



The digital world is changing the way patients manage their health



Decision making in healthcare is highly influenced by online information

440/0 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



410/0 of patients spread the word about their experiences

Sources:

http://www.pewinternet.org/fact-sheets/health-fact-sheet/ http://www.pewinternet.org/2013/01/15/peer-to-peer-health-care/ http://www.softwareadvice.com/medical/industryview/how-patients-use-online-reviews/http://www.visioncritical.com/3-factors-driving-patient-loyalty-in-healthcare-industry/





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

Monitor what is being said about you online and know how to remain visible when people Google you

- Google your name regularly to see what comes up
 - Set up a Google Alert on your name
- Consider management services: e.g. Reputation.com, Healthcare **Consulting Group**
 - Check review sites regularly, especially the ones you promote

DOs

Develop one central authoritative source about yourself - your online 'golden profile'

- Update this profile with consistent, detailed and accurate information
- Details matter: follow standards for spelling and abbreviations, use your licensed name, publish a phone number for appointments
- Include professional photos, inspirational posts, awards, professional comments/articles on public forums, participation in professional events, conferences

Beware of personal opinions. All of your online information counts.

Inspire your patients to write positive reviews on at least one doctor rating site

Make it easy for them by providing an appropriate link







Linkedin

Its profiles generally rank among the top 10 in Google. They are used by recruiters, researchers, investors for professional networking and to research talent.

Advice:

Have an up-to-date profile, even if simple, and link it to your Golden Profile. Get peer recommendations to enhance the profile.

Facebook

Potential for two-way dialogue with peers and patients. It can help amplify the impact of your content. Furthermore, your privacy can remain protected.

Advice:

Even an 'inactive' account will still appear on the first page of Google's results.

Create relevant healthcare content and amplify its impact through social media

Content is a fundamental way to become relevant to consumers and visible in Google searches. However, content quality alone is not sufficient to reach potential patients unless you proactively "activate the content" using social media channels.

Here are some tips:



Google+

Facebook's main competitor. A strong profile helps improve ranking in Google searches.



Twitter

One of the top sources to discover professional information and research from reputable sources.

Advice:

Maintain an informative profile. Tweet or retweet interesting news on a regular basis. e.g. a few times a week.



Youtube

Great source of inspiration and education for healthcare.

Advice:

Upload at least one video.
Like some videos. Link
to Twitter and Google+.

Advice:

Create a detailed public profile and link it to your contents or profiles elsewhere.







How to take control of your online reputation

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. DON'Ts

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.

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. 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.







The Challenge

The internet is constantly changing the way patients manage their health

 Decision making on healthcare is greatly influenced by infomation available online

Reputation is the #1 driver in doctor choice:



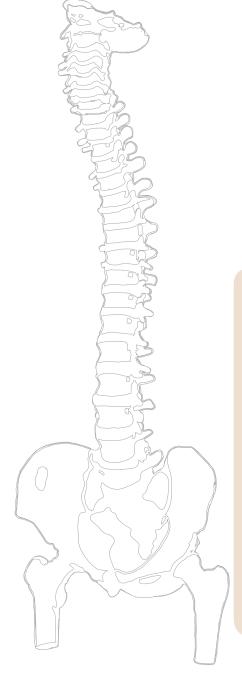
of patients choose their doctor based on their reputation

 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











 Ψ



AOSpine International Stettbachstrasse 6 8600 Dubendorf Switzerland T +41 81 414 27 32 info@aospine.org

www.aospine.org

