Improving Your Faculty and Departmental Reputation Scores in the Digital World

Academic Orthopaedic Business & Leadership Symposium
2,200+ Orthopedic Surgeons & hundreds of other practices use SocialClimb

Track & Report reputation details for 23,000+ Physicians

We are passionate about Reputation Marketing and helping physicians grow their practices
Not Your Old Survey Strategy

- We are **Not** talking about
  - Press Ganey Surveys
  - CAHPS Surveys
- We are discussing the reality of today’s Medical Consumer
  - Reputation matters
  - Reputation Marketing is the new battle ground
  - 77% of patients read reviews before selecting a provider
- Reputation Marketing in Medicine is ‘Local Search’
Key Take Away Items

- Social Reputation Marketing is the new battle ground.
- It is expensive to NOT deal with it.
  - Adding new physicians is expensive, get them busy sooner.
  - Local competing practices will do it, move first.
- You Can do it.
Reputation Marketing - Where to Start
Two Basics Building Blocks

- Google My Business (GMB) - 80% of reputation value is held at your free Google listing.

- Local Search - 75% of patients begin their physician selection research via mobile search.
Great reputation on Stanford Medicine website
Incomplete reputation on Google My Business
Result: Dr. Amanatullah is not visible in Local Searches
Great Examples of Google My Business pages

These pages dominate Local Search results
Local Search is ‘The Search’ in Medicine

- General Google Search (traditional)
  - Drive web traffic to website
  - Ads, SEO, Pay Per Click (PPC)
  - Not how most patients find doctors
Local Search is ‘The Search’ in Medicine

- **Local Search** on Google
  - Google My Business (GMB) is Key
  - Proximity - ‘Local’
  - Reputation
  - Recency
  - Most physician searches done this way
Local Search leads to Google My Business (GMB)

- It is how people find local services - including medical care & providers
- You are using it even if you don’t know it
- Winning the local search battle via GMB is 80% of Reputation Marketing
Google My Business (GMB)

- Personal physician GMB pages are the most powerful way for physicians to be found by potential patients
- Keys
  - Properly configured GMBs
  - Keywords on GMB and linked web page
  - Great ratings and reviews
  - Recent ratings and reviews
Google My Business (GMB)

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Crawl, Walk, Run & What To Do Next

- Crawl - Gain Control Phase
- Walk - Build The Foundation Phase
- Run - Dominate The Market Phase
Crawl - Gain Control

- Goal: Gain visibility & become responsive
- Establish control at Google My Business, Facebook, Yelp, Healthgrades & Vitals
- Systemically monitor social reviews
- Respond to reviews
- Time Frame: 1 to 3 months depending on size of group
- Budget: $10 per physician/month
  - Establishing control is free - requires effort
  - Monitoring and responding tools cost
Walk – Build Foundation

- Goal - Configure GMB pages & other listings correctly
  - Keywords
  - Link Page Keywords
  - Categories
  - Name, Address, Phone, Hours of Operation
  - Images

- Time Frame: 1 to 3 months depending on size of group
- Budget: $10 per physician

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**List Score**

- **Cover photo**
- **Profile photo**
- **Categories**
- **Business Description w/ Categories**
- **Profile URL**
- **Profile Link**
- **Categories in profile text**
- **Images & icons**
- **Reviews & Rating**
- **Reputation & Feedback**

**Orthopedic Surgeon**

**Mark S. Cohen, M.D.**

**Orthopedic Surgeon**

**Dr. Mark Cohen** is a board-certified orthopedic surgeon and hand surgeon specialized in hand surgery, wrist surgery, elbow surgery, ankle, and foot surgery. He is certified in hand surgery and sports medicine, and has a special interest in treating conditions of the hand, wrist, and ankle.

**Hours:**

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**Additional Details:**

- **Location:** 555 Main Street, Chicago, IL, 60610
- **Website:** www.chicagohand.com
- **Contact:** (312) 456-7890
- **Social Media:** Facebook, LinkedIn, Twitter

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**SocialClimb**
### Optimize Google My Business

**Mark S. Cohen, M.D. - Orthopedic Surgeon**
1611 W. Harrison Street, Chicago, IL 60612

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- Wheelchair accessible elevator
- Wheelchair accessible entrance
- Accepts new patients
- Wheelchair accessible restroom

Dr. Mark Cohen is a board-certified orthopedic surgeon and hand surgeon specialized in hand surgery, wrist surgery, elbow surgery, wrist and elbow arthroscopy and joint replacements for the elbow, wrist, and hand.

### Listing Score

- **5.5/7**
- **Cover photo**
- **Profile photo**
- **Categories**

**Business Description with Categories**

**Reeviews Volume - Currently have 31 of recommended 50**

- Manually reviewed recently left affect your business placement. 50 reviews will put this listing at top competitive providers in most local markets at this time.

**Reviews Rating - Currently have 4.61 of recommended 4.00**

- Google defaults their search to only show 4.0+ rating in most local markets. Getting above 4.0 will give your listing the edge when it is otherwise available.
Run - Dominate Local Search

- Goal - Get public reviews from 10% of patients via Invitation Process - Own All Shelf Space
- Model - Enable patients to provide reviews via their smartphones.
- Don’t
  - Hand out cards
  - Place tablets/computers in the lobby
  - Send random emails manually
- Do
  - Automatically invite patients via text & email
  - Build physician & practice reputations
- Enable your ‘Influencers’ to have a powerful voice on social media
- Time Frame: Indefinite
- Budget: $70 to $80 per physician/month
Run - Example Local Search Dominance

- Goal - Own all the ‘shelf space’ in a search.
Invitation Process

Automated via EMR Integration and Personalized to the patient from the Provider
Susan,
Thank you for choosing Desert Orthopaedic Center. Please take a min and leave me feedback at the link below.
TROY S. WATSON, M.D.

Tap to Review
sdvye.com

Would you provide Desert Orthopaedic Center a public review at Google, Facebook or Healthgrades?

YES
NO
We apologize that your experience was unsatisfactory. How can we improve?

Please tap the stars above to give a rating

Comments (please be specific)

Doctor was great but the wait time was terrible!
Would you provide Desert Orthopaedic Center a public review at Google, Facebook or Healthgrades?

Select a platform to leave feedback

- Google
- Facebook
- Healthgrades

These are public platforms, reviews submitted are visible online.
Run - Example Local Search Dominance

▶ Goal - Own all the ‘shelf space’ in a search.
Midwest Ortho at Rush University Results Via Google

Google My Business Views

Google My Business Actions

- Visit your website
- Call you
- Request Directions
Results - Midwest Ortho at Rush University

- Data for the past 12 months
- Local Search reach increased by 410%
  - Drove 350,000 more views of the practice than previous 12 months
  - Delivered 3,000+ more potential patients to the practice via
    - Website (5% conversion)
    - Phone call to the practice (10% conversion)
  - Additional potential revenue estimate $3.8+ million
Top Ten Rated Institutions in AOC

1. Orthopaedics at Rush University
2. Cincinnati Children's Hospital Medical Center
3. Loma Linda University Health
4. Orlando Health
5. Mount Sinai Medical Center
7. University of Wisconsin School of Medicine and Public Health
8. Duke University - Duke Health
9. University of South Alabama College of Medicine
10. Southern Illinois University School of Medicine

Contact M’Kay McGrath mmcgrath@socialclimb.com for your report.
Provider Reputation

Dr. Nicole Bonquist
4.80 ***** (26)

Dr. Lisa Ghannad
4.95 ***** (71)

Dr. Ted Garlinger
4.80 ***** (17)

Dr. John Fernandes
4.92 ***** (119)

Dr. Gregory Lopez
4.91 ***** (28)

Dr. Joel Williams
4.90 ***** (32)

Dr. Craig Della Valle
4.80 ***** (110)

Dr. Joshua Blomgren
4.80 ***** (57)

Location Reputation

Midwest Orthopaedics at Rush - Munster Office Competitors
1. Midwest Orthopaedics at Rush - Munster Office 4.80 ***** (26)
2. Franciscan Physician Network Orthopaedics & Podiatry 4.80 ***** (8)
4. Orthopedic Specialists of Northwest Indiana 4.21 ***** (10)

Midwest Orthopaedics at Rush - Oak Park Competitors
1. Midwest Orthopaedics at Rush - Oak Park 4.90 ***** (14)
2. Victor Romano, M.D. 4.70 ***** (28)
3. Romano Orthopedic Center 4.60 ***** (7)

Midwest Orthopaedics at Rush - Chicago Competitors
1. Midwest Orthopaedics at Rush - Chicago 4.80 ***** (10)
2. Windy City Orthopedics & Sports Medicine 4.70 ***** (6)
3. Orthopaedic And Rehabilitation Centers 4.60 ***** (23)

Midwest Orthopaedics at Rush - Westchester Competitors
1. Midwest Orthopaedics at Rush - Westchester 4.80 ***** (31)

Hinsdale Orthopaedic
Full Set of Features Needed

- GMB Listings Management & Scoring for physicians and locations
- Automated invitations via native integrations for EMR systems to get 10% of patients to leave reviews
- Rating/Review response tools
- Survey & NPS tools
- Reputation monitoring & reporting
Key Take Away Items

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