

Ratings and reviews significantly improve providers' online reputation at a major pediatric hospital

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35%

INCREASE IN UNIQUE VISITORS TO PROVIDER PROFILES

5.0

POINT INCREASE IN LOYALTY INDEX SCORE

35%

INCREASE IN QUARTERLY ONLINE APPOINTMENT BOOKINGS

SUMMARY

Children's Wisconsin wanted to better understand the patient and family experience, and also match their physicians' online reputations to their high standards of care. NRC Health's solutions amplified their physician ratings to an average of 4.8—a significantly higher rating than on third-party websites sharing reviews. Children's Wisconsin ratings and reviews are very positive, and they are now able to share that accurately with their community.

"Transparency is important, and Children's Wisconsin wanted to maintain a competitive position in the market and enable consumers to get as much information as possible to choose the right providers for their children."

—Neal Linkon,
Director of Marketing Operations

OPPORTUNITY

Leaders at Children's Wisconsin knew their providers delivered outstanding care. Yet the organization's online reputation—as represented on third-party review sites—did not reflect their clinicians' superb performance.

The organization's executive team wanted to change that. To take control of their online presence, they decided to publish patient/family ratings and reviews on Children's Wisconsin's own website as part of their website re-launch strategy.

SOLUTIONS

NRC Health's Reputation capabilities use existing feedback processes to publish ratings and reviews online. The solution effortlessly captures, screens, and verifies 100% of patient comments, filtering out any libelous, fraudulent, or HIPAA-violating content. Once screened, the ratings appear on organization websites in the form of star reviews. Leaders can rest assured that only authentic patient experiences will appear on their organization's website. Physicians also benefit from visibility into their performance, which can be invaluable to efforts at improving their approach to care.

RESULTS

- Quarterly provider-profile traffic surged from 55,000 to 80,000
- Quarterly online appointments increased from 1,500 to 2,300
- Average physician star rating is now 4.77 stars out of five
- 88.3% of reviews are five-star reviews
- 56,633 comments have been published