




REPUTATION

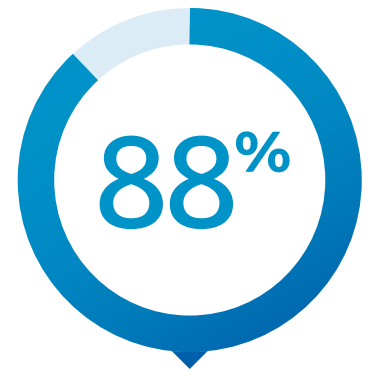
Own Your Online Physician Reputation



Realize the Benefits of Embracing Transparency

Consumers trust ratings and reviews as much as they trust advice from friends and family. Being transparent with your patient experience feedback will foster consumer trust and preference for your services.

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Attract Patients
 Drive up to 400% more consumers to your hospital's website and physician profiles through improved search engine optimization (SEO).
- 
Optimize Marketing Spend
 Reduce spend on search engine marketing (SEM) and other online advertising by improving SEO organically.
- 
Promote Physicians
 Provide a more accurate picture of patient satisfaction with a larger sample size of reviews than can be found on any third-party doctor rating websites.
- 
Improve Patient Experience
 Transparency will highlight your successes and will increase organizational focus on the importance of patient-centered care.



of consumers trust online reviews as much as they trust personal recommendations

—based on 2014 BrightLocal consumer survey

Reputation Features

FLEXIBLE

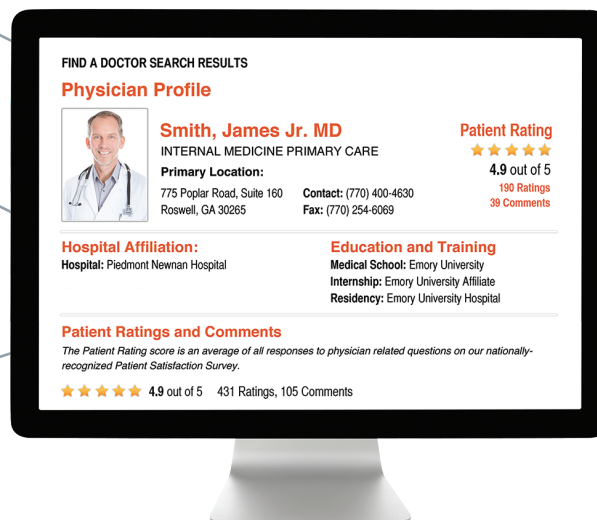
Integrates with existing patient experience survey data

STRATEGIC

Rolls up or drills down to display results by organization, specialty, or question

COMPATIBLE

Works with all content management systems



SYNDICATED

Posts reviews across multiple web properties

SEARCHABLE

Allows patients to filter by star rating and more to ease their search

RESPONSIVE

Posts public-facing responses to patient comments