



# PATIENT SATISFACTION SURVEYS **RATINGS & REVIEWS**

December 10, 2015

# Healthgrades Patient Satisfaction Ratings & Reviews

Consumers reward transparent healthcare providers – **nearly half read online reviews** before they make an appointment.

By providing **patient satisfaction reviews**, Healthgrades will further **differentiate** your providers and deliver on brand promise to connect consumers with the right doctor.

As a pioneer in ratings transparency, Healthgrades star ratings have been public for many years and with over **1 million visits each day**, we are the most relied upon resource for **consumers researching doctors** and hospitals.

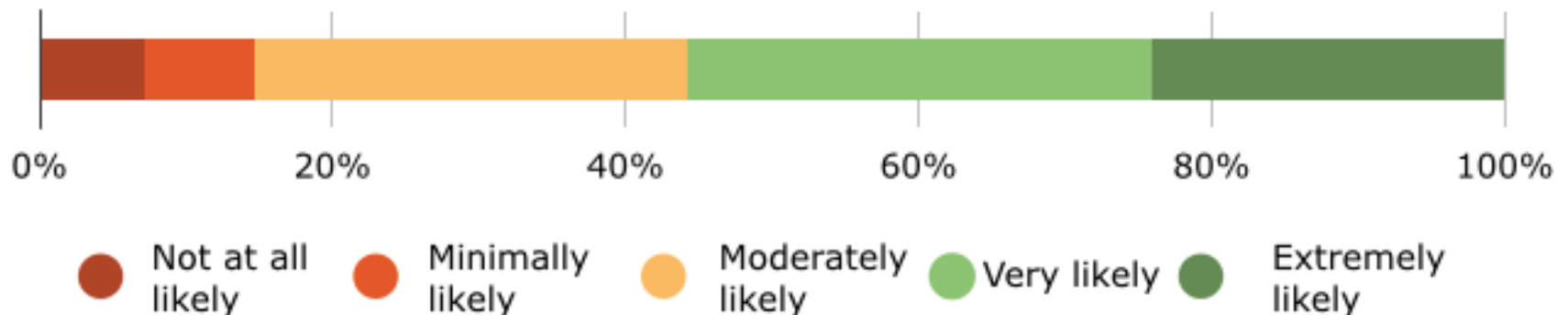
# Ratings & Reviews Matter

- 1 Patients use online reviews more now than ever before to make informed decisions
  - 72% of adult internet users searched online for information about health issues

- 2 There is tremendous value in having recent ratings & reviews
  - Current, relevant content differentiates & creates preference for your physicians

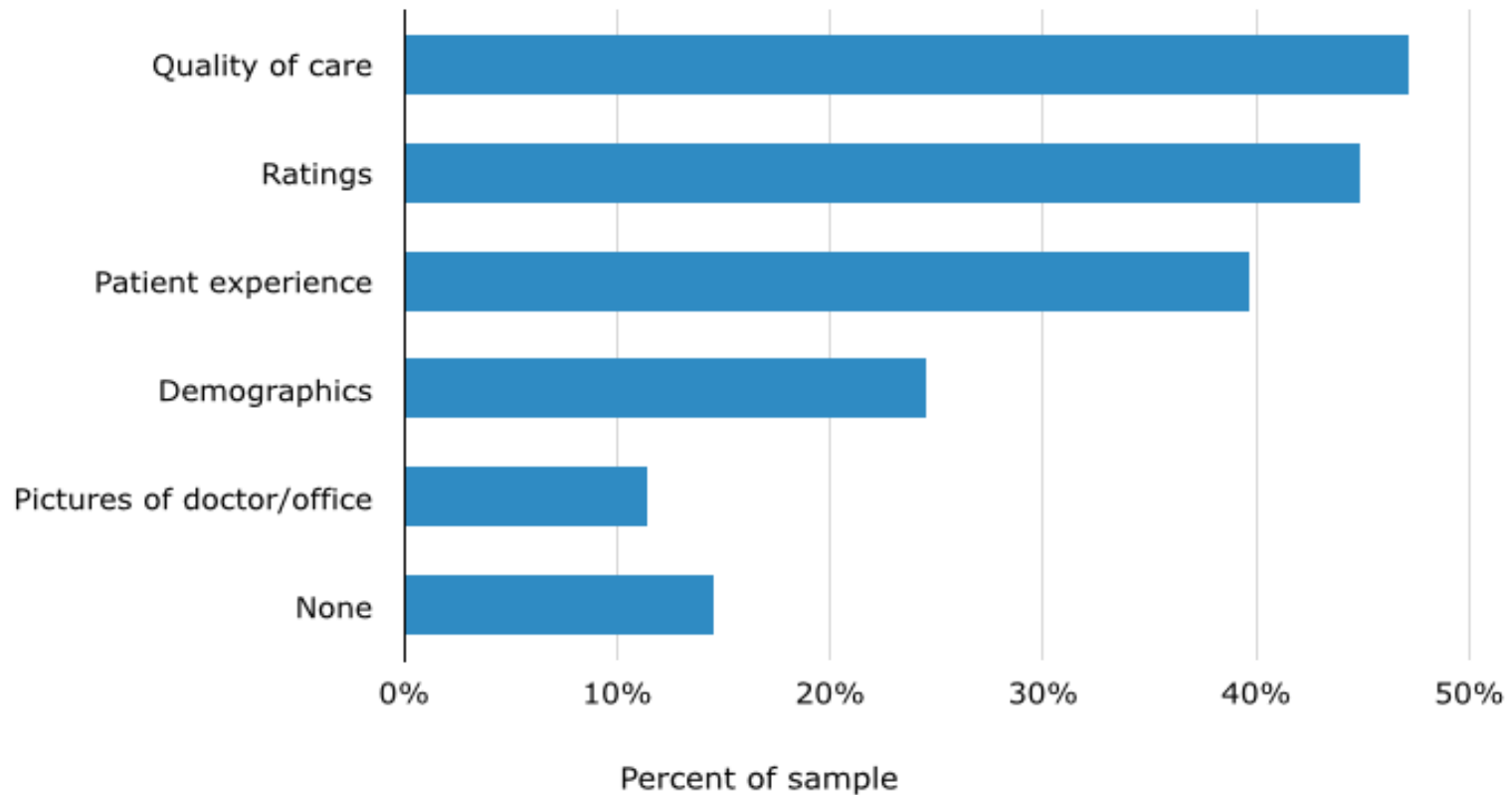
- 3 More visit Healthgrades over any health information site
  - Healthgrades has over 1 M visits each day
  - Differentiate providers where consumers are searching

## Likelihood of Choosing a Doctor Based on Reviews



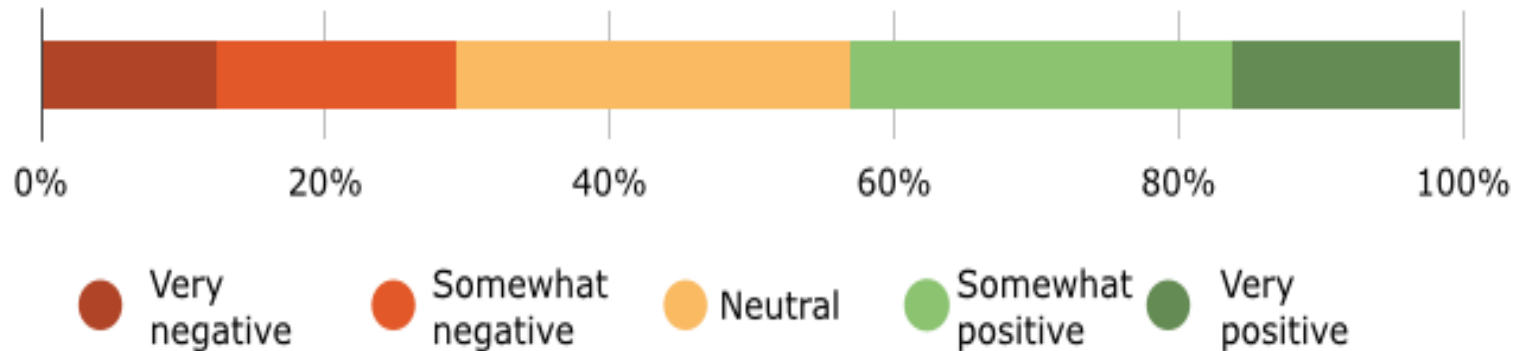
# Most Valuable Information to Consumers Researching Physicians Online

## Quality Of Care & Ratings Top The List



# Most Reviews are **Positive** or **Neutral**

## Type Of Review Patients Typically Write



# HEALTHGRADES' APPROACH: ***PATIENT REVIEWS***

# Patient Satisfaction Ratings and Reviews

## Physician Profile View

- Star rating compiled
- Patient Satisfaction Tab
- What the Doctor Says-her own words here
- Take a survey button-drives to star rating or open text review
- Open text reviews listed

The screenshot shows the Healthgrades profile for Dr. Clare Ellis, MD, an Orthopedic Surgeon at Metropolitan Regional Medical Center in Denver, CO. The profile includes a star rating of 4.9 (16 responses), a 'Patient Satisfaction' tab, a 'Take the Survey' button, a quote from Dr. Ellis, and a bar chart showing the likelihood to recommend. Yellow callouts point to the star rating, the Patient Satisfaction tab, the Take the Survey button, the doctor's quote, and the open text reviews section.

healthgrades<sup>®</sup> DOCTORS DENTISTS HOSPITALS  
Orthopedic Surgery Denver, CO

Metropolitan Regional Medical Center  
To find out more please visit our website at MetropolitanRegionalMC.com

Dr. Clare Ellis, MD  
Specializes in Orthopedic Surgery • Female • Age 53

Patient Satisfaction  
★★★★★  
16 patient reviews  
Take a Survey

North Valley Joint Center  
12700 Main St  
Denver, CO 80231  
Get Directions

Play Video

MR Metropolitan Regional Medical Center  
Dr. Ellis is on staff at Metropolitan Regional Medical Center  
Insurance Accepted  
Procedures and Conditions

COMPARE

Call for Appointments  
New Patients Existing Patients Other Inquiries

New Patient: Book an Appointment Online or Call Now

THU 11/19	FRI 11/20	SAT 11/21	SUN 11/22	MON 11/23	TUE 11/24	WED 11/24
5:00 PM	4:00 PM 5:30 PM 6:00 PM	10:30 AM 11:30 AM	9:00 AM		8:30 AM 10:30 AM 3:00 PM 5:00 PM	9:30 AM 11:30 AM

View Full Calendar & All Locations

Overview Experience Hospital Quality Patient Satisfaction Appointments & Offices

Patient Satisfaction  
Take the Survey

Dr. Ellis says...  
"I am gratified by the positive feedback I have received from my patients and will continue to strive to live up to (and exceed) the high standards I hold for patient care."

Likelihood to Recommend:  
4.9 ★★★★★  
16 responses

5 Star	4 Star	3 Star	2 Star	1 Star
(8)	(4)	(1)	(2)	(1)

More Details

Sort by Most Recent

★★★★★  
- Marty Washington in Denver, CO | May 27, 2015  
"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras vulputate ut nisl sed"

Contact Dr. Ellis  
New Patients  
Existing Patients

# Open Text Reviews

- The most recent addition to the Patient Satisfaction Survey
- Single open text question
- Patients provide feedback relevant to provider that compliments their likelihood to recommend score

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DOCTORS DENTISTS HOSPITALS

Orthopedic Surgery Denver, CO

Metropolitan Regional MEDICAL CENTER

To find out more please visit our website at MetropolitanRegionalMC.com

Back to Search Results Home Find a Doctor Find an Orthopedic Surgeon Colorado (CO) Denver Dr. Clare Ellis, MD

Dr. Clare Ellis, MD

Specializes in Orthopedic Surgery • Female • Age 53

Patient Satisfaction

★★★★★

16 patient reviews

Take a Survey

North Valley Joint Center

12700 Main St

Denver, CO 80028

Get Directions

Play Video

This profile is brought to you by

Metropolitan Regional MEDICAL CENTER

Dr. Ellis is on staff at Metropolitan Regional Medical Center

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View Full

Overview Experience

Dr. Ellis' Patient Satisfaction Survey

Likelihood of recommending Dr. Ellis to family and friends ★★

How was your experience with Dr. Ellis?

Consider sharing specific reasons why you would or would not recommend this doctor to others.

Tell us about the office & staff

Contact Dr. Ellis

## Dr. Ellis' Patient Satisfaction Survey

Likelihood of recommending Dr. Ellis to family and friends \*



How was your experience with Dr. Ellis?

Consider sharing specific reasons why you would or would not recommend this doctor to others.

500 characters remaining



# Reviews must **comply** with the guidelines & editorial policy

Collection of survey content goes through a confirmation process and detailed audit workflow—including **identity verification**

The screenshot shows a Healthgrades profile for Dr. Clare Ellis, MD, an Orthopedic Surgeon at Metropolitan Regional Medical Center in Denver, CO. The profile includes a photo, social media links, and a patient satisfaction rating of 5 stars. A survey overlay is present, titled 'Tell us about yourself', which contains a 'Required' section with a text input field and a 'Submit Survey' button. Below the survey, there is a section for 'Dr. Ellis' Patient Satisfaction Survey' with a 5-star rating and a 'Tell us about the office & staff' section.

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Orthopedic Surgery Denver, CO

MR Metropolitan Regional MEDICAL CENTER

To find out more please visit our website at MetropolitanRegionalMC.com

Back to Search Results Home Find a Doctor Find an Orthopedic Surgeon Colorado (CO) Denver Dr. Clare Ellis, MD

Dr. Clare Ellis, MD

Specializes in Orthopedic Surgery • Female • Age 53

Patient Satisfaction: 5 stars (16 patient reviews)

North Valley Joint Center 12700 Main St Denver, CO 80028

COMPARE

Call for Appointments

New Patients Existing Patients

New Patient: Book an Appointment Online or Call

THU 11/19	FRI 11/20	SAT 11/21	SUN 11/22	MON 11/23
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View Full Calendar

Overview Experience Hospital

Dr. Ellis' Patient Satisfaction Survey

Likelihood of recommending Dr. Ellis to family and friends \* 5 stars

How was your experience with Dr. Ellis?

Consider sharing specific reasons why you would or would not recommend this doctor to others.

Submit Survey

We will use the email you provide to confirm your survey.

Tell us about the office & staff

Contact Dr. Ellis

Tell us about yourself

\* Required

By submitting this survey, you agree to the terms and conditions of the [User Agreement](#).

Your participation is kept confidential. Dr. Ellis and her staff will not know that you took the survey or the identity of any survey participants. By completing the survey, you acknowledge that you or a family member is or has been a patient of the provider. Learn more in our [Privacy Policy](#).

Submit Survey

We will use the email you provide to confirm your survey.

# HG Reviews—Display

## 1. Improved Patient Satisfaction survey results:

- New Reviews Summary
- New Contextual open ended content
- New Sort by 5 star, 1 star

healthgrades<sup>®</sup> DOCTORS DENTISTS HOSPITALS

Orthopedic Surgery Denver, CO

Metropolitan Regional Medical Center

Dr. Clare Ellis, MD

Specializes in Orthopedic Surgery • Female • Age 53

Patient Satisfaction

★★★★★

16 patient reviews

Take a Survey

North Valley Joint Center

12700 Main St

Denver, CO 80028

Get Directions

Play Video

Dr. Ellis is on staff at Metropolitan Regional Medical Center

Insurance Accepted

Call for Appointments

New Patients Existing Patients Other Inquiries

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Overview Experience Hospital Quality Patient Satisfaction

Patient Satisfaction

Take the Survey

Dr. Ellis says...

“ I am gratified by the positive feedback I have received from my patients and will continue to strive to live up to (and exceed) the high standards I hold for patient care. ”

Likelihood to Recommend:

4.9 ★★★★★

16 responses

5 Star	4 Star	3 Star	2 Star	1 Star
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More Details

Sort by Most Recent

### Patient Satisfaction

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# Crowd Sourcing—Abuse Reporting & Helpful Usage

The screenshot shows the Healthgrades website interface. At the top, there's a search bar with "Orthopedic Surgery" and "Denver, CO". Below this, the profile for Dr. Clare Ellis, MD, is displayed. She specializes in Orthopedic Surgery, is female, and is 53 years old. Her patient satisfaction is rated with 5 stars based on 16 reviews. The profile includes a photo, social media links, and a "COMPARE" button. Below the profile, there's a section for "Call for Appointments" with buttons for "New Patients", "Existing Patients", and "Other Inquiries". A "New Patient: Book an Appointment Online or Call Now" section shows a calendar with available slots. The "Patient Satisfaction" section features a quote from Dr. Ellis and a "Take the Survey" button. A "Likelihood to Recommend" section shows a 4.9 rating with 16 responses. A callout box highlights a 5-star review from Marty Washington in Denver, CO, dated May 27, 2015. The review text is placeholder text. Below the review, there are buttons for "Report Abuse" and "Was this review helpful?" with "Yes" and "No" options.

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Orthopedic Surgery Denver, CO

ADVERTISEMENT  
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Back to Search Results More Find a Doctor Find an Orthopedic Surgeon Colorado (CO) Denver Dr. Clare Ellis, MD

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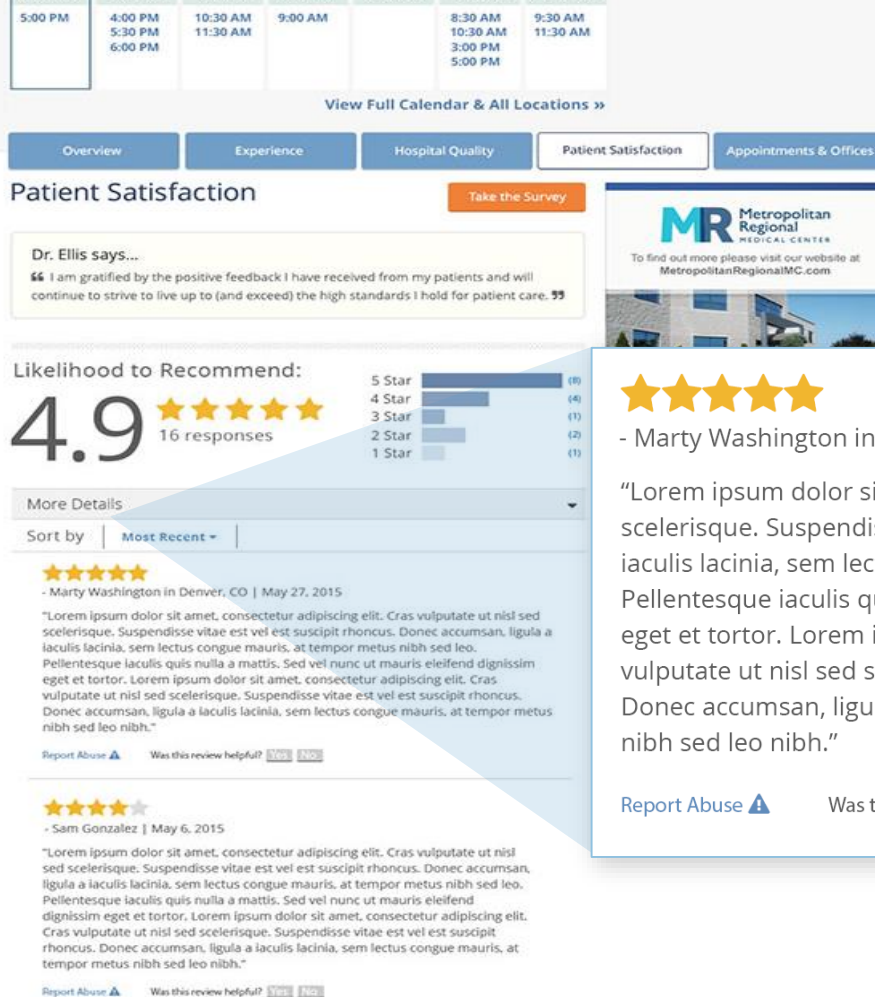
★★★★★  
- Marty Washington in Denver, CO | May 27, 2015  
"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras vulputate ut nisl sed scelerisque. Suspendisse vitae est vel est suscipit rhoncus. Donec accumsan, ligula a iaculis lacinia, sem lectus congue mauris, at tempor metus nibh sed leo. Pellentesque iaculis quis nulla a mattis. Sed vel nunc ut mauris eleifend dignissim eget et tortor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras vulputate ut nisl sed scelerisque. Suspendisse vitae est vel est suscipit rhoncus. Donec accumsan, ligula a iaculis lacinia, sem lectus congue mauris, at tempor metus nibh sed leo nibh."

Report Abuse Was this review helpful? Yes No

healthgrades<sup>®</sup>  
Contact Dr. Ellis  
New Patients  
Call to schedule a new patient appointment with Dr. Ellis.  
Get Phone Number  
Existing Patients  
Call to schedule or change your appointment with Dr. Ellis.  
Get Phone Number

# Patient Direct Connect **Client Benefits**

## Promote Positive Testimonials Q1 '16



- Marty Washington in Denver, CO | May 27, 2015

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras vulputate ut nisl sed scelerisque. Suspendisse vitae est vel est suscipit rhoncus. Donec accumsan, ligula a iaculis lacinia, sem lectus congue mauris, at tempor metus nibh sed leo. Pellentesque iaculis quis nulla a mattis. Sed vel nunc ut mauris eleifend dignissim eget et tortor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras vulputate ut nisl sed scelerisque. Suspendisse vitae est vel est suscipit rhoncus. Donec accumsan, ligula a iaculis lacinia, sem lectus congue mauris, at tempor metus nibh sed leo nibh.”

Report Abuse

Was this review helpful? Yes No



# Patient Direct Connect **Client Benefits**

## Search Engine SEO Ranking

**Active content** on profile pages boost chances of search engines like **Google**, to find the profile and can enhance ranking in a search result

### Online Ratings and Reviews Benefits to SEO:

- A. Brings more traffic to the website by differentiating from competitor listings
- B. Increased CTR helps profiles rank higher
- C. Active content helps Google and other search engines recognize the pages

The screenshot shows a Google search for "Dr. Clare Ellis". The search results include several entries for the North Valley Joint Center and Dr. Clare Ellis, including a Facebook page, a Healthgrades profile, and a YouTube video. A detailed profile for the North Valley Joint Center is also visible, featuring a map, contact information, and patient reviews.

**Search results for Dr. Clare Ellis:**

- Denver Orthopedics**  
www.DenverOrthopedics.org  
Dr. Meredith Kobayashi is proud to practice orthopedic surgery in the Denver area  
Appointment Request — What Sets Us Apart — Clear Aligners
- Metropolitan Regional Medical Center | North Valley Joint Center**  
www.NVJointCenter.com  
Dr. Clare Ellis provides personalized care with an emphasis on education and wellness for all her patients. Orthopedic issues can make you feel like you...  
12700 Main Street Denver, CO 80028 (720) 555-0188  
Contact Us: The Denver and greater Denver area orthopedic office of North Valley...  
Appointment Request: We make it so easy for our new and existing patients...  
Meet Dr. Ellis: Dr. Clare Ellis of North Valley Joint Center is your primary...  
Meet the Team: Meet the wonderful staff at North Valley Joint Center. They are...  
Office Tour: Please come by for a tour at North Valley Joint Center...  
More results from NVJointCenter.com »
- North Valley Joint Center - Facebook**  
https://www.facebook.com/NVJointCenter/   
★★★★★ Rating: 4.7 - 41 votes  
North Valley Joint Center, Denver, CO. 957 likes · 40 talking about this · 185 were here. Health/Medical/Orthopedic.
- Dr. Clare Ellis, MD - Denver, CO - Orthopedic Surgery...**  
www.healthgrades.com > ... > Denver (CO) > Orthopedic Surgery   
★★★★★ Rating: 4.9 - 16 votes  
Visit Healthgrades for information on Dr. Clare Ellis, MD. ... Back to Search Results Home > Find an Orthopedic Surgeon > Denver
- North Valley Joint Center, CO, 80028 - YP.com**  
www.yellowpages.com/.../Dr.ClareEllis   
★★★★★ Rating: 5 - 26 reviews  
Get reviews, hours, directions, coupons and more for North Valley Joint Center at 12700 Main Street Denver, CO 80028. Search for other Orthopedic Surgeons...
- Orthopedic Surgery Denver, CO Dr. Clare Ellis at the ...**  
http://www.youtube.com/watch?v=W6sfGell7Ufh9s0  
June 21, 2010 - Uploaded by NVJointCenter.com  
We are excited to announce that we will soon have a new reception area in our downtown Denver location...
- Dr. Clare Ellis in Denver | Ellis ... - Yahoo!**  
local.yahoo.com > Health > Orthopedics  
★★★★★ Rating: 2.5 - 2 reviews  
Find Dr. Clare Ellis in Denver with Address, Phone number from Yahoo US Local. Includes North Valley Joint Center Reviews, maps & directions to ...

**Searches related to Dr. Clare Ellis**

- dr. clare ellis reviews
- dr. clare ellis contest
- clare ellis beanie babies
- clare ellis surgery

**North Valley Joint Center Profile:**

- MR Metropolitan Regional MEDICAL CENTER**
- North Valley Joint Center**
- 4.9 ★★★★★ 14 Google reviews  
Orthopedic Surgery
- Address:** 12700 Main Street Denver, CO 80028  
**Phone:** (720) 555-0188  
**Hours:** Open today · 8:00 AM – 5:00 PM
- Reviews:**
  - "She has been instrumental in my rehabilitation, even recommending an excellent physical therapist."
  - "She spent time with me outlining the surgery itself and the healing process."
  - "Dr. Ellis, is amazing!"
- Book an appointment**
- Choose your doctor
- Are you a new patient?
- Is this appointment for you?
- Continue booking

# Benefits of Healthgrades Ratings & Reviews



- Patient Reviews **drive discoverability**
- **Consumers expect to read reviews** before converting- if they can't access this content on Healthgrades.com, they will go to (a less trusted) source
- Comprehensive **quality controls**; including crowd sourcing of feedback from consumers, providers, practice managers, etc.
- **Ability to access** all published reviews for provider roster in single interface and leverage tools in HG Provider Portal
- Opportunity **to integrate reviews from verified patients**

# Healthgrades **Editorial Integrity & Quality Control**

We provide complete, objective and meaningful health information to help patients choose the right doctor—editorial integrity is a top concern.



We use an **automatic AND manual approach** to managing review content for publishing:

## **Automatic**

1. Inappropriate word check on form (app side) – Blocks
2. Spam Check (svc) – metadata
3. Sensitive Words, i.e. Bad Words/Drug/Brands – metadata
4. Sentiment Analysis (svc) – metadata

## **Manual- Our team of experts are hands on**

1. General Audit—prioritized queue based on meta data
2. Flagged Audit—prioritized queue based on flag source, count and reason- flags initiated by physicians or practices have high priority

*All published comments can be flagged by anyone, for any reason, at any time. Flagged comments are not automatically removed, just re-reviewed against editorial policy. Comments flagged in MMP have higher priority.*



# Log-in To Manage Your Patient Satisfaction Reviews

- 24x7 access to tools and services that help you manage reviews across providers through your Healthgrades log-in
- Quick view of all comments published for your roster of providers
- Ability to flag concerning comments for review by our editorial team
- Opportunity to promote a positive comment as a testimonial (Q1 '16)



# Healthgrades Patient Satisfaction Ratings & Reviews

Most healthcare consumers read reviews before becoming a patient.

Now they can get all of the information they expect on Healthgrades the **most trusted site** focused **only on healthcare**.

healthgrades®