45K+ five-star reviews creates surge in web traffic, increases google ranking

OUR WORK WITH

LCMC Health

EXECUTIVE SUMMARY

With Transparency, LCMC Health, a five-hospital health system in New Orleans, modernized their digital presence, built a culture of continuous improvement, and earned 46,876 five-star reviews from their patients.

45K+ five-star reviews creates surge in web traffic, increases google ranking

INCREASED 5 STAR REVIEWS

DOUBLED WEB TRAFFIC

PUSHED PROVIDERS TO TOP 3 GOOGLE RANKING

Opportunity

Leaders at LCMC Health wanted to take their organization into the digital age. They recognized the central role of the Internet in consumers' search for care but were unsatisfied with the volume of visitors that LCMC Health's website attracted.

To bolster their brand's digital presence, and to earn trust from their patients, LCMC Health's leaders decided to publish provider rankings on their website.

For this, they turned to NRC Health.

Solution

NRC Health's Transparency solution is a comprehensive system for publishing ratings and reviews. The solution effortlessly captures, screens, and verifies 100% of patient comments.

By using a form of artificial intelligence called Natural Language Processing (NLP), Transparency automatically filters out any libelous, fraudulent, or HIPAA-violating content. Once screened, the ratings appear on organization websites in the form of star reviews.

This process guarantees that only authentic and meaningful patient feedback appears on health-system websites—a reliable indicator of quality for consumers and leaders alike.

Moreover, Transparency gives physicians and other providers a visible marker of their performance. At a glance, they can see the aggregated history of their patients' reviews. This can be invaluable for efforts at improving their approach to care.

LCMC HEALTH

→ Five Hospital Locations
→ 699,886 Clinic Visits
→ 251,831 Emergency Room Visits
→ 9,368 Employees
→ 1,960 Physicians
→ 2,499 Volunteers

"We know that consumers start their healthcare search online. Partnering with NRC Health allowed us to harness the power of the patient feedback we were already collecting and share verified patient reviews on our own site, providing consumers with the information they most value and connecting them directly with our providers."

— **Christine Albert**, Senior Vice President of Marketing and Communications, LCMC Health

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Human understanding

The results

Within six months of rollout, LCMC Health's leaders began to see exactly the results they'd been hoping for.

SURGE IN WEB TRAFFIC
Because web-searchers are eager to see verified reviews, search engines tend to favor websites that host them. This was certainly the case at LCMC Health. Once Transparency's reviews were published, the number of reviews enabled the number of providers in the top 3 position within Google rankings to increase from 7.4% to more than 21%—and the average monthly page views for providers participating in transparency went from 11,664 page views to 22,052, almost doubling the number of views.

VALIDATION OF EXCELLENCE
Shortly after Transparency's premiere, LCMC Health's providers received remarkable validation from their patients. The average provider rating on LCMC Health's site is now **4.8 out of five stars,** with **82% of reviews being five-star reviews**.

A NEW CULTURE OF CARE
Transparency has also transformed operations at LCMC Health's hospitals. Transparency has become an integral part of continuous process improvement. Every site of care now hosts **monthly feedback meetings** to review patient comments and look for opportunities to offer a better experience. Operational leaders are present at these meetings and available to address any facility or operational challenges that are mentioned in the patient feedback.

A RECRUITING ADVANTAGE
Nor has Transparency's impact at LCMC Health been limited to clinical care. Another facet of the organization—Physician Practices—has observed **a marked improvement in the onboarding of new clinicians**.

COMPLETE CLINICIAN BUY-IN
Initially, LCMC Health clinicians hesitated to embrace Transparency. They worried about the public exposure, and about their performance as providers being graded unfairly by unsatisfied patients.

After more than a year, however, LCMC Health's patients proved that these providers needn't have been concerned. In all the time of Transparency's deployment, LCMC Health's providers have received 57,991 reviews from patients—and **only three of them** have been disputed.

57,991
LCMC Health's reviews from patients

"New providers always ask, 'How are you going to promote me?' Transparency is a huge differentiator for us that way. It shows that we have a mechanism in place to bolster their reputations as providers."

—**Jessica Muntz,** Touro Director of Marketing and Communications, Transparency Implementation Lead

"LCMC Health is committed to transparency. We value the feedback that we receive through our patient satisfaction surveys and are proud to share that information using Transparency. As our organization continues to grow, the Transparency product is something we'll continue to grow with."

—**Dr. John Heaton**, President of Clinical and System Operations, LCMC Health

LEARN MORE
For more on workforce engagement solutions from NRC Health, call 800.388.4264 or visit nrchealth.com/demo.

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The future

This is only the beginning of Transparency's utility at LCMC Health. The organization's leaders have ambitious plans for its future. The organization hopes to implement Transparency across more service-lines, and to streamline results reporting across the system.

Take-away tips

To ensure the success of a Transparency rollout, LCMC Health's leaders offer the following suggestions:

OVER-COMMUNICATE
Providers may resist the publication of patient ratings. This is a natural response: their reputations are at stake. To ease their trepidation, LCMC Health's leaders adopted an **extensive campaign of communication** that lasted more than a year. The campaign included demonstrations of the platform, an internal Transparency toolkit, email updates, and one-on-one conversations. The organization's leaders feel that this campaign was essential to Transparency's success at LCMC Health.

START WITH AN INTERNAL ROLLOUT
A further step to help providers acclimate to Transparency: show it to them before showing to the world. LCMC Health's team debuted Transparency's ratings display on a staging website, giving employees time to come to grips with how the system works. This allowed providers to get comfortable with how they'd be portrayed online.

FIND CHAMPIONS
Finally, if physicians are to have confidence in the solution, it's important they hear about the benefits of Transparency from their peers. LCMC Health recruited physician leaders at each of their hospitals to help evangelize Transparency, which helped clinicians fully integrate the solution into their work.

> "I can talk to these physicians all day about Transparency, but at the end of the day, it's their name up there, not mine."
>
> —**Jessica Muntz**, Touro Director of Marketing and Communications, Transparency Implementation Lead

> "As a physician, I understood the worries and concerns of my peers, but I also was aware that patients are choosing a provider based on the information online. Although it can be difficult to see a sometimes-negative review on my profile, it's been overwhelmingly positive, and I've even had new patients come to me as a result of the reviews they've read."
>
> —**Dr. Christopher Lege**, Internal Medicine Physician and Transparency Physician Champion, Touro

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