



Community Development

Managing your online reputation



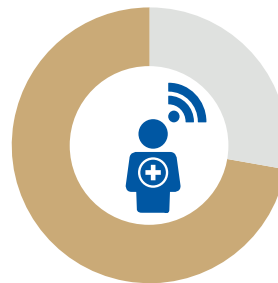
The digital world is changing the way patients manage their health



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



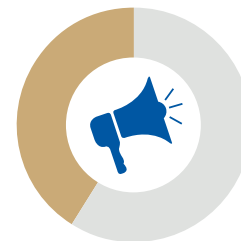
20%

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

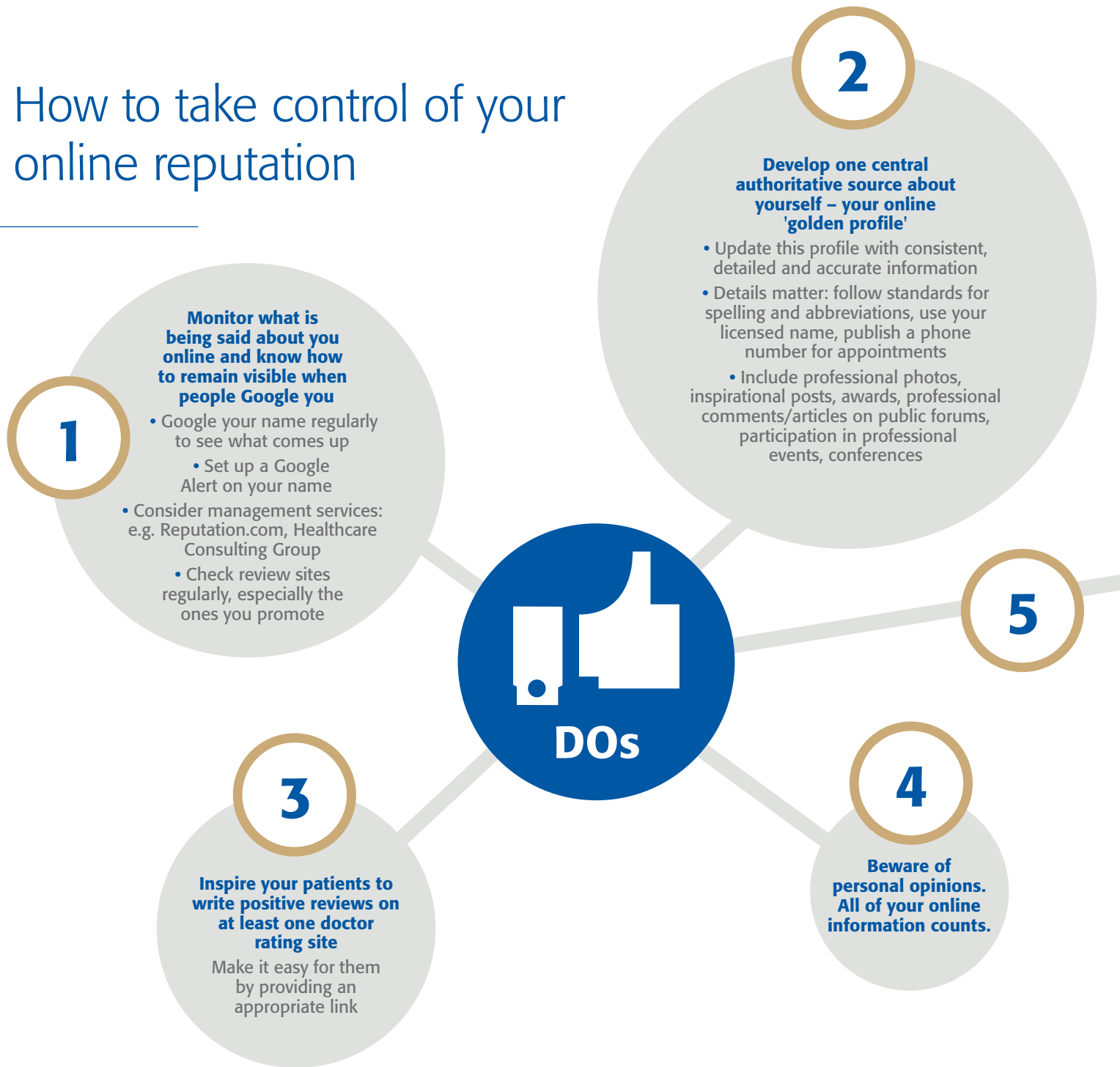
Your online profile is a summary of all the information about you available on the web: personal profile, quotes, comments, ratings, news, articles, etc.

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.

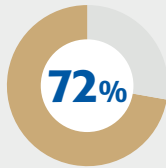
AOSPINE OVERVIEW

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:



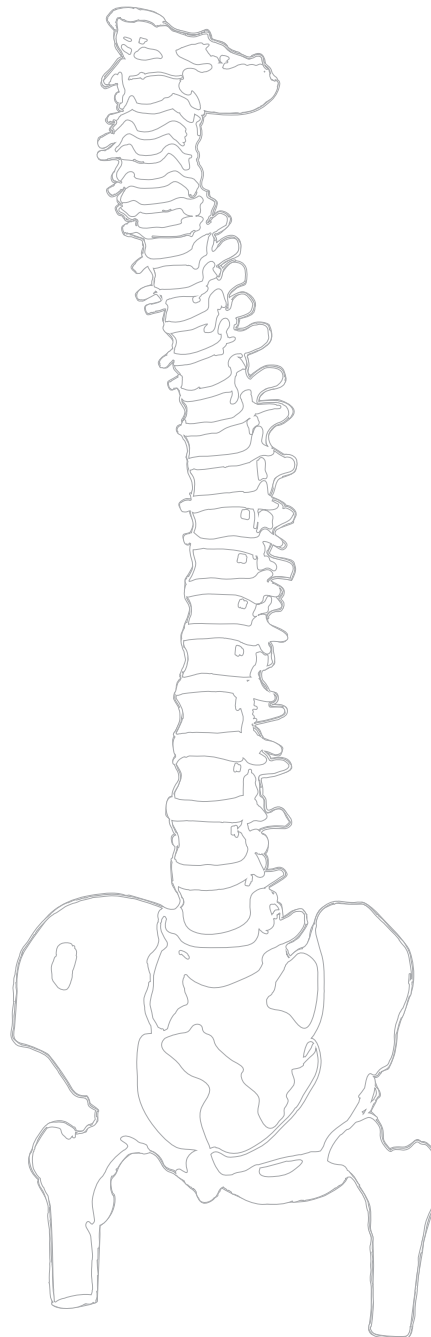
of patients choose their doctor based on their reputation

- 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



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