



Community Development

# Managing your online reputation



# The digital world is changing the way patients manage their health



**Decision making in healthcare is highly influenced by online information**

**44%**

of patients go online to research their doctor



**Reputation is the #1 driver in choosing a doctor**

**72%**

of patients choose their doctor based on their reputation

## A patient's perception of a doctor's reputation is predominantly based on online reviews



**20%**

of internet users consult rankings and online reviews



**19%**

of patients consult online reviews as a first step



**41%**

of patients spread the word about their experiences

# Why your online reputation should be one of your top priorities



## WHAT IS ONLINE REPUTATION MANAGEMENT?

Online Reputation Management is the process of managing the personal and professional information that appears when people search for you online

Your online profile is a summary of all the information about you available on the web: personal profile, quotes, comments, ratings, news, articles, etc.

## ONLINE REPUTATION IS A KEY DRIVER FOR CHOOSING A SURGEON AND SO SHOULD NOT BE IGNORED

**Having a healthy personal online reputation can help you:**

1. Acquire more patients
2. Build loyalty among your current patients
3. Increase professional development
4. Develop opportunities for advancement within or outside a medical institution
5. Gain trust among the community, improving your capacity to influence and generate real change among patients and society

# How to take control of your online reputation







# How to take control of your online reputation

**1****Don't ignore negative comments; they might snowball into a big issue**

Identify trained staff to support you. They will publicly acknowledge the complaint and will privately resolve the situation whenever possible.

**2****Don't share details in a public response to a patient**

Patients are protected by law so any public disclosure of information, however limited, might turn into a legal nightmare. Try to take the discussion offline.

**3****Don't get into a fight with a disgruntled patient**

Let patients vent, empathize with them, but never fight them. They are probably in no position to accept your views. You will not win.

**DON'Ts****5****Avoid litigation at all costs. You might create more online noise for years to come**

In spite of recent legislation, Google search results still show negative news such as litigation many years after it has happened.

**4****Think twice about "eliminating" negative content through "miracle" practices**

The internet has created more transparency than ever, so patients can see most things. Deleting negative comments using dubious methodologies (offered by fraudulent service providers) can be a formula for disaster.

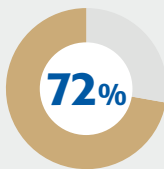
# AOSPINE OVERVIEW

## The Challenge

**The internet is constantly changing the way patients manage their health**

- Decision making on healthcare is greatly influenced by information available online

**Reputation is the #1 driver in doctor choice:**



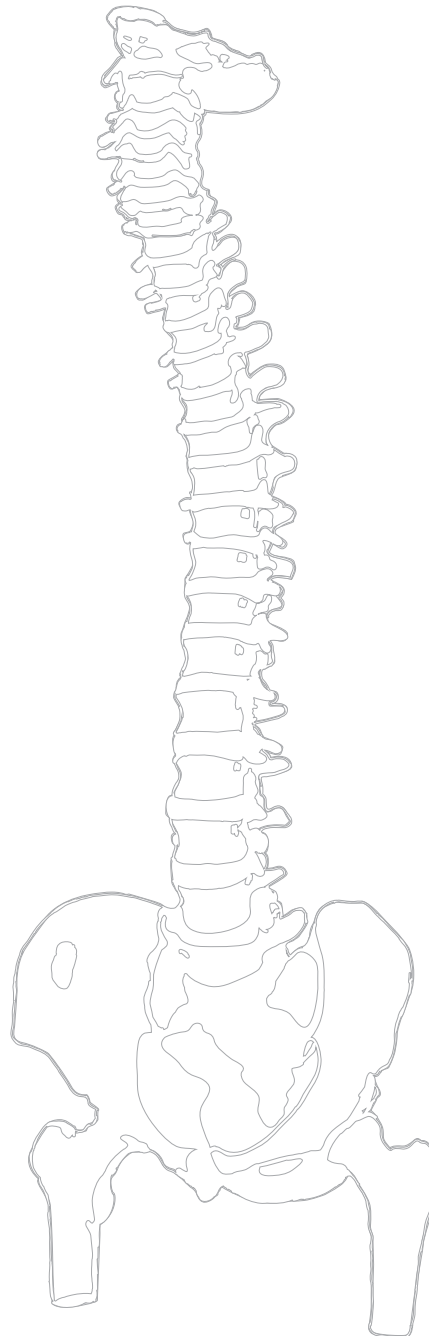
of patients choose their doctor based on their reputation

- A patient's perception of a doctor's reputation is predominantly based on online reviews

## Why

**Having a healthy personal online reputation will help you:**

1. Acquire more patients
2. Build loyalty among your current patients
3. Enhance your professional development
4. Develop opportunities for advancement within or outside a medical institution
5. Gain trust among the community



## What

Online Reputation Management is the process of managing the personal and professional information that appears when people search for you online

**Online reputation is a key driver in a patient's decision making process, so it is vital that we manage it proactively**

## How

**Tips on how to take control of your online reputation**



1. Monitor what is being said about you online and know how to remain visible when people Google you
2. Develop one central authoritative source about yourself
3. Inspire your patients to write positive reviews
4. Beware of personal opinions. All your online information counts
5. Create relevant healthcare content and amplify its impact through social media



1. Don't ignore negative comments
2. Don't share details in a public response to a patient
3. Don't get into a fight with a disgruntled patient
4. Think twice about simply "eliminating" negative content
5. Avoid litigation at all costs



Advancing  
spine care  
worldwide

AOSpine International  
Stettbachstrasse 6  
8600 Dubendorf  
Switzerland

T +41 81 414 27 32  
info@aospine.org

[www.aospine.org](http://www.aospine.org)

