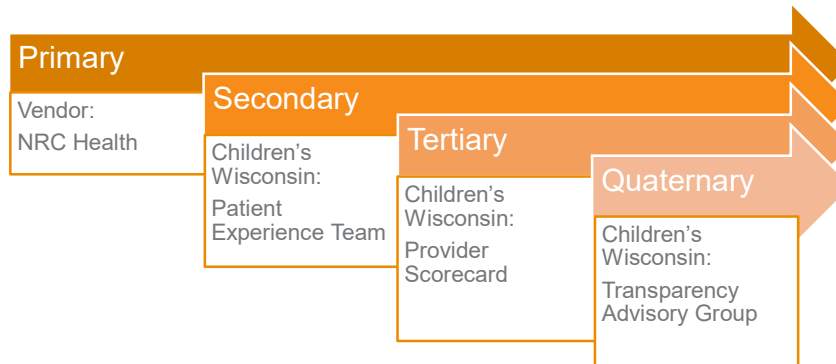
## Keep leaders informed...

- **Audience:** Clinic Managers and Medical Directors
- **Content:**
  - Net Promoter Score trend
  - Location score breakdown
  - Question scores
  - Provider breakout
  - Patient/family comments
    - Real-time report subscription
- **Frequency:** Monthly
- **Distribution:** Email



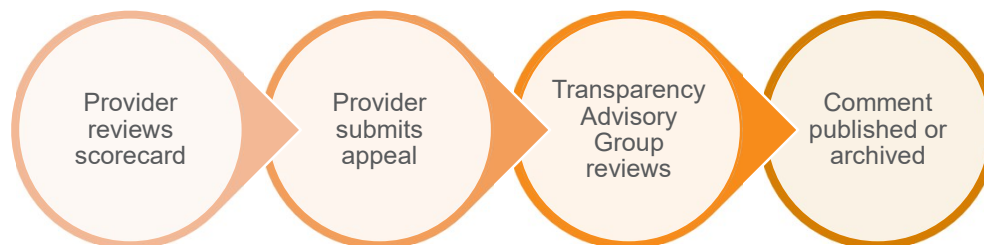


## Ensure a robust comment-review process...



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## Provide the ability to appeal...



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## Establish an advisory group...



## Offer training and support...



Say thank you...



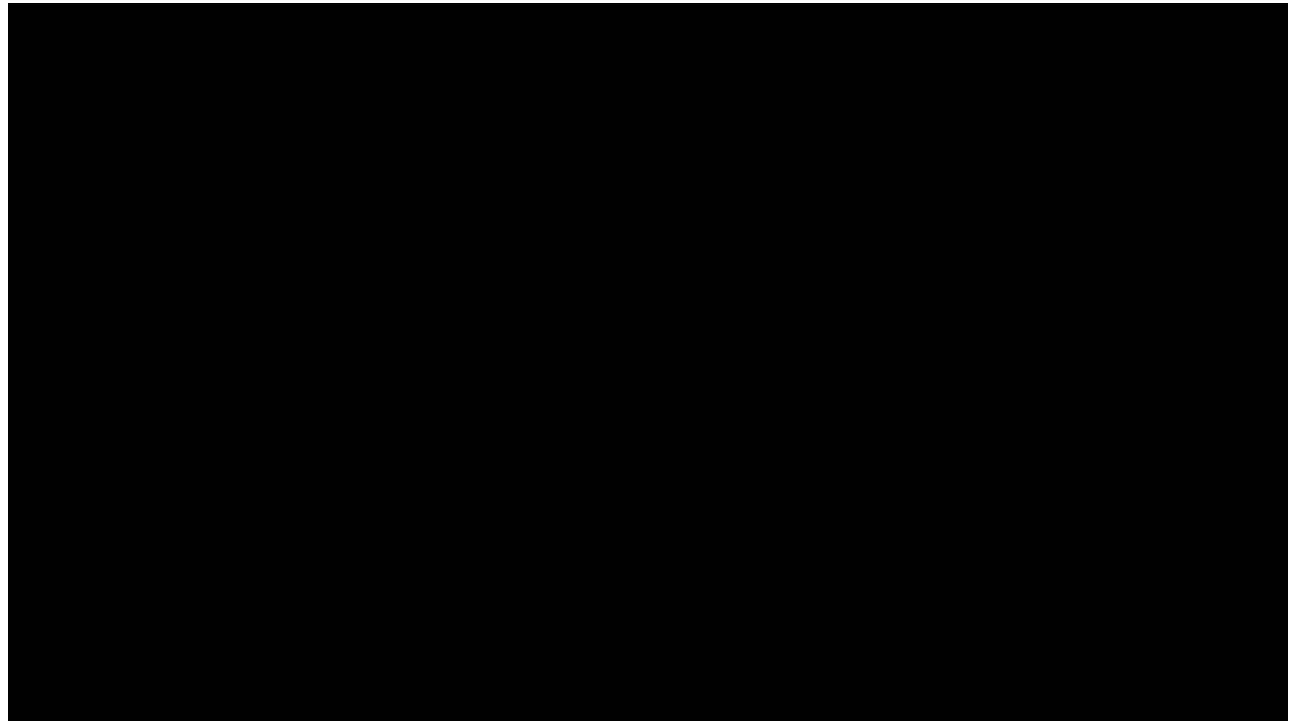
## The impact of Transparency

Children's Wisconsin launched Transparency as part of an overall website re-launch strategy

- Better ratings than on third-party sites
- More web traffic, more appointments
- Improved patient loyalty
- Increased focus on experience – provider and team

## Transparency by the numbers

- Average star rating is **4.77 out of 5**
- **364** providers are live on chw.org
- **88.3%** of reviews are 5-star reviews
- **96%** of all comments are published



# Questions?

## Networking Discussion

