

# Using Technology to Leverage Your Career

Orrin Franko

Orthopedic Hand Surgeon

East Bay Hand Medical Center

San Leandro, CA

UCSD Undergraduate 2001-2005

Harvard Medical School 2005-2009

UCSD Ortho Residency 2009-2015

Stern Hand Fellowship 2015-2016

Private Practice 2016-current

# Conflicts of Interest

- Founder/Owner
  - SurgiSurvey LLC – Automated Patient Reported Outcomes
  - TopOrthoApps – Reviewing orthopedic mobile apps for smartphones

# Outline

- Website Features to Enhance your Practice
- CRM and Patient Outcomes
- Leveraging Physician Ratings and Reviews
- Online Reputation Management and Search Results
- Utilizing Patient Analytics to Enhance Revenue

# Website Features to Enhance your Practice

- Who does your website serve?
  - A) Patients
  - B) Referring Providers
  - C) You
  - D) Your Staff
  - E) All of the above

# East Bay Hand Medical Center

Andrew J. Stein, M.D.  
Orthopedic Surgeon specializing in  
the hand, wrist, elbow, and shoulder

- Home
- Occupational Therapy
- Patient Forms
- Our Medical Team
- Post-op Instruction
- FAQ
- Contact



## Welcome to East Bay Hand Medical Center

Please browse our site and feel free to contact us for more information on how we can serve you.

## About us

East Bay Hand Medical Center (EBHMC) was established by Dr. Andrew J. Stein in 2001. The goal was to create a fully integrated hand center, with hand therapy, a surgery center, and offices designed specifically for care of upper extremity Bay, and is an active Qualified Medical Evaluator. Dr. Stein was named a top Hand Surgeon by U.S. News & World Reports Top Doctors and an acclaimed Castle Connolly top doctor.

### East Bay Hand Medical Center

Andrew J. Stein, M.D.  
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#### Established in 2001

A fully integrated hand center, with hand therapy, a surgery center, and offices designed specifically for care of upper extremity problems.

#### About us

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How you may read about our medical team who is committed to taking care of you.

Want to print our paperwork before coming in? We offer all of that in our "New Patient Forms" section.

Get directions to our office located on our Contact page by clicking below.

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#### Patient Forms

Forms that patients can fill out to expedite their visits.

Private Insurance Documents  
Please download both the Private Insurance Form and East Bay Hand Medical Center Patient Questionnaire. (downloadable .pdf document)

Workers Compensation Documents  
Please download both the Workers Compensation Form and the Initial Workers Comp. Patient Questionnaire. (downloadable .pdf document)

Notice of Privacy Practices  
This notice describes how medical information about you may be used and disclosed and how you can get access to this information. Please download the Notice of Privacy Practices Form. (downloadable .pdf document)

if you do not have Adobe Reader, click here

Home | Occupational Therapy | Patient Forms | Our Medical Team | Post-op Instruction | FAQ | Contact

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### East Bay Hand Medical Center

Andrew J. Stein, M.D.  
Orthopedic Surgeon specializing in the hand, wrist, elbow, and shoulder

#### Our Medical Team

Read about our Medical Team here at East Bay Hand Medical Center.

Andrew J. Stein, M.D.  
Dr. Andrew J. Stein is a board-certified Orthopedic Surgeon specializing in surgery of the hand, wrist, elbow, and shoulder. Dr. Stein was named a top Hand Surgeon by U.S. News & World Reports Top Doctors and an acclaimed Castle Connolly top doctor.

Dr. Stein has been in private practice since 2001 and is a member of the American Society of Hand Surgeons, the American Society of Orthopedic Surgeons, the American Academy of Orthopedic Surgeons, and a member of the California Orthopedic Association.

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#### Post-op Instruction

Dr. Stein will provide Post-Operative Instructions. Basic information and instruction on managing your post-operative physical state. Please download the Post-Op Instruction Form. (downloadable .pdf document)

Home | Occupational Therapy | Patient Forms | Our Medical Team | Post-op Instruction | FAQ | Contact

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### East Bay Hand Medical Center

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#### Occupational Therapy

Our dedicated Therapy Division staffed by Mike Marsh, OT/SL, CHT and Jerry Pauls, OT/SL, CHT

East Bay Hand Medical Center's Hand Therapy Division is staffed by two Occupational Therapists who are certified hand therapists and experienced assessment specialists. Combined they have over 25 years of experience treating a variety of post-operative and non-operative injury to the hand, wrist, elbow, and shoulder.

Our staff is dedicated to the treatment and resolution of post-operative trauma, cumulative trauma, occupational and other orthopedic conditions related to the upper extremity. Services provided include:

- Post Trauma Management/Physical Rehabilitation
- Therapeutic Exercise
- Desensitization
- Education
- Therapeutic Modalities
- Functional Conditioning
- Ergonomics
- Postural re-evaluation
- Assistive Devices
- A/C/L Training

Special benefits of OT/SL are available. We accept most private worker's compensation and workers' compensation. We accept Medicare and Medicaid for clients in the state of California. We accept Medicare and Medicaid for out-of-state clients in the state of California. We accept Medicare and Medicaid for out-of-state clients in the state of California.

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#### Frequently Asked Questions

If you have a question that is not answered below please phone us and we will gladly assist you.

Q: What are your office hours?  
A: The main office is open from 8am to 5pm, Monday through Friday. The therapy division is open from 7am to 5pm, Monday through Friday.

Q: How do I make an appointment?  
A: For the main office please call us at: 510.297.0550. For the therapy division please call us at: 510.895.5511.

Q: What languages are spoken in your office?  
A: Dr. Stein speaks some medical Spanish and we have a receptionist who speaks Spanish as well. If you do not speak English we recommend that you bring someone with you to translate.

Q: How quickly can I get an appointment?  
A: Dr. Stein tries to accommodate all urgent visits on the same day or the following day.

Q: How long will my appointment last?  
A: We request that you arrive 30 minutes prior to your scheduled appointment time so that we can get you registered. The actual appointment normally lasts approximately 30 minutes.

Q: If I need surgery, what would the cost be?  
A: One of our medical assistants will contact your insurance company, once you have been seen, and determine what your out-of-pocket costs might be. If any, before you schedule the procedure.

Q: Do you file state disability forms?  
A: We have the forms in our office and we charge \$15.00 to fill out the form and file it for you.

Q: Do you accept Worker's Compensation cases and can your office file a worker's compensation claim on my behalf?  
A: Yes, Dr. Stein has over 16 years of experience dealing with worker's compensation cases and a Qualified Medical Evaluator. Yes, we can file a doctor's first report of occupational injury or illness form for you, which you can then submit to your employer, and a claim will be established.

Q: Do you accept assignments for Medisource?  
A: Yes, Dr. Stein is a participating provider in the Medicare program.

Q: How can I get my medication refilled?  
A: Medication refills are made during business hours by the office staff and in certain cases on an emergency basis after hours. We have a medication refill line that you can call to request a refill, and the message will be responded to promptly. You can also contact your local pharmacy and have them submit a refill request to our office by either telephone or fax. To fax the medication refill line please call: 510.297.0550 and press 6.

Q: When are I expected to pay my copy?  
A: Co-pay's are due at the time services are rendered. We accept cash, checks, Visa and Mastercard.

Q: Do you have a x-ray facility?  
A: Dr. Stein uses a fluoroscopy machine, which emits a fraction of the radiation used to take a regular x-ray, and the results are instantaneous.

>> view now

>> view now

>> view now

Now you may read about our medical team who is committed to taking care of you.

Want to print out your paperwork before coming in? We offer all of that in our "New Patient Forms" section.

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# www.eastbayhandmedicalcenter.com

[www.EBHMC.com](http://www.EBHMC.com) – circa 2017

- >100 pages
- Responsive design
- Google Analytics

The screenshot shows the homepage of the East Bay Hand Medical Center. At the top left is the logo, which consists of a stylized green and blue circular icon followed by the text "East Bay Hand Medical Center" in blue and green. To the right of the logo, the phone number "(510) 297-0550" and the location "San Leandro, CA" are displayed. Below the logo is a horizontal navigation menu with the following items: HOME (highlighted in blue), DR. STEIN, DR. FRANKO, THERAPY, PATIENTS, INFORMATION, and APPOINTMENTS. A search icon is located on the far right of the menu. The main content area features a large, colorful illustration of a hand with a face on the palm, positioned on the left. To the right of the illustration is a white text box with the heading "We Care About Every Patient" in green. Below the heading is a paragraph: "Our mission is to treat each patient as an individual, with honesty and respect, and to provide the highest quality care, whether it's office-based or surgical." At the bottom of the page, there are four blue columns with white text. The first column is titled "News & Updates" and contains the text: "We welcome Dr. Franko to the practice, an orthopedic & hand surgeon. Now accepting all body parts." The second column is titled "Medical Mission" and contains the text: "East Bay Hand Surgeon Dr. Franko traveled to Honduras in April 2018." The third column is titled "Urgent Visits" and contains the text: "We can see urgent and emergent injuries the same day or the next day." and a "Call now" button. The fourth column is titled "Office Hours" and contains the text: "Monday - Friday 9:00 - 5:00".

# Patient-Focused Features

- About Your Surgeon
- Testimonials
- “Contact Us”
- Diagnosis Info
- Pre/Post-Op Info
- Prices

We take pride in delivering high-quality, cost-efficient medical care and providing transparent pricing for the self-pay services listed below. Cash pricing is only available to patients who do not have an [insurance plan that we are contracted with](#). Your specific diagnosis and anticipated services will be determined by your provider during your consultation. Please call us directly at 510-297-0550 to schedule your appointment.

**Office Codes**

CPT code	Description	Price
99203	New Patient Consultation – Low Complexity	\$150
99204	New Patient Consultation – Medium Complexity	\$225
99205	New Patient Consultation – High Complexity	\$280
99212	Follow-Up Patient Visit – Simple	\$65
99213	Follow-Up Patient Visit – Low Complexity	\$105
99214	Follow-Up Patient Visit – Medium Complexity	\$150
99215	Follow-Up Patient Visit – High Complexity	\$200
76000	Fluoroscopy (in-office X-ray)	\$110
29065	Long-arm cast + supplies	\$175
29075	Short-arm cast + supplies	\$150
Q4049	Finger Splint	\$10
20550	Trigger Finger Injection	\$75
20551	Tendon Origin/Insertion Injection	\$85
20526	Carpal Tunnel Injection	\$110
20600	Finger joint injection	\$70
20805	Hand/Wrist injection	\$70
20610	Shoulder injection	\$85
20612	Ganglion injection/aspiration	\$85
	Kenalog 4u/8u	\$9/18
	Celestone 2u/4u	\$12/24

**Office Procedures**

\*Includes Surgeon Fee, Supplies + uncomplicated medical care for 90 days but does NOT include therapy, casting, supplies, or imaging (X-ray).

25800	Distal Radius Fracture – Closed Treatment	\$480
25805	Distal Radius Fracture – Manipulation	\$750
26800	Metacarpal Fracture – Closed Treatment	\$445
26805	Metacarpal Fracture – Manipulation	\$455

**Surgical Procedures**

\*Includes Surgeon Fee, Facility Fee (at our [accredited ambulatory surgery center](#)) + uncomplicated medical care for 90 days but does NOT include therapy, casting, supplies, or imaging (X-ray).

\*Procedures that require conscious sedation with an anesthesiologist will incur an additional \$250 charge

26055	Trigger finger release local anesthetic	\$1500
25111	Ganglion cyst excision	\$1750

[Arthritis, Bone/Joint, Tendon](#)      [Bone/Joint, Tendon](#)      [Elbow](#)

**Schedule an Appointment**

Your Name (required)

Phone Number (required)


Surgeon Requested

Dr. Franko ▼

Send

# Provider-Focused Features

- Tips & Tricks
- Referral Forms
- Insurance Accepted

 **East Bay Hand**  
Medical Center

(510) 297-0650  
(510) 297-0658  
info@EBHMC.com  
www.EBHMC.com  
13690 E 14th St #200, San Leandro, CA 94578

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**Referral Form & Information**

Provider Name: \_\_\_\_\_  
Hospital: \_\_\_\_\_  
Patient phone #: \_\_\_\_\_  
\*Hand to patient or fax to 510-297-0558

**Patient Info (or affix sticker)**

Name: \_\_\_\_\_  
DOB: \_\_\_\_\_ Sex: M / F

---

You need to be evaluated by:

Within:  1-2 days  
 3-7 days  
 1-2 weeks  
 \_\_\_\_\_

Call 510-297-0550 to schedule

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Location: 13690 East 14th Street #200  
San Leandro, CA 94578

Please visit [www.EBHMC.com](http://www.EBHMC.com) to complete a **New Patient Form**  
If you have questions prior to your visit, call us at 510-297-0550

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**Driving:**

880 coming from Oakland (West / North)  
Exit Grand Ave and turn left on Frontage Rd.  
Turn Right on Sybil Ave  
Turn Left on East 14<sup>th</sup> Street  
Office will be on your Left after Lon's Glass

880 coming from Fremont (South)  
Exit Washington Ave.  
Turn Right on San Leandro Blvd...\*(see below)

880 coming from Castro Valley (East)  
Exit 150<sup>th</sup>/Fairmont  
Turn Left on 150<sup>th</sup> ...\*(see below)

880 coming from Oakland (North)  
Exit Marina Blvd Eastbound, go under BART  
Turn Right on San Leandro Blvd...\*(see below)  
\*... turn North on East 14<sup>th</sup> St.  
The office will be on your Right before Lon's Glass





# Surgeon-Focused Features

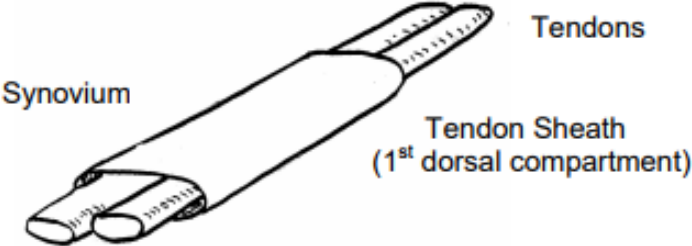
- Example Cases
- Recovery Curves
- Therapy Protocols
- HPI Details
- “Handouts”

**Orrin I. Franko, MD – Orthopedic Hand Surgeon**  
**EastBayHand** Medical Center  
 Phone: (510) 297-0880  
 13690 E 14th St #200  
 San Leandro, CA 94578

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## DeQUERVAIN'S DISEASE

### Tenosynovitis of the 1<sup>st</sup> Dorsal Compartment



**TREATMENT:**

<b>CONSERVATIVE</b>	<b>SURGERY</b>
1. Medication	1. Release of sheath
2. Splint	2. 20 minutes
3. Cortisone Injection	3. Outpatient
	4. Local anesthetic w/ sedation
	5. Splint 10 days

**MAJOR RISKS:**

1. Bleeding	7. Numbness
2. Infection	8. Stiffness
3. Scar	9. Recurrence
4. Injury to tendon or nerve	10. No Better
5. Swelling	11. Worse
6. Pain	

## de Quervain Syndrome

Patients with de Quervain syndrome have painful tendons on the thumb side of the wrist. Tendons are the ropes that the muscle uses to pull the bones. You can see them on the back of your hand when you straighten your fingers. In de Quervain syndrome, the tunnel (the first extensor compartment; see Figure 1A-B) where the tendons run narrows due to the thickening of the soft tissues that make up the tunnel. Hand and thumb motion cause pain, especially with forceful grasping or twisting.

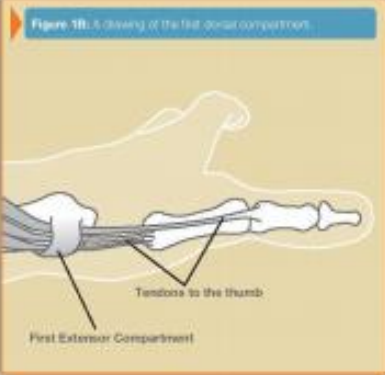
**Causes**  
 Doctors are not sure what causes de Quervain syndrome. Patients often describe a feeling of inflammation, but studies have shown that the process is not inflammatory. People of all ages get it. When new mothers develop de Quervain syndrome, it typically appears 4 to 6 weeks after delivery. The old theory that it was caused by wringing out cloth diapers has been replaced by concerns about holding the baby, but changes in hormones and swelling seem more probable.

**Treatment**  
 Treatments that can relieve symptoms include:


- A splint that stops you from moving your thumb and wrist.
- Tylenol or aspirin type medications (e.g., ibuprofen).

Treatments that attempt to change the course of the disease include:


- A cortisone-type of steroid injection into the tendon compartment. It has not been clearly established that these injections change the course of the disease and response to the injection varies.
- Surgery to open the tunnel and make more room for the tendons.



**Figure 1B:** A drawing of the first dorsal compartment.



**Figure 2A and 2B:** Pain with the motion of thumbing motion with the thumb; in the leg it is characteristic of de Quervain syndrome.



**Figure 1A:** The first dorsal compartment. There are six compartments on the dorsal, or back, side of the wrist. The first and third compartments house tendons that control the thumb.

Third Dorsal Compartment Tendon  
 First Dorsal Compartment Tendon

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# Staff-Focused Features

- Internal Forms
- Patient Forms
- Pricing Info
- Directions



## Directions to our Office

East Bay Hand Medical Center  
13690 East 14th St #200  
San Leandro, CA 94578  
Phone: (510) 297-0550

***\*Our building says "City Health Urgent Care"***  
***Parking available in back***

### **From South Bay I-880 North:**

Take I-880 N towards Oakland. Take the Washington Ave. exit and turn right onto Washington Ave. Turn right onto San Leandro Blvd. Turn left onto East 14<sup>th</sup> Street. The building is on the right side of the street with parking in the back.

### **From Oakland I-880 South:**

Take I-880 S toward Hayward. Take Marina Blvd exit (exit 33A). Merge onto Marina Blvd and take a slight right onto San Leandro Blvd. Turn left onto East 14<sup>th</sup> Street. The building is on the right side of the street with parking in the back.

### **From Oakland I-580 East:**

Take I-580 E toward Hayward/Stockton. Take 150<sup>th</sup> Ave. exit and turn right onto 150<sup>th</sup> Ave. Turn right onto East 14<sup>th</sup> Street. The building is on the right side of the street with parking in the back.

### **From Tri-Valley Area (Livermore, San Ramon, Castro Valley) I-580 West:**

Take I-580 W toward Oakland. Take 150<sup>th</sup> Ave./Fairmont exit and turn left at the stop sign (Foothill Blvd.). At the second signal, turn left onto 150<sup>th</sup> Ave. Turn right onto East 14<sup>th</sup> Street. The building is on the right side of the street with parking in the back.

(510) 297-0550  
(510) 297-0558  
www.EBHMC.com  
13690 E 14th St #200, San Leandro, CA 94578



# Website – Final Thoughts

- Design your site for ALL the end-users in mind
- Learn to add features yourself – save time and money
- More photos / less words... except for “key words”
- Borrow content (AAOS, ASSH, etc.)
- Build your “brand”

# CRM and Patient Outcomes

- Improve patient engagement
- Deliver relevant information at the right time
- Monitor patient outcomes
- Request constructive feedback
- Solicit online ratings and reviews

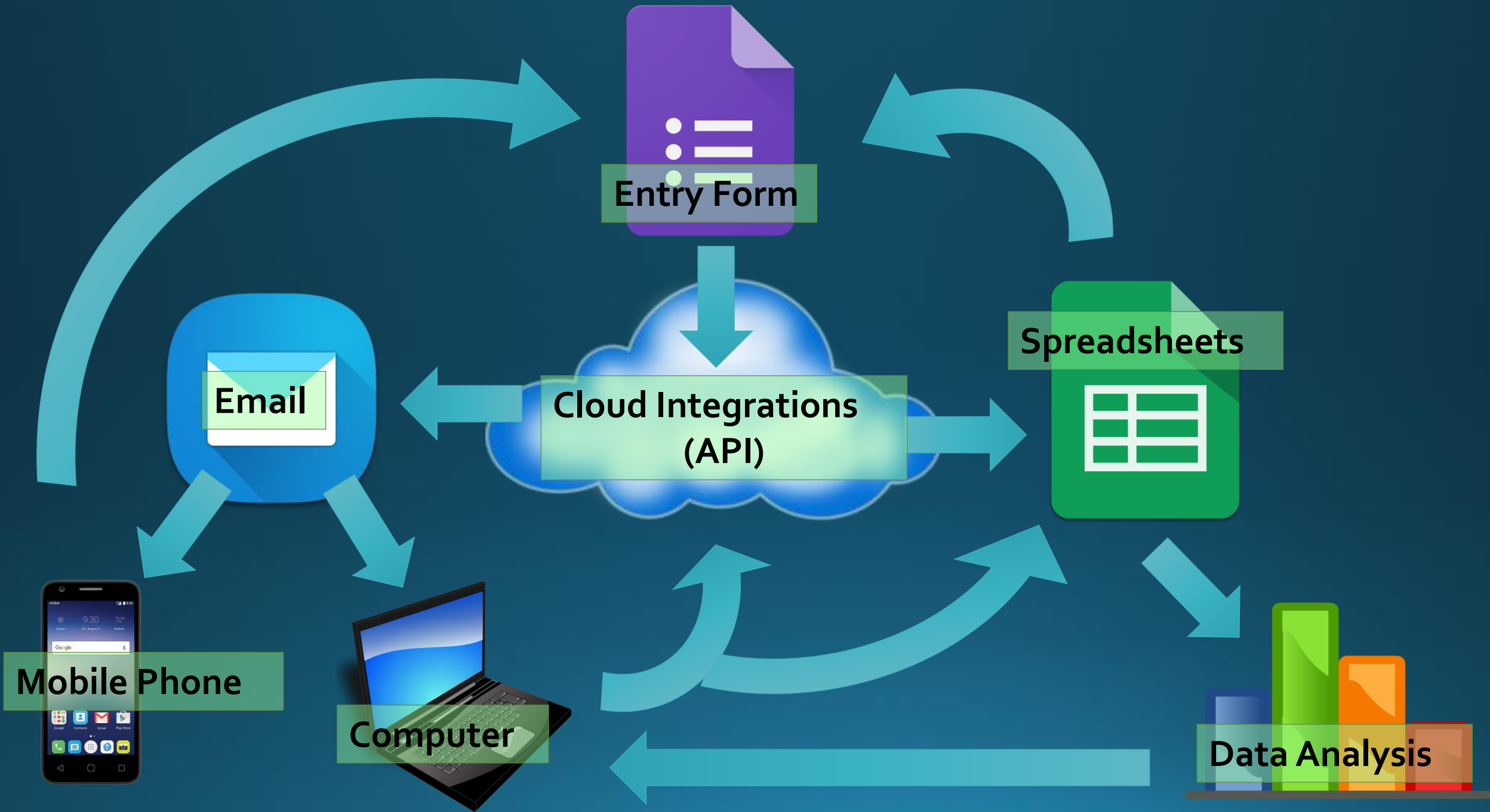
# Follow 3 easy steps

- 1) Ask patients to “enroll” via an iPad form
  - 2) Build a complex cloud-based software platform to send pre-timed emails with relevant post-visit and post-operative information, request the completion of patient reported outcomes measures, compile and analyze those results and stream them direct to your website. Oh, and test and re-test the platform hundreds of times.
  - 3) Ta-Dah! That’s it!
- 
- OR..... Pay a 3<sup>rd</sup> party company to do that for you.

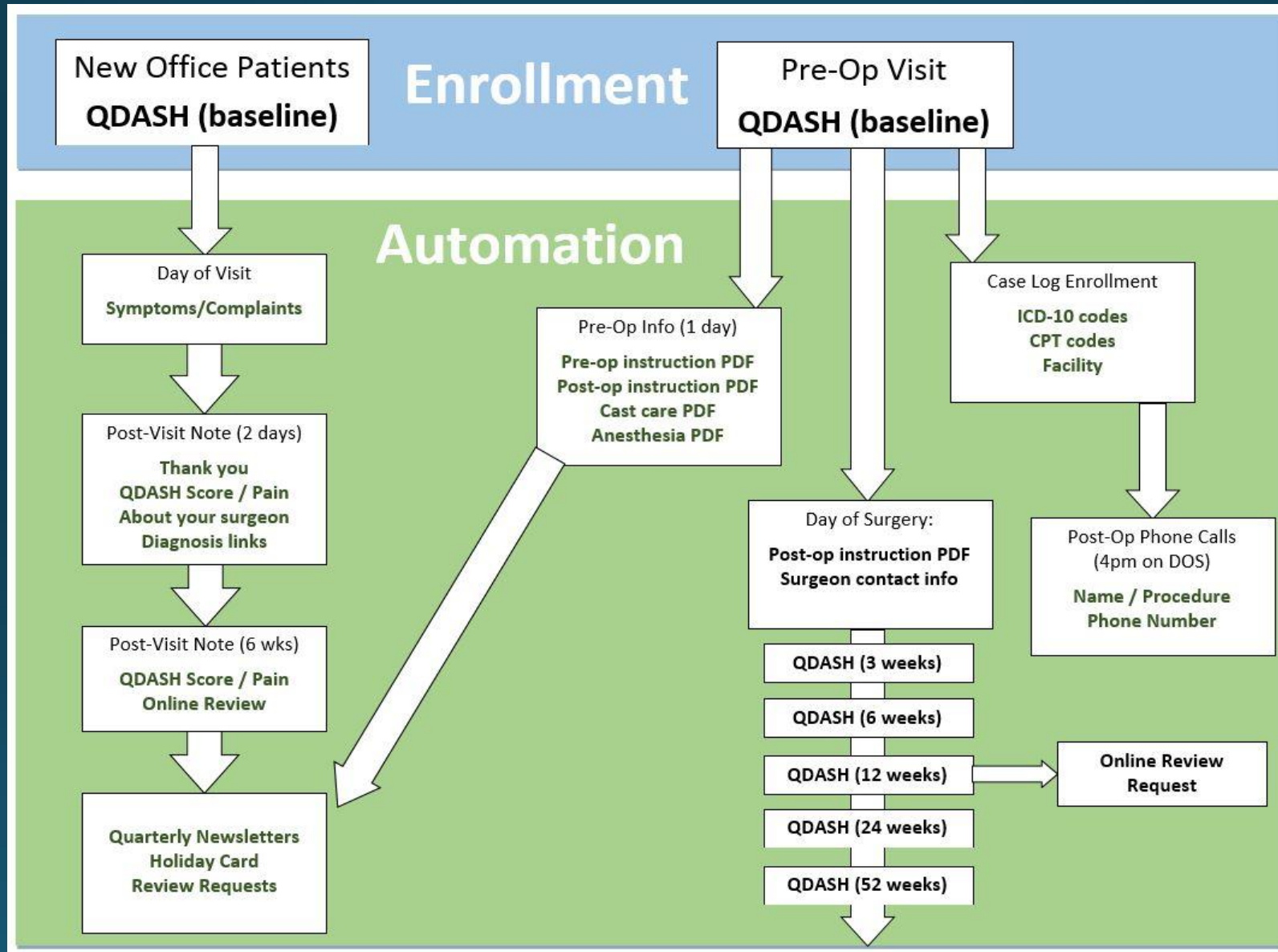
# “Please Complete this iPad...”

- All new / former patients complete iPad registration
- Takes <5 min
- Simple questions...





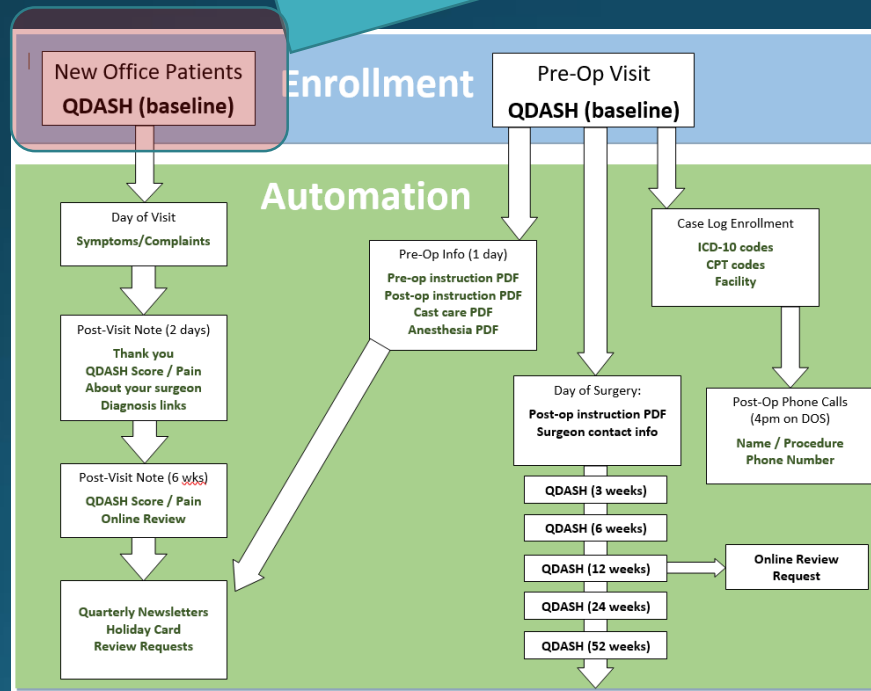
# Office Automation and Outcomes





# iPad Registration Form

- Name
- Provider
- Email
- Area of pain
- Discomfort
- QDASH or LEFI



## EBHMC Patient Registration

\* Required



First Name \*

Last Name \*



Dr. Stein



Dr. Franko

Provider you are seeing today: \*

- Dr. Franko
- Dr. Stein

Please enter your email address to receive follow-up information about your diagnosis, hand therapy, surgery, and contact numbers.

\*You will always have the chance to unsubscribe from any undesired emails.

Select specific area of concern:

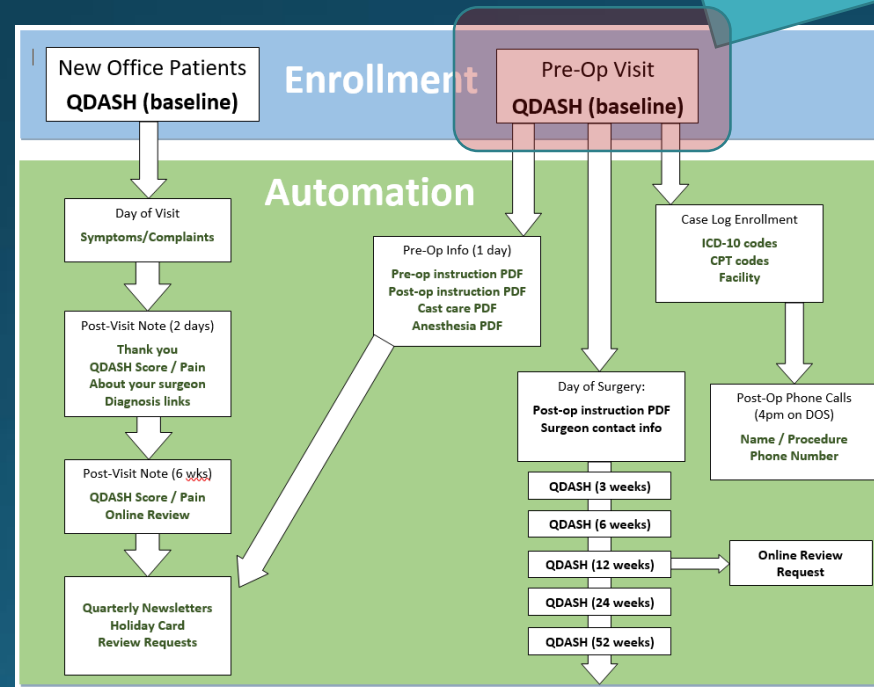
- Shoulder
- Elbow
- Wrist
- Hand
- Fingers
- Hip
- Knee
- Ankle
- Foot/Toes

Which side?

- Right
- Left
- Bilateral (right and left)

# iPad Pre-Op Form

- Completed by MA
- All pre-op patients enrolled
- Takes 5 min



First Name \*

Last Name \*

MRN

Post-op Phone Call Number \*

Email Address  
\*If none, leave blank

Surgeon \*  
 Dr. Franko  
 Dr. Stein

Location \*  
 AKSC  
 SLSC  
 Eden Hospital  
 Other:

Surgery Date \*

Diagnosis  
 Carpal Tunnel Release  
 Trigger Release (A1 pulley)  
 1st Dorsal Compartment Release (DeQuervain)  
 SMUNT / Ulnar Nerve Release  
 Ganglion Excision  
 CMC Arthroplasty/Trapeziectomy (LRTI)  
 ORIF/CRPP Fractured Finger (Metacarpal/Phalanges)  
 ORIF/CRPP Fractured Wrist (Radius/Ulnar/Scaphoid)  
 Non-upper Extremity  
 Other:

ICD10 Codes \*  
Separated by commas and spaces: XXXXX, XXXXX, XXXXX

CPT Codes \*  
Separated by commas and spaces: XXXXX, XXXXX, XXXXX

# 2 days later

Dear Mimi,

Thank you for allowing my team to care for you. You reported a pain score of 6 and a disability score of 36 (100 is fully disabled, <10 is considered normal). My hope is that you will be feeling much better soon.

We are focused on providing the **highest quality of care** and **personalized attention**. I have included some resources below. If you have any additional questions about your treatment, please call the office at 510-297-0550.

[About me, Andrew J. Stein, MD](#)

[My training and experience](#)

[Information about your diagnosis](#)

[Finger Exercises](#) (if prescribed)

[Wrist and Elbow Exercises](#) (if prescribed)

We strive to be the best, and your opinion matters to us. Online reviews play a critical role in helping small businesses succeed - including a small medical practice like mine. I would appreciate 3 minutes of your time to leave a review. Here are a few suggested sites:

[Google - East Bay Hand Medical Center](#)

[Yelp - East Bay Hand Medical Center](#)

[Healthgrades - Dr. Andrew Stein](#)

[Yelp - Dr. Andrew Stein](#)

Thank you for trusting me with your health.

Sincerely,

Dr. Stein



# 8 weeks later

Dear Mimi,

I hope you have been happy with your care. As a reminder, you can find information about your diagnosis, treatment options, and expected recovery on our website.

We strive to be the best, and your opinion matters to us. Online reviews play a critical role in helping small businesses succeed - including a small medical practice like mine. I would appreciate 3 minutes of your time to leave a review. Here are a few suggested sites:

[Google - East Bay Hand Medical Center](#)

[Yelp - East Bay Hand Medical Center](#)

[Healthgrades - Dr. Andrew Stein](#)

[Yelp - Dr. Andrew Stein](#)

If you still have concerns and do not already have a follow-up appointment, please call 510-297-0550.

Thank you for trusting me with your health.

Sincerely,

Dr. Stein

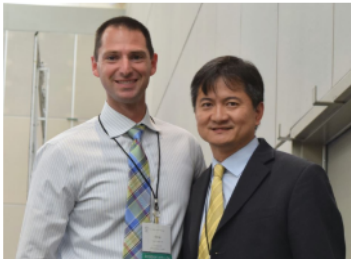


You can [update your preferences](#) or [unsubscribe from this list](#)

# Holiday Card & Newsletters

## East Bay Hand Medical Center Fall 2016 Newsletter

1. Dr. Franko wins "Best Paper Award" at International Hand Surgery Conference
2. We have a new website!
3. Now seeing General Orthopedic patients



1. We congratulate Dr. Orrin Franko on presenting his original research titled **"Debunking the Myth of Ethyl Chloride for Hand Injections"** at the National Meeting for the [American Society for Surgery of the Hand](#). Among 4,000 attendees Dr. Franko received the "Best Paper Award" for his presentation proving that ethyl chloride does not reduce pain nor anxiety for injections in the hand. Be sure to look for his award plaque during your next appointment.

2. East Bay Hand Medical Center is going digital! We have a new website ([www.ebhmc.com](#)) and have uploaded numerous patient forms, therapy instructions, and

## Happy Holidays!



### Happy Holidays from East Bay Hand Medical Center

It has been our absolute pleasure taking care of you and your orthopedic hand and upper extremity needs. We wish you a warm, happy, and health holiday season. Don't forget to hold the railings on slippery stairs, wear your wrist guards when snowboarding or skiing, and be careful with knives in the kitchen! But if you need our help, we are here and ready to care for you and your loved ones.

From all of us at East Bay Hand Medical Center:  
Happy Holidays

Dr. Stein, Dr. Franko, Mike, Jerry, & Staff

Phone: 510-297-0550  
Web: [www.ebhmc.com](#)

## East Bay Hand Medical Center Winter 2017 Newsletter

1. Welcome our new surgical physician assistant, Katie Franko PA-C...
2. More patient forms available online...
3. Hand therapy is expanding...
4. We love Yelp and HealthGrades reviews...

1. We welcome Katie Franko, PA-C as our new surgical physician assistant. She will be assisting Dr. Franko during his operative cases and provide her expertise gained while working as a transplant PA at UCSD for 7 years. [Learn more about Katie here.](#)

2. We are continuing to update our website with patient resources. Learn about your diagnosis [from our handouts](#), or review [therapy protocols online](#).

3. We are proud to announce Rachel, our new certified occupational therapy assistant. Be sure to say "Hi" at your next appointment.

4. Did you have a positive experience at EBHMC? Did Dr. Stein or Dr. Franko impress you with their skill? Did our staff "wow" you with their personality? We want you to share your story! Here are some links to online review sites (if you feel comfortable).

[Dr. Stein - Yelp](#)

[Dr. Franko - Yelp](#)

[Dr. Stein - HealthGrades](#)

[Dr. Franko - HealthGrades](#)

We look forward to seeing you again soon!

Sincerely,

Dr. Stein, Dr. Franko, Mike, Jerry, and staff



# Case Log

EBHMC Pre-Op Reg (Responses)																
File Edit View Insert Format Data Tools Form Add-ons Help																
fx No																
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	EntryDate	Surgery Date	First Name	Last Name	MRN	Surgeon	Location	Email Address	Post-op Phone C	Diagnosis	ICD10 Codes	CPT Codes	QDASH Score	During the past v	Are you currently	Is this p
199	1/30/2017	1/31/2017	Joel			Dr. Stein	AKSC			Carpal Tunnel Release, Trigger Rele	G56.01, G56.02	64721, 64450, 26	48	3	Yes	No
200	1/31/2017	2/1/2017	Cruz			Dr. Franko	AKSC			injury lt 3 digital nerve	s64.493d	64831	77	9	Yes	Yes
201	1/31/2017	2/1/2017	Sopheap			Dr. Franko	AKSC			m19.231	m19.231	25212, 25332, 25	80	10	No	No
202	1/31/2017	2/1/2017	Steven			Dr. Franko	AKSC			removal of hardward	s68.620d, z96.9	20680	59	4	No	No
203	1/31/2017	2/1/2017	Jose			Dr. Franko	AKSC			lt thumb ganglion	m65.312, m67.4	26055, 25111	14	5	Yes	Yes
204	1/31/2017	2/1/2017	Dominic			Dr. Stein	SLSC			Displaced fracture	S62.619A	26746, 64417	82	6	Yes	No
205	2/2/2017	2/3/2017	Sharon			Dr. Franko	SLSC			right hand duputryns	m72.0	26045, 26121, 26	80	6	No	No
206	2/2/2017	2/3/2017	Christina			Dr. Franko	SLSC			removal of hardware left wrist	s52.532d	20680	43	5	No	No
207	2/2/2017	2/3/2017	Michelle			Dr. Franko	SLSC			Carpal Tunnel Release	g56.01	64721	59	5	Yes	No
208	2/2/2017	2/3/2017	Bridget			Dr. Franko	SLSC			ORIF/CRPP Fractured Wrist (Radius	s52.532a	25609	68	2	Yes	Yes
209	2/3/2017	2/6/2017	Sheila			Dr. Stein	SLSC			Specified joint disorders	M25.832, M25.5	29846, 25390, 64	45	4	No	No
210	2/3/2017	2/7/2017	Meryl			Dr. Stein	AKSC			Carpal Tunnel Release, Trigger Rele	G56.21, G56.01	64721, 64718, 26	59	5	Yes	No
211	2/6/2017	2/7/2017	Rayna			Dr. Stein	AKSC			Carpal Tunnel Release, SMUNT / UI	M77.12, G56.22	64718, 64721, 24	64	4	No	No
212	2/6/2017	2/7/2017	Carlos			Dr. Stein	AKSC			Laceration	S66.529D	26485, 64417	50	4	Yes	Yes
213	2/6/2017	2/7/2017	Renee			Dr. Stein	AKSC			Carpal Tunnel Release	G56.02	64721, 64450	48	3	No	No
214	2/6/2017	2/8/2017	Luis			Dr. Franko	SLSC			ORIF/CRPP Fractured Wrist (Radius	s52.531a	25350, 25430	55	7	No	Yes
215	2/8/2017	2/10/2017	Vicente			Dr. Franko	SLSC			Displaced Fracture	S62.231A	26615, 64417	100	7	Yes	No
216	2/9/2017	2/10/2017	Dorothy			Dr. Franko	SLSC			Trigger Release (A1 pulley)	m65.311	26055	52	4	No	No
217	2/10/2017	2/14/2017	Melinda			Dr. Stein	AKSC			1st Dorsal Compartment Release (D	M65.4	25000	50	6	Yes	No
218	2/10/2017	2/14/2017	Jose			Dr. Stein	AKSC			Displaced fracture	S62.639D	26746	68	6	Yes	Yes
219	2/10/2017	2/15/2017	Magdi			Dr. Franko	AKSC			Carpal Tunnel Release, Trigger Rele	g56.01, g56.02, f	64721, 26055	32	5	No	No
220	2/10/2017	2/15/2017	German			Dr. Franko	AKSC			ORIF/CRPP Fractured Wrist (Radius	s52.571a	20680, 26445	68	5	Yes	Yes
221	2/14/2017	2/15/2017	Fernando			Dr. Franko	AKSC			Carpal Tunnel Release	g56.02	64721	59	3	Yes	Yes
222	2/16/2017	2/17/2017	Josephine			Dr. Franko	SLSC			removal of foreing body lt knee	m25.862	27331, 29870	36	3	No	No
223	2/17/2017	2/17/2017	Emma			Dr. Franko	SLSC			Proximal Row Carpectomy with Inter	M19.231	25215, 25447, 25230, 64772				
224	2/15/2017	2/21/2017	Kimberly			Dr. Stein	AKSC			Oblique fracture	S52.331K, S52.3	25405, 64417	50	5	No	No
225	2/17/2017	2/21/2017	Kathleen			Dr. Stein	AKSC			Carpal Tunnel Release	G56.02	64721, 64450	43.18181818	2	Yes	Yes
226	2/17/2017	2/21/2017	Kim			Dr. Stein	AKSC			Trigger Release (A1 pulley)	M65.331	26055	54.54545455	6	Yes	Yes
227	2/17/2017	2/22/2017	Lacy			Dr. Stein	SLSC			Carpal Tunnel Release, SMUNT / UI	G56.21, G56.01	64721, 64718, 24	50	5	No	No
228	2/21/2017	2/22/2017	Yueh Hsiu			Dr. Stein	SLSC			Distal radius fracture	S52.502A	25609, 64417	97.72727273	7	No	No
229	2/23/2017	2/24/2017	Bartt			Dr. Franko	SLSC			rt ankle fx	s82.871a	27827	34.09090909	2	Yes	No
230	2/23/2017	2/24/2017	Bartt			Dr. Franko	SLSC			rt ankle fx	s82.871a	27827	34.09090909	2	Yes	No

# Pre-op / Surgery Emails

Dear Erin,

Your surgery is scheduled on 1/2/2018.

We take a very pro-active approach to pain management and **highly recommend** you watch this brief, 4-minute video on our website: <https://ebhmc.com/pain/>

Here is some additional information you should review prior to surgery:

[General Pre-operative \(before surgery\) Instructions PDF](#)

[Post-operative \(after surgery\) Instructions PDF](#)

[Pain Management Protocol](#)

[Anesthesia Information PDF](#)

[Splint / Cast Care Information PDF](#)

\*Any information you were given during your pre-op visit will take priority over the general instructions given above. If you have questions, please call our office for clarification.

Please **do not** respond to this email. Please call the office at 510-297-0550.

Sincerely,  
Dr. Stein



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You can [update your preferences](#) or [unsubscribe from this list](#)

68.2%	27.6%	View	517
Open rate	Click rate	Queue	Subscribers

# Post-op Emails



Dear Kellie,

It has been 6 weeks since your surgery. Please complete your online assessment by

EBHMC Hand Follow-up

\* Required



62.9%

Open rate

40.8%

Click rate

10

Queue

513

Subscribers

aEYg/viewform?entry.622024844=actionkj46@yahoo.com&entry.1325373726=6

Copyright © 2017 East Bay Hand Medical Center, All rights reserved.

You have been enrolled in post-operative outcome assessments.

Our mailing address is:

East Bay Hand Medical Center  
13690 East 14th Street  
Suite #200  
San Leandro, CA 94578

[Add us to your address book](#)

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#)

If you did not have the opportunity to perform an activity in the past week, please make your best estimate of which response would be the most accurate.

It doesn't matter which hand or arm you use to perform the activity; please answer based on your ability regardless of how you perform the task.

Please rate your ability to do the following activities in the last week by circling the number below the appropriate response. \*

	NO DIFFICULTY	MILD DIFFICULTY	MODERATE DIFFICULTY	SEVERE DIFFICULTY	UNABLE
1. Open a tight or new jar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Do heavy household chores (e.g., wash walls, floors).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Carry a shopping bag or briefcase.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Wash your back.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Email Reminders – 3pm on DOS

AT&T 5:03 PM 97%

Mailboxes All Inboxes Edit

Search

- EBHMC Reminder** 4:37 PM >  
Post-op Phone Call  
Surgeon: Dr. Franko Name: Amber Lynch  
Diagnosis: rt bicep rupture Pho...
- EBHMC Reminder** 4:37 PM >  
Post-op Phone Call  
Surgeon: Dr. Franko Name: Andrew Rau  
Diagnosis: ORIF/CRPP Fractured Wrist...
- EBHMC Reminder** 4:37 PM >  
Post-op Phone Call  
Surgeon: Dr. Franko Name: Jess Souza  
Diagnosis: removal fb lt leg Phone: 51...
- Andy Stein** 3:33 PM >  
Re: Wednesday  
If you don't need my expertise on the scaphoid, it's fine to have Katie help y...
- Shiloh Haen** 3:24 PM >  
Updated Just Now  
3 Unread

Post-op Phone Call

- EBHMC Reminder** Feb 3 ☆  
to me ▾  
Surgeon: Dr. Franko  
Name: Sharon [REDACTED]  
Diagnosis: right hand duputryns  
Phone: [510-862-](tel:510-862-)[REDACTED]
- EBHMC Reminder** Feb 3 ☆  
to me ▾  
Surgeon: Dr. Franko  
Name: Christina [REDACTED]  
Diagnosis: removal of hardware left wrist  
Phone: [510-478-](tel:510-478-)[REDACTED]
- EBHMC Reminder** Feb 3 ☆  
to me ▾  
Surgeon: Dr. Franko  
Name: Michelle [REDACTED]  
Diagnosis: Carpal Tunnel Release  
Phone: [858-361-](tel:858-361-)[REDACTED]
- EBHMC Reminder** Feb 3 ☆  
to me ▾  
Surgeon: Dr. Franko  
Name: Bridget [REDACTED]  
Diagnosis: ORIF/CRPP Fractured Wrist (Radius/Ulnar/Scaphoid)  
Phone: [408-505-](tel:408-505-)[REDACTED]



# Automated Patient Outcomes

EBHMC HIPAA Outcomes ☆ ■

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f. | Surgery Date

10/28/2016	12455	Dr. Franko	bone exc lt thumb	26210 160.3	57							10					
11/1/2016	12544	Dr. Stein	Carpal Tunnel Release, Trigger Release (A1	6472 G56.01,	55	52	45	16				6	7	6	2		
10/28/2016	12344	Dr. Franko	left small finger amp	2695 m24.54	30		18	39				0		3	5		
10/31/2016	11100	Dr. Stein	Carpal Tunnel Release, SMUNT / Ulnar Ner	6472 G.56.02	48	68	75	45				4	8	8	4		
11/1/2016	11761	Dr. Stein	CMC Arthroplasty/Trapeziectomy (LRTI)	2531 M18.12	39	91	75	23				4	9	5	0		
11/1/2016	11427	Dr. Stein	Laceration of intrinsic muscle	2652 S66.52	64							5					
11/2/2016	11813	Dr. Stein	SMUNT / Ulnar Nerve Release	6471 G56.21	52							5					
11/2/2016	10676	Dr. Stein	Carpal Tunnel Release, SMUNT / Ulnar Ner	6472 G56.21,	70	59	50	41				7	8	8	5		
11/2/2016	11141	Dr. Stein	Carpal Tunnel Release, SMUNT / Ulnar Ner	6472 G56.01,	77	68		45				8	7		4		
11/2/2016	12113	Dr. Stein	Dupuytrens contracture	2612 M72.0	39	16	9					4	1	1			
11/4/2016	12641	Dr. Franko	ORIF/CRPP Fractured Wrist (Radius/Ulnar/	2560 s52.532	80							3					

43	11/1/2016	11761	Dr. Stein	CMC Arthroplasty/Trapeziectomy (LRTI)	2531 M18.12	39	91	75	23				4	9	5	0		Yes	Yes - with	Yes	Yes - full duty	Unsure	Unsure	Unsure
44	11/1/2016	11427	Dr. Stein	Laceration of intrinsic muscle	2652 S66.52	64							5					Yes						
45	11/2/2016	11813	Dr. Stein	SMUNT / Ulnar Nerve Release	6471 G56.21	52							5					Yes						
46	11/2/2016	10676	Dr. Stein	Carpal Tunnel Release, SMUNT / Ulnar Ner	6472 G56.21,	70	59	50	41				7	8	8	5		Yes	No - not c	No	No - not currer	Yes - most	Yes	Yes - definitely
47	11/2/2016	11141	Dr. Stein	Carpal Tunnel Release, SMUNT / Ulnar Ner	6472 G56.01,	77	68		45				8	7		4		Yes	No - currently	No	No - not currer	Unsure	Unsure	
48	11/2/2016	12113	Dr. Stein	Dupuytrens contracture	2612 M72.0	39	16	9					4	1	1			Yes	Yes - full	Yes - full duty		Yes - defini	Yes - definitely	
49	11/4/2016	12641	Dr. Franko	ORIF/CRPP Fractured Wrist (Radius/Ulnar/	2560 s52.532	80							3					Yes						
50	11/7/2016	11867	Dr. Stein	SMUNT / Ulnar Nerve Release	6471 G56.22	77							8					No						
51	11/8/2016	12192	Dr. Stein	Benign neoplasm	2611 D36.9	48							4					Yes						
52	11/8/2016	12460	Dr. Stein	Carpal Tunnel Release	6472 G56.01	23	20	7	9				2	1	1	1		Yes	Yes - full	Yes	Yes - with rest	Unsure	Yes	Yes - most likely
53	11/8/2016	9751	Dr. Stein	Trigger Release (A1 pulley)	2605 M65.31	9	23	9	2				2	3	0	0		Yes	Yes - with	Yes	Yes - full duty	Probably no	Unsure	Definitely not
54	11/7/2016	12181	Dr. Stein	Carpal Tunnel Release, SMUNT / Ulnar Ner	6471 G56.22	50							3					Yes						

# Publish Real-Time Outcomes



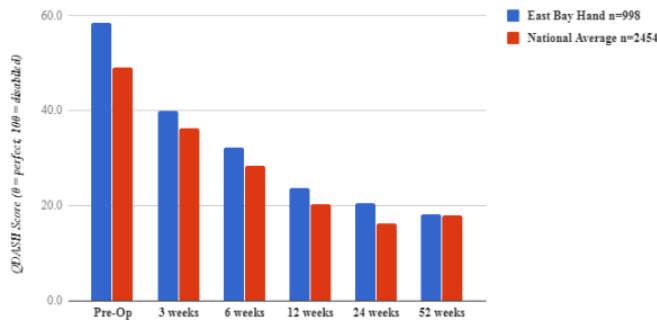
(510) 297-0550  
San Leandro, CA

- HOME
- DR. STEIN
- DR. FRANKO
- THERAPY
- PATIENTS
- INFORMATION**
- APPOINTMENTS

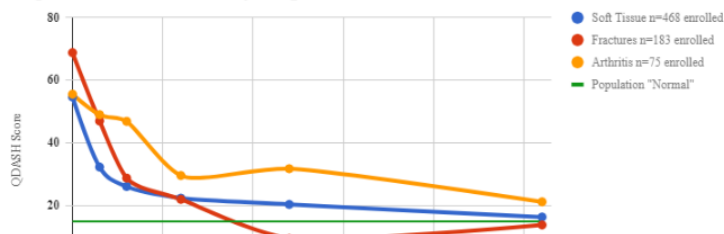
We are proud to publicly share our surgical results. Below are un-modified patient outcomes data reported directly by patients and updated continuously and in real-time.

QuickDASH Scores reflect patient disability on a scale from 0 (perfect) to 100 (unable to complete any task).

Patient Disability (QDASH)



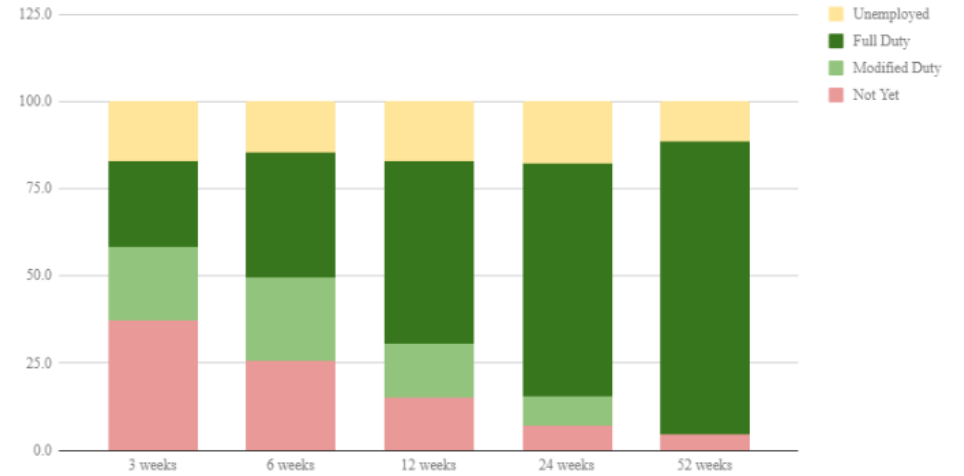
Improvement Over Time by Diagnosis



### Most Recent Updates

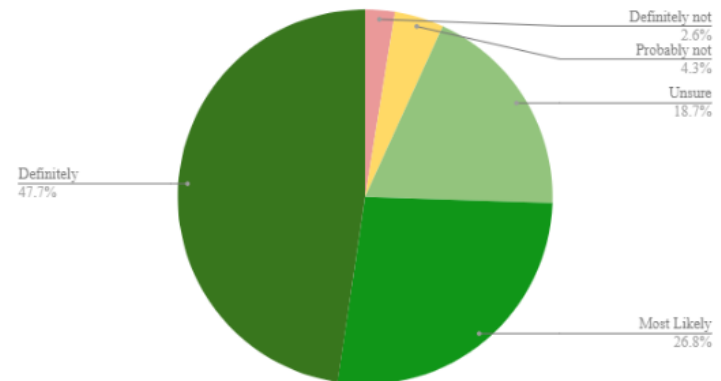
Date	Time (PST)
4/22/2018	17:44:31
4/21/2018	23:07:53
4/21/2018	21:42:49
4/21/2018	17:36:29
4/20/2018	20:58:09
4/20/2018	20:57:59
4/20/2018	19:45:31
4/20/2018	16:02:21
4/20/2018	5:32:25
4/19/2018	20:08:51

### Returned to Work?

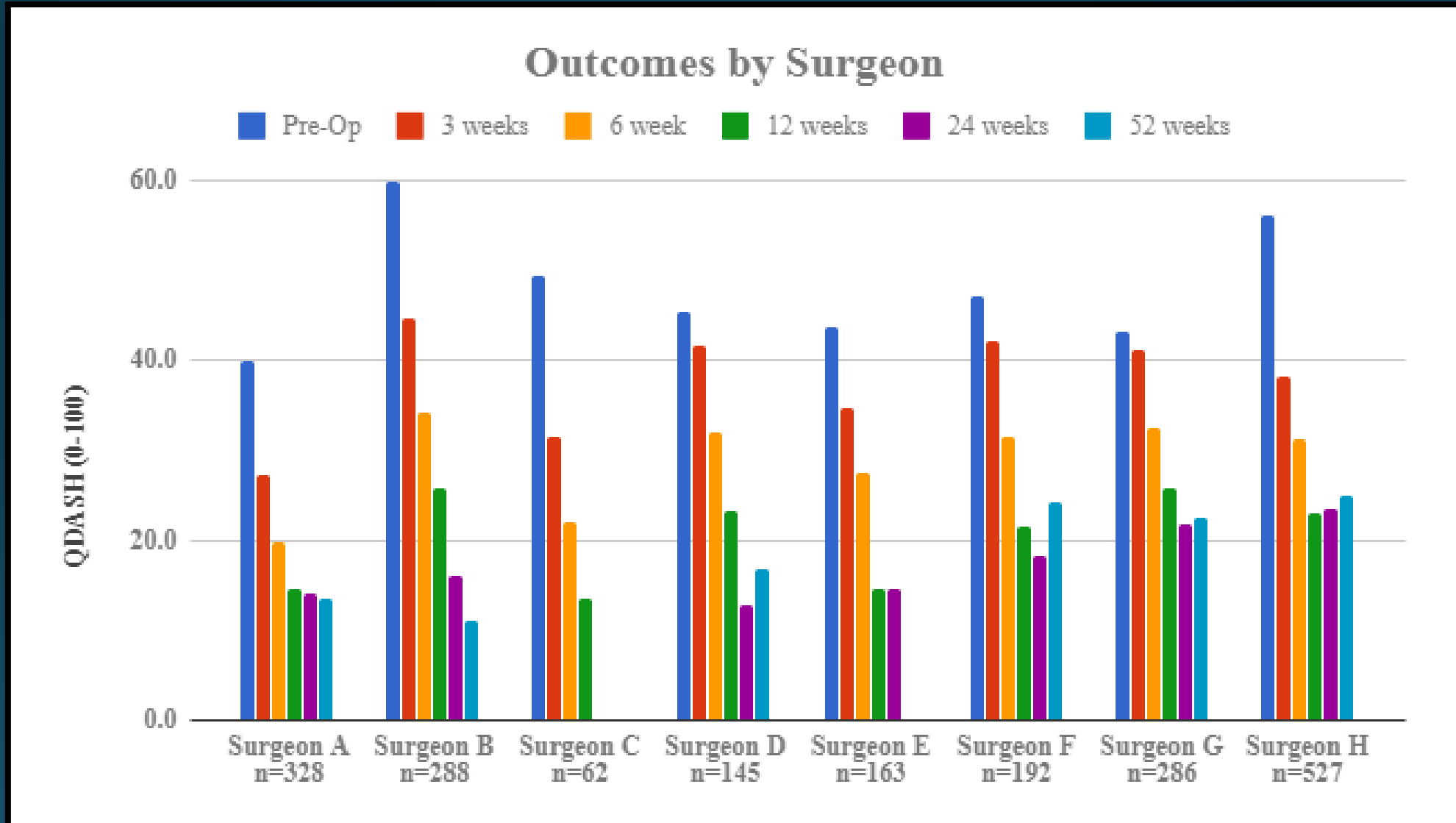


Patients report if they would choose to repeat the same surgery again.

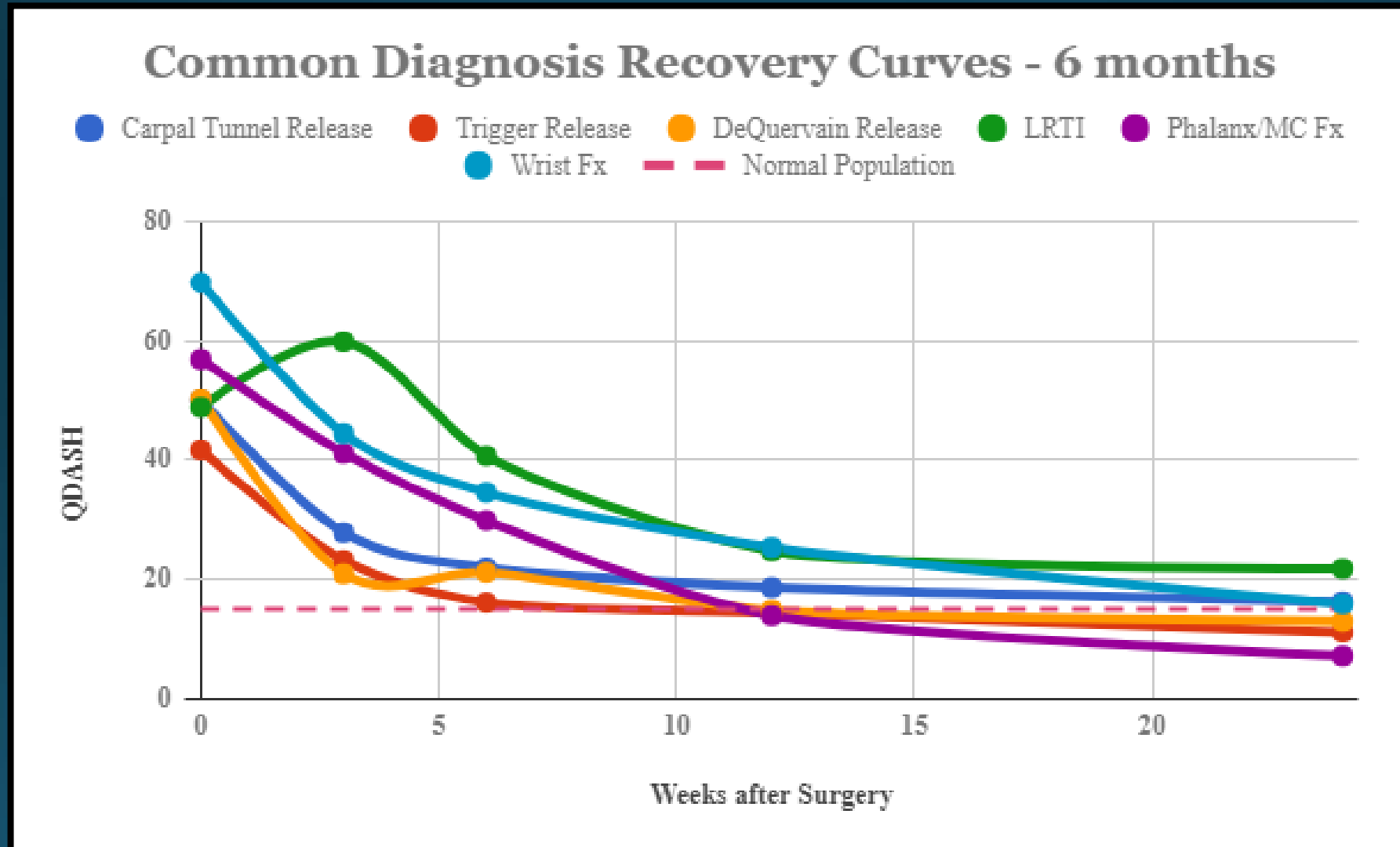
### Would You Repeat Surgery at 6 Weeks?



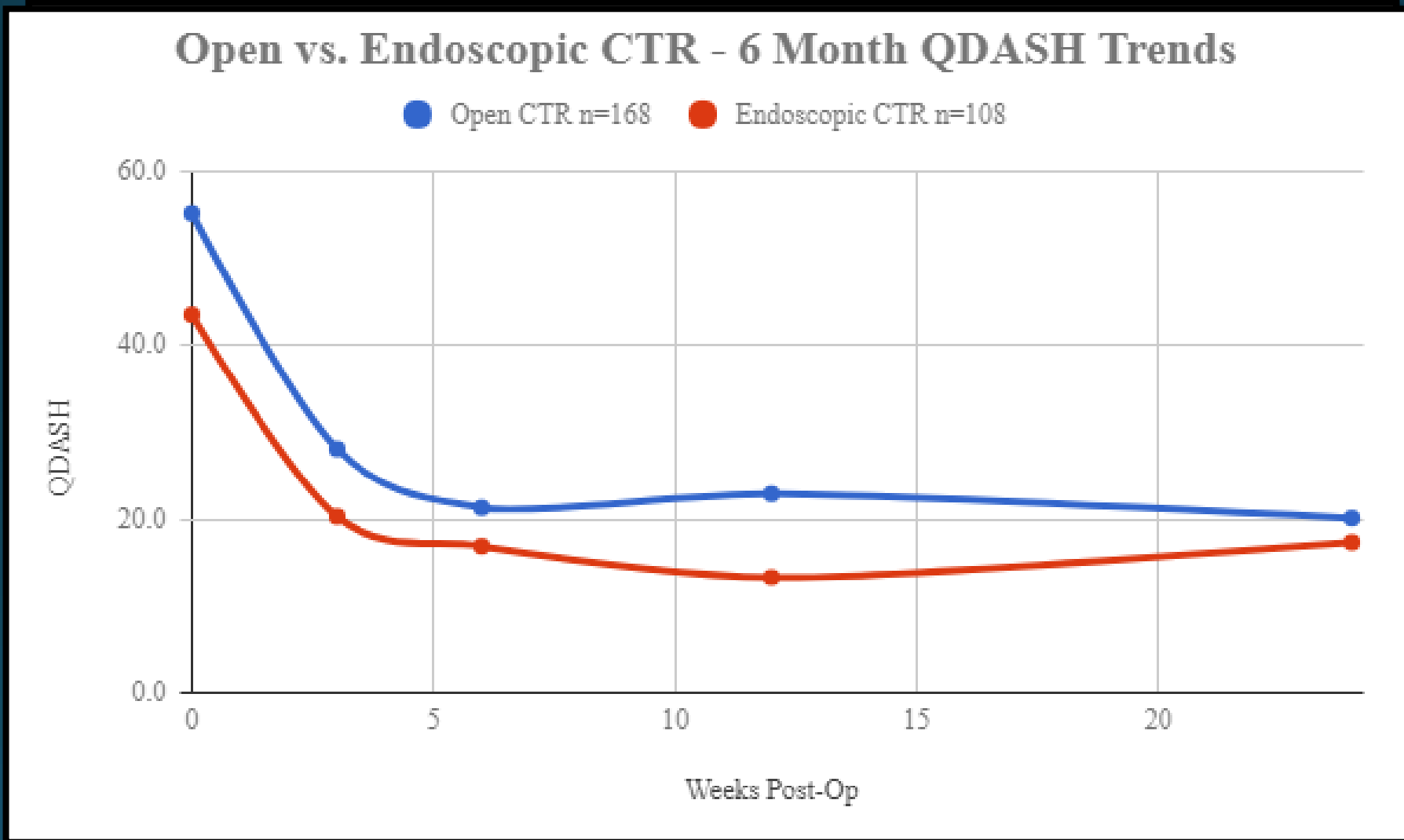
# QDASH Outcomes – By Surgeon



# Recovery Curves by Diagnosis

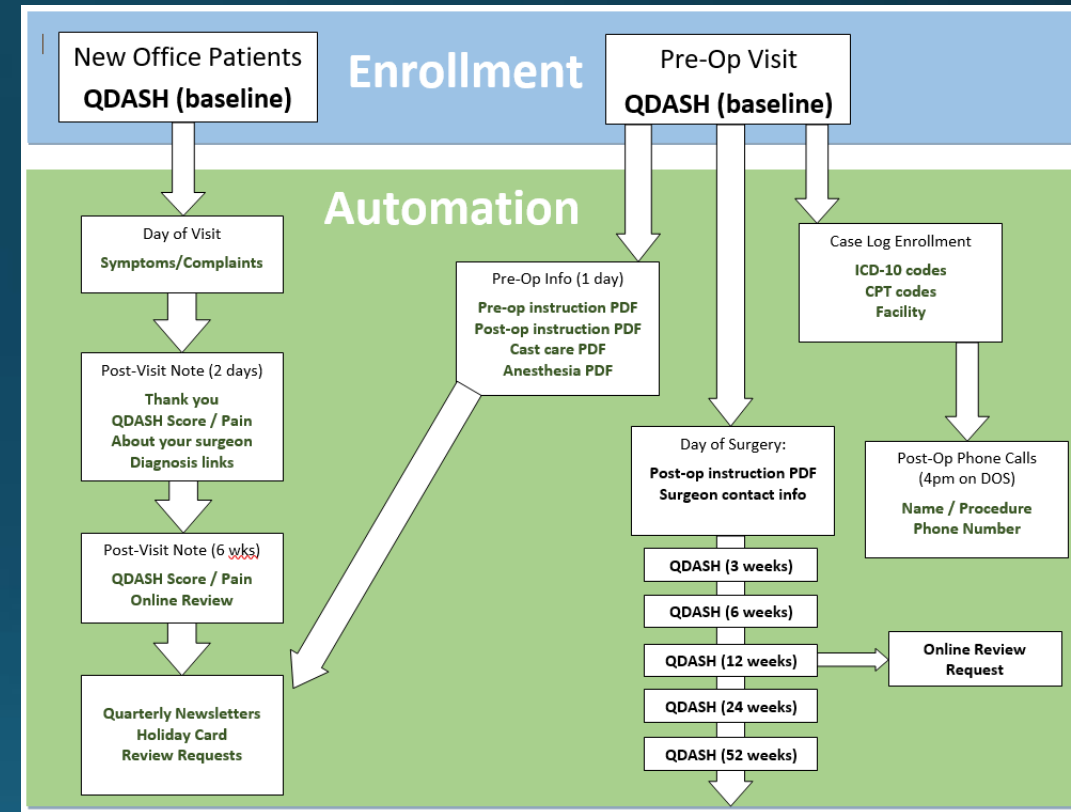


# Ongoing Research...



# The Final Result

- Improved clinical documentation/billing
- Patient email management/enrollment
- Improved patient education/communication
- Surgical case log creation
- Patient reported outcome collections
- Solicit ratings and reviews
- 100% customizability
- Total Cost:
  - Zero surgeon time
  - 5 min patient or assistant enrollment
  - ~\$100/m depending on complexity
  - Many hours of trial and error...



# Leveraging Physician Ratings and Reviews

- Pick the Right Sites
- How to Request Reviews
- Advanced Review Request Techniques
- Promote Your Reviews
- Paid Advertising
- Responding to Negative Reviews

# Reviews Matter!

## About your audience: February 2016 - January 2018

- 📱 564 User Views (53%) came from mobile devices.
- 🔍 Your business appeared in Yelp search results 5,391 times.

## Activity

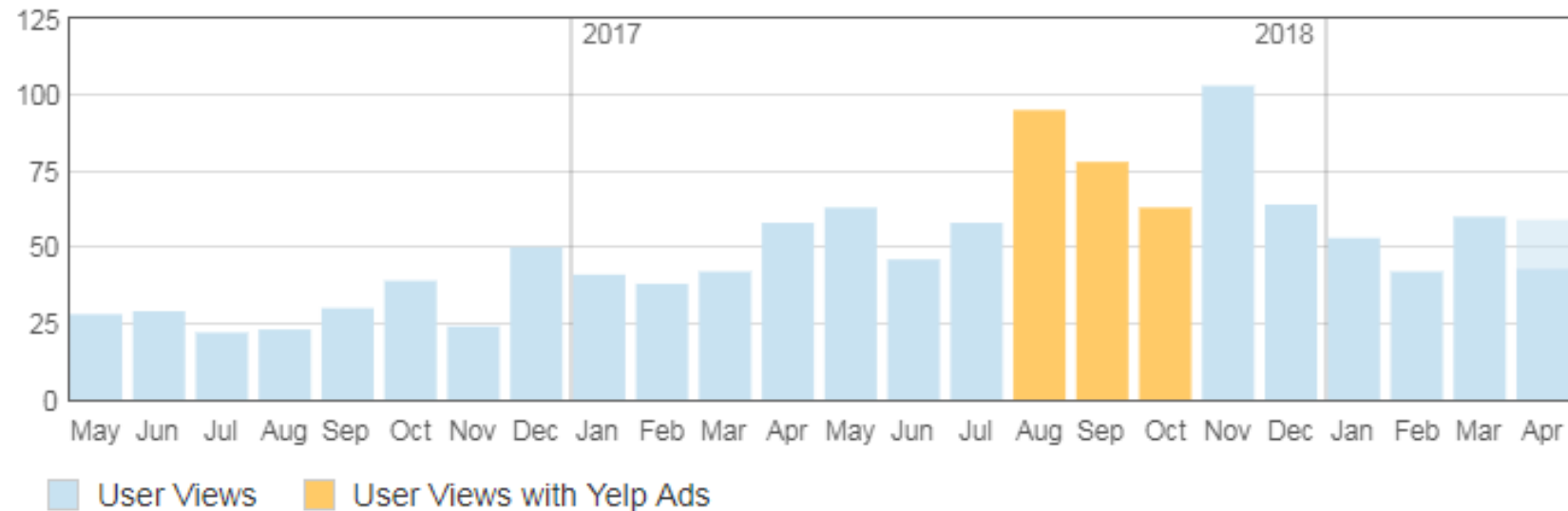
May 2016 - April 2018

Period: [30 days](#) [12 months](#) [24 months](#)

User Views ⓘ  
**1,192**

Customer Leads ⓘ  
**182**

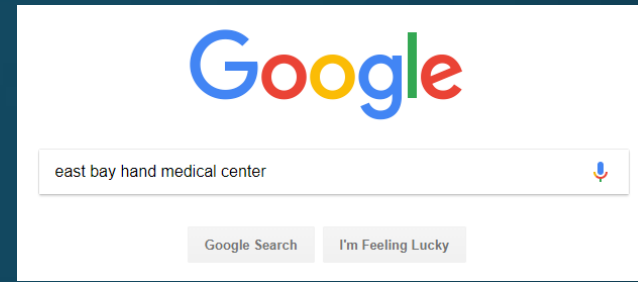
Revenue Estimate ⓘ  
[Get your revenue estimate](#)



- 📍 A man in his 20s from San Lorenzo, CA **got directions to your business.**  
Tuesday, January 2, 2018, 7:50 am via Yelp iPhone app
- 📞 A woman in her 20s from San Leandro, CA **clicked to call your business.**  
Tuesday, January 2, 2018, 7:46 am via Yelp iPhone app
- 📄 A woman in her 20s from San Leandro, CA **clicked on your website.**  
Tuesday, January 2, 2018, 7:44 am via Yelp mobile site
- 📞 A woman in her 20s from Oakland, CA **clicked to call your business.**  
Thursday, December 28, 2017, 11:26 am via Yelp iPhone app
- 📞 A woman in her 20s from Oakland, CA **clicked to call your business.**  
Thursday, December 28, 2017, 11:26 am via Yelp iPhone app
- 📍 A woman in her 30s from South San Francisco, CA **got directions to your business.**  
Monday, December 11, 2017, 10:52 am via Yelp iPhone app
- 📍 A woman in her 20s from San Leandro, CA **viewed the map for your business.**  
Wednesday, December 6, 2017, 7:38 pm via Yelp iPhone app
- 📄 A Yelp user **clicked on your website.**  
Wednesday, December 6, 2017, 5:57 pm via Yelp website



# Pick the Sites



## East Bay Hand Medical Center

<https://ebhmc.com/> ▼

**East Bay Hand Medical Center.** "Your neighborhood orthopedic and hand specialists". Orthopedic Hand Surgery Practices of. Dr. Andrew Stein MD and Dr. Orrin Franko MD. Conveniently located in San Leandro and minutes from Oakland and Castro Valley, Dr. Andrew Stein MD and Dr. Orrin Franko MD are ...

[Hand Surgeons](#) · [Hand Therapy](#) · [Dr. Franko](#) · [Surgery Center](#)

You've visited this page many times. Last visit: 1/15/17

## Therapy - East Bay Hand Medical Center

<https://ebhmc.com/therapy-about/> ▼

**East Bay Hand Medical Center's** Hand Therapy Division is staffed by two Occupational Therapists who are certified hand therapists and ergonomic assessment specialists. Combined they have over 23 years of experience treating all aspects of postoperative and conservative therapy for injuries to the hand, arm and ...

## San Leandro, CA - East Bay Hand Medical Center

<https://ebhmc.com/contact-information/> ▼

Phone: (510) 297-0550. Main Office is open Monday through Friday 9 am – 5 pm. Occupational Therapy Office is open Monday through Friday from 7am – 5 pm. We are located at: 13690 E. 14th Street #200. San Leandro, CA 94578. There is a free parking lot on our premises for our patients. AdobeReader Icon Download ...

## East Bay Hand Medical Center - 17 Photos & 27 Reviews - Medical ...

<https://www.yelp.com> > [Health & Medical](#) > [Medical Centers](#) ▼

★★★★★ Rating: 4.5 - 27 reviews

27 reviews of **East Bay Hand Medical Center** "Dr. Franko is awesome. I broke my ulna and radius in a motorcycle accident. Dr. Franko made me feel comfortable from the beginning, informing me what was going to happen and what to expect. I had other...

You've visited this page many times. Last visit: 12/28/17

## East Bay Hand Medical Center, San Leandro, CA - Healthgrades

<https://www.healthgrades.com/group.../ca.../east-bay-hand-medical-center-oosx2bj> ▼

**East Bay Hand Medical Center.** A Medical Group Practice located in San Leandro, CA.

You've visited this page 3 times. Last visit: 11/27/17

## East Bay Hand Medical Center Therapy Department - San Leandro ...

<https://www.groupon.com> > ... > [California](#) > [San Leandro](#) > [Health & Fitness](#) > [Medical](#) ▼

Whether you're seeking healthcare, **East Bay Hand Medical Center** Therapy Department medical office in San Leandro can help you. Adequate medical services, such as physicals, are available at this establishment. This clinic in San Leandro asks all guests to make appointments ahead of time. So don't wait to treat your ...

## Andrew Stein, East Bay Hand Medical Center - Orthopaedic Surgery ...

<https://doctor.webmd.com/.../andrew-stein-md-b400d665-413d-41f7-904e-b3efa4eb...> ▼

★★★★★ Rating: 5 - 1 review

Dr. Stein's Overview. Dr. Stein graduated from the Albert Einstein College of Medicine at Yeshiva University in 1985. He works in San Leandro, CA and specializes in Orthopaedic Surgery and **Hand Surgery**. Dr. Stein is affiliated with **Eden Medical Center** and San Leandro Hospital.

## East Bay Hand Medical Center - Dr. Franko & Dr. Stein - San Leandro ...

<https://local.aarp.org/.../east-bay-hand-medical-center-dr-franko-dr-stein-13690-eas...> ▼

**East Bay Hand Medical Center** - Dr. Franko & Dr. Stein. Address: 13690 E 14th St #200, San Leandro, CA 94578-2582, USA. Rating: Website: [www.ebhmc.com](http://www.ebhmc.com); Phone: (510) 297-0550 ...

## Location & Hours - Dr. Orrin Franko, MD - AAOS

[orthodoc.aaos.org/OrrinFranko/location.cfm](http://orthodoc.aaos.org/OrrinFranko/location.cfm) ▼

Contact Information. **East Bay Hand Medical Center** 13690 E 14th St #200 San Leandro, CA USA 94578 View map Phone 510-297-0550 Fax [www.EBHMC.com](http://www.EBHMC.com). **East Bay Hand Medical Center East Bay Hand Medical Center** ...

# Encourage Online Reviews



Thank you for visiting  
**Dr. Orrin I. Franko**  
Orthopedic Hand Surgeon

Check out our new Yelp! page...

[www.yelp.com](http://www.yelp.com)

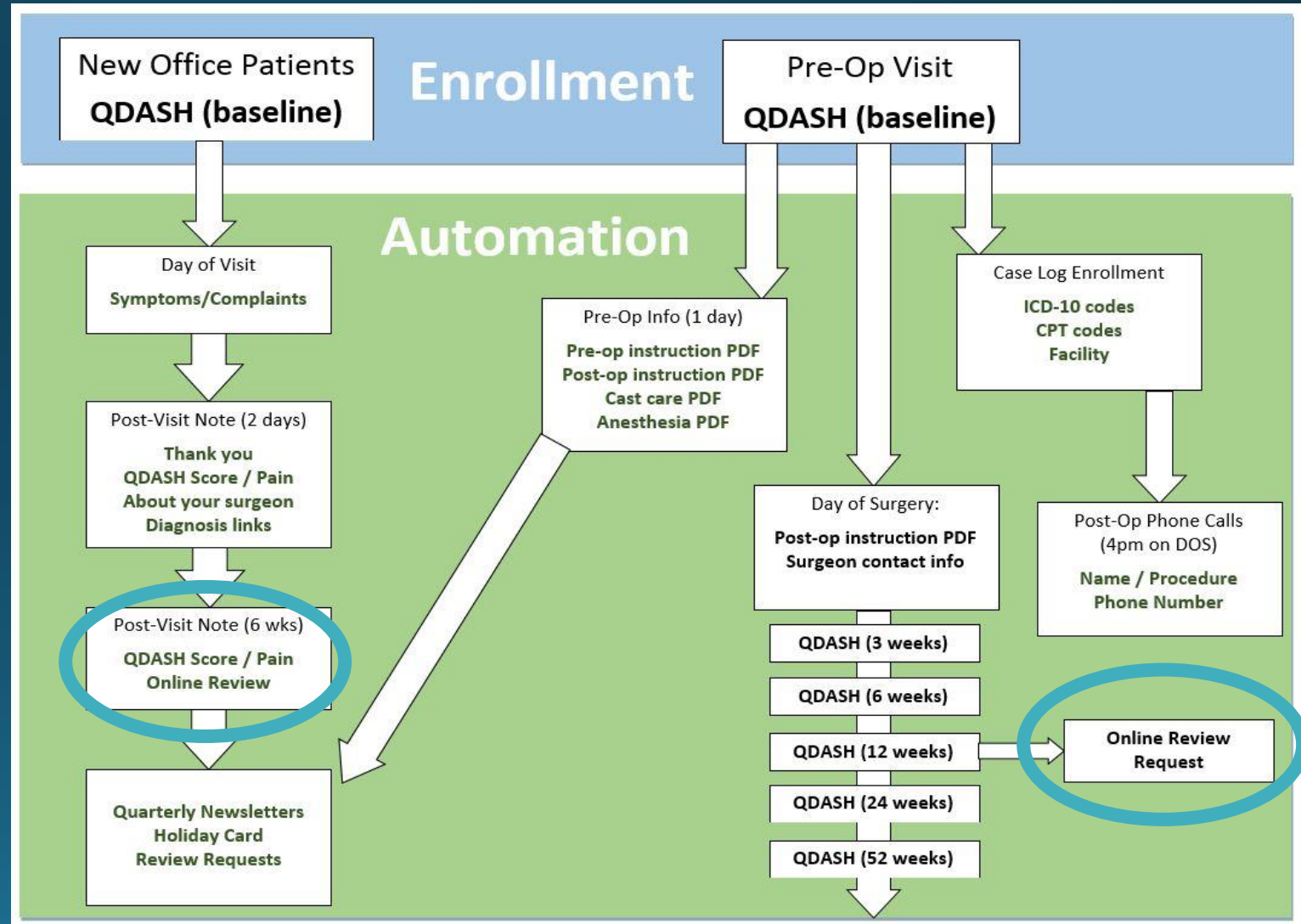
→ search: "Orrin Franko"



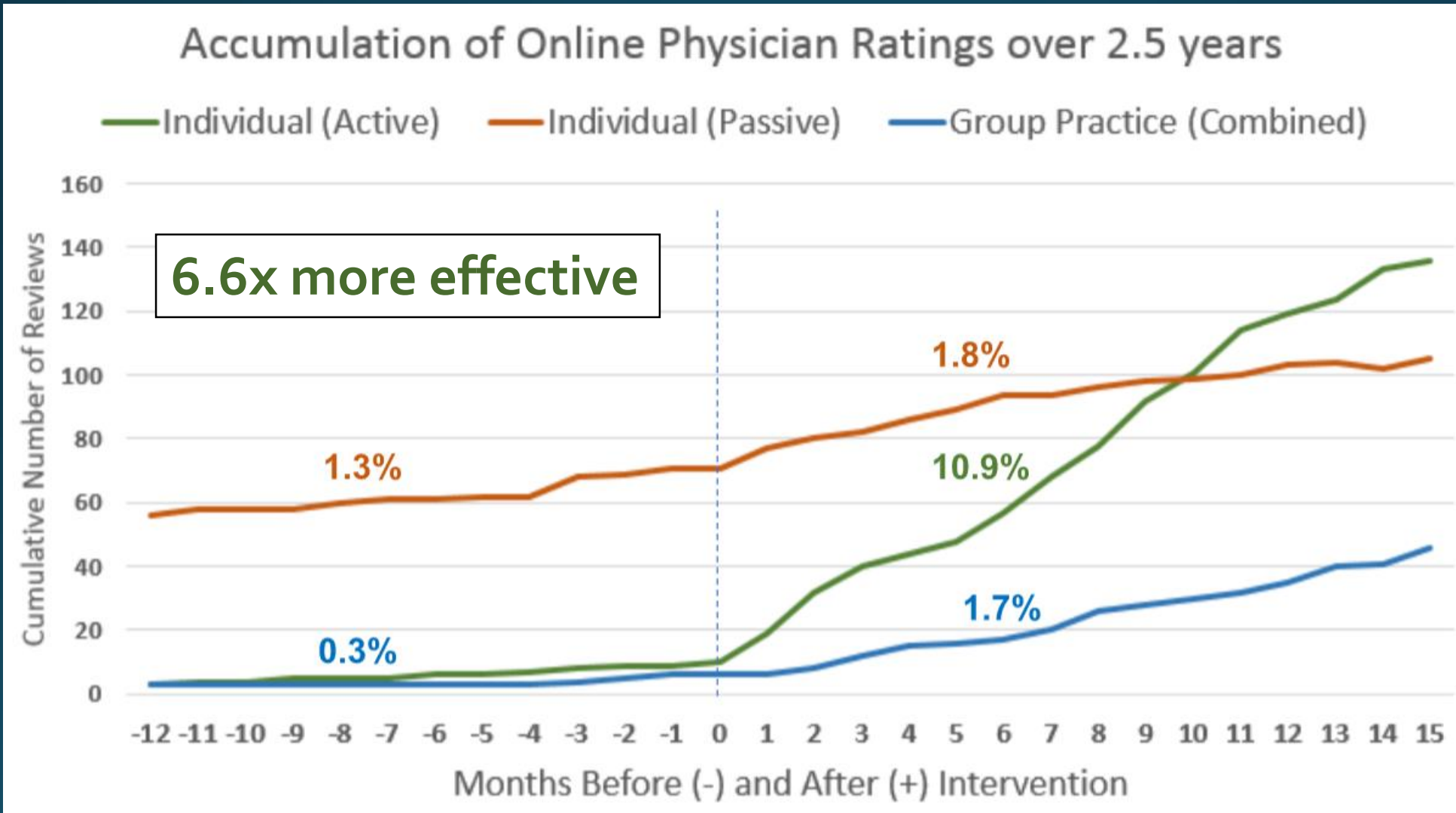
Thank you for visiting  
**Dr. Orrin I. Franko**  
Orthopedic Hand Surgeon

Please take a moment and fill out a survey about my care.

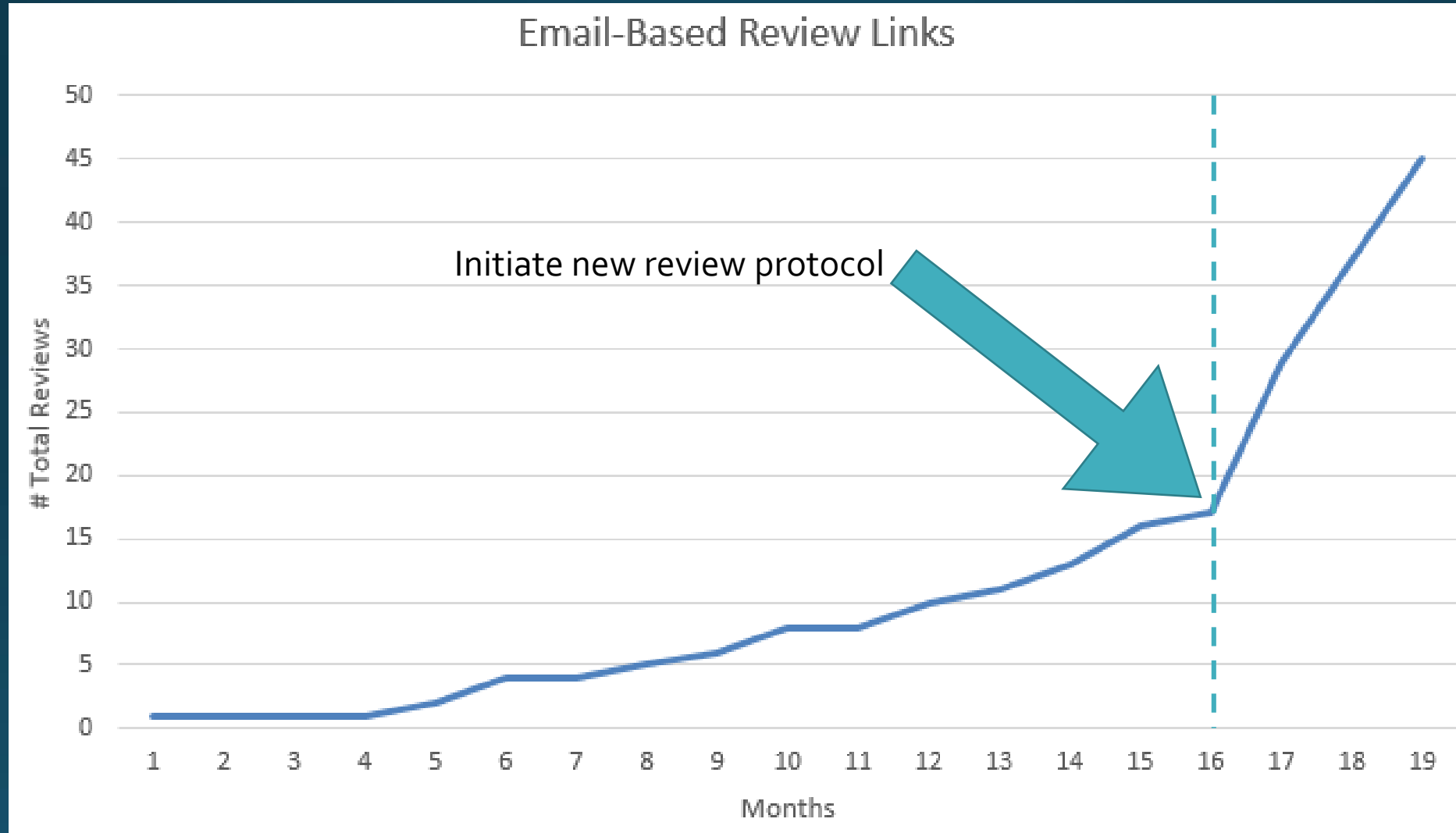
[www.healthgrades.com/review/ggfx2](http://www.healthgrades.com/review/ggfx2)



# Active vs. Passive Reviews



# Email Initiated Reviews



# Promote them! Paid Advertising?

Yelp Find hand surgeon Near san leandro, ca

Restaurants Nightlife Home Services Write a Review Events Talk Sign Up Log In

### Best hand surgeon in San Leandro, CA

Showing 1-10 of 24

Filters: \$, \$\$, \$\$\$, \$\$\$\$ Open Now All Filters

- Ad Webster Orthopedics**  
Orthopedists, Sports Medicine
- Ad Leslie H Kim, MD**  
3 reviews  
Sports Medicine, Orthopedists
- 1. Orrin Franko, MD - East Bay Hand Medical Ctr  
32 reviews  
Surgeons, Orthopedists
- 2. East Bay Hand Medical Center  
27 reviews  
Medical Centers, Orthopedists
- 3. Andrew J Stein, MD  
28 reviews

Map showing search results in San Leandro, CA. Red pins indicate locations, with numbers 1 through 10. Pins 1, 2, 3, 4, 5, and 7 are highlighted with red circles.

Ads by Google related to: hand surgeon San Leandro, CA

healthgrades How America finds a doctor: ★★★★★

vitals ★★★★★

Reviews from yelp

**\*Note: Yelp uses "automated software" that hides many reviews from view. Here are some additional hidden reviews from my Yelp page:**

★★★★★  
9/20/2017  
I recently was seeing Dr. Franko through a referral for my severe sharp pain in my left wrist and elbow I have experienced for quite awhile! I was so pleased with my experience from the time I called in to make to the time I left his office. With two small injections into my wrist and elbow, I was able to feel the big difference, the inflammation was gone right away! I experienced some pain for a few hours after the shots, but the next morning I felt very good, my pain went from rate 10 high down to 0.5. I am so happy that I did not have to go through surgery!

Thank you Dr. Franko and his staff for their Excellence Services!

I definitely will recommend anyone suffering from rheumatoid arthritis! Please see Dr. Orrin Franko asap!

★★★★★  
8/13/2017  
I was pleasantly surprised to meet Dr. Franko who came out to the waiting room to greet me on my first visit. I went in to see him because of excruciating pain in my left wrist. After clearly explaining my choices for correcting the DeQuervaine Syndrome, he gave me a cortisone shot and I left his office with no pain. He explained what would happen next and told me to come back if I felt any discomfort again. I would recommend Dr. Franko to anyone who needs hand pain relief. He is an awesome doctor!

★★★★★  
8/9/2017  
Dr.Franko was the doctor I was referred too and let me say from the first time I met him he was awesome and was trying to fix my problem with my carpal tunnel on both hands ASAP! I got my surgery done on July,19,2017 and he was very professional as well as his staff I fully recommend him I'm very thankful to him and his team for the great work and the awesome service I'm three weeks since my surgery and I feel great got full motion and function of my wrist hands and fingers.!

★★★★★  
5/17/2017  
Dr Orrin Franko is friendly, very professional, ready to listen to your needs and prescribe the best treatment for you. I would recommend Dr. Franko to others needing orthopedic needs or an evaluation. 5 \*\*\*\*\* for Dr. Franko

★★★★★  
5/12/2017  
I worked for an orthopedic surgeon for fifteen yrs and know that doing my homework and reading reviews are important. Any negative reviews are most likely to be by workman's comp patients with secondary gains in not returning to work. I saw this many times in my job as well. I was seen initially by his PA who I had full confidence in and who followed standard protocol in starting with conservative (injection) treatment for the painful arthritic condition in my left thumb. Surgery was my next option and I felt totally confident in Dr. Stein. and Jenifer was equally supportive and even called several times to check on me post-op. I felt care about. Dr. Stein's many years of experience and prior history of clinical work speak volumes. He is highly intelligent and educated, detail oriented, works quickly (generally surgeons have deadlines and scheduled procedure that can't wait) double checks himself (he can't afford errors and neither can his patients), has a healthy sense of humor and genuinely seems to care about his patients. My thumb is 80% in improvement which is just above normal for this surgery, and I know from the x-ray that he was skilled in the work performed, Mike and Jerry are great Hand therapists, and my recovery is tops! I highly recommend this surgeon, and his excellent rehab dept and staff as well. I still have carpal tunnel work to be done on my right and am happy to have a continual connection. I genuinely enjoy being around the people there which is an important factor for recovery.

★★★★★  
4/22/2017  
One Friday night, I chopped off the tip of my middle finger. I brought the amputated chunk to the ER that night, hoping they would sew it back on. They told me all they could do was stop the bleeding (NOOOO! Super sad face filled with tears), so they sent me home in bandages and recommended I see Dr. Franko. Couple days later, I was admitted to Dr. F's; he highly suggested a V to Y flap surgery, immediately, to avoid bone infection and a possible abnormal looking finger. Surgery was quick, I think all of 30 minutes. I'm still healing 3 months later, but glad I saw someone who knows what they're doing.

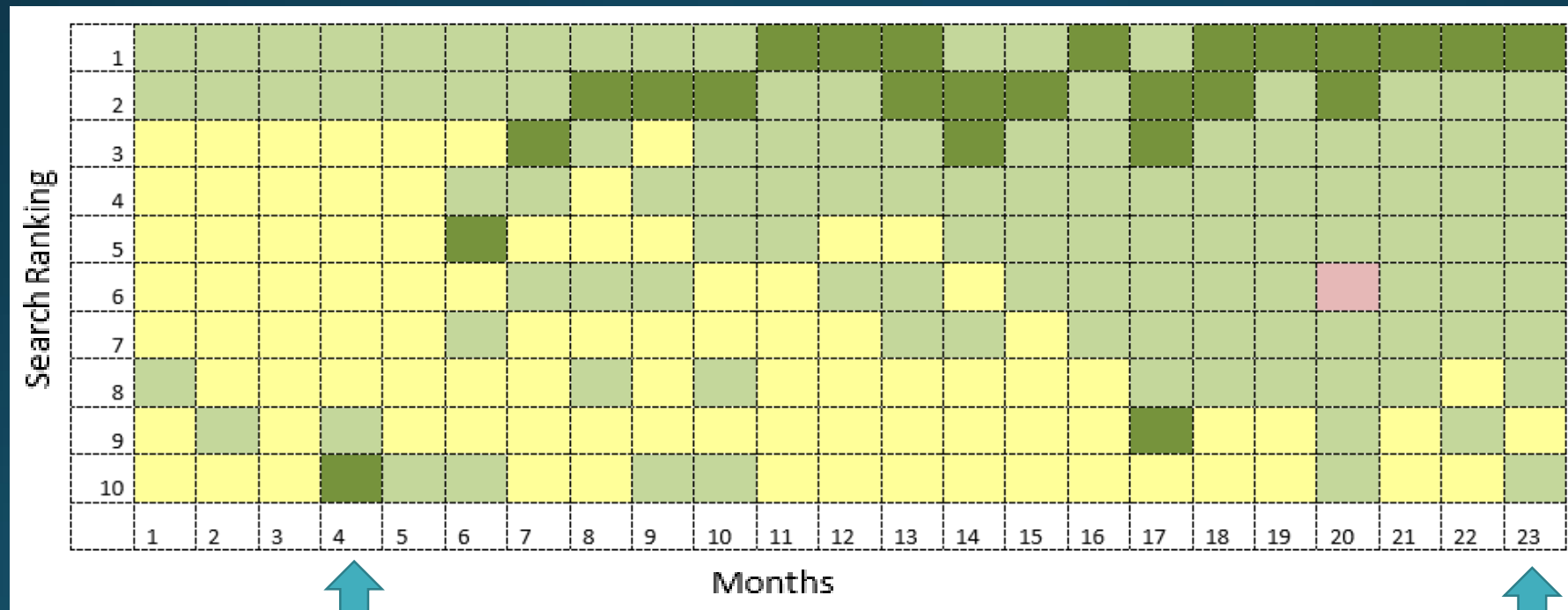
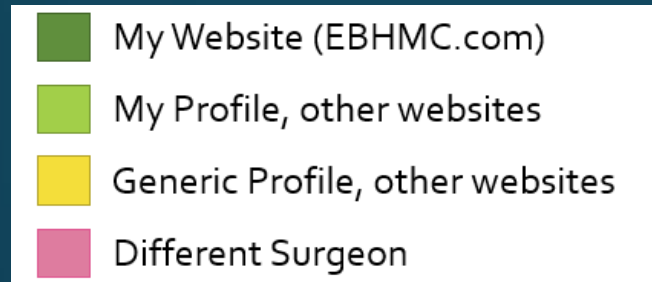
# Responding to BAD reviews

1. Follow HIPAA
2. Be careful responding to anonymous reviews
3. Keep the response short and polite
4. Show a commitment to improvement
5. Invite the patient to contact you off-line
6. Do not defame anyone in your response
7. Avoid apologies in some situations
8. Consider directly reaching out to the patient

# Online Reputation and Search Results

- “Own” your Search Results
- Enhance your Profiles
- Get the “stars”
- Use Key Words

# Quality of Search Results Over Time

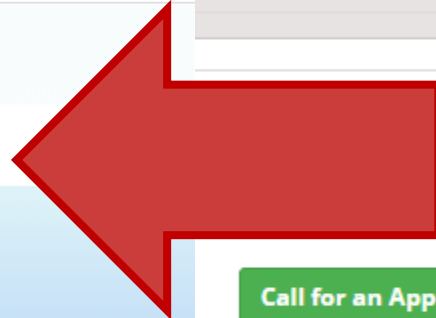


Started Practice

23 months



# "Claim" your Profiles...



WebMD

CHECK YOUR SYMPTOMS FIND A DOCTOR FIND LOWEST DRUG PRICES

HEALTH A-Z DRUGS & SUPPLEMENTS LIVING HEALTHY FAMILY & PREGNANCY NEWS & EXPERTS

SEARCH

ADVERTISMENT

**LISTERINE CAN REVERSE EARLY GUM DISEASE IN TWO WEEKS.\***

BUY NOW >

Doctor Finder > Orthopaedic Surgery > California > San Leandro > Dr. Andrew J. Stein, MD

Doctor Finder Hospital Finder Pharmacy Finder Insurance Finder

Name, Specialty, Condition or Procedure | **Concord, CA 94520** Find Doctors

Is this you? [Enhance your Profile](#)

**Andrew J. Stein, MD**  
Orthopaedic Surgery, Hand Surgery  
★★★★★ 1 Rate This Doctor

(510) 297-0550

East Bay Hand Medical Center  
13690 E 14th St Ste 200  
San Leandro, CA 94578  
[Get Directions](#)

Call for an Appointment

nos and treats

# "Stars" appear in search results

## Dr. Orrin Franko, MD - East Bay Hand Medical Center

<https://ebhmc.com/dr-franko/>

★★★★★ Rating: 5 - 24 reviews

Dr. **Orrin Franko**, MD is a board-eligible orthopaedic surgeon with a specialty in complex hand and upper extremity surgery. He treats all bone and joint conditions of the body, including arthritis, fractures, dislocations, ligament injuries, sprains and strains. His specialty focus in upper extremity includes the treatment of carpal ...

## Dr. Orrin I. Franko, MD Hand Surgeon - East Bay Hand Medical Center

<https://ebhmc.com/dr-franko-testimonials/>

★★★★★ Rating: 5 - 7 reviews

Thank you Dr. Franko and his staff for their Excellence Services! I definitely will recommend to anyone suffering from rheumatoid arthritis! Please see Dr. **Orrin Franko** asap! 8/13/2017. I was surprised to meet Dr. Franko who came out to the waiting room to greet me on my arrival. I was surprised to see him because of ...

You've visited this page 4 times. Last visit: 1/6/18

### Dr. Orrin Franko, MD - East Bay Hand Medical Center

<https://ebhmc.com/dr-franko/>

★★★★★ Rating: 5 - 24 reviews

Dr. **Orrin Franko**, MD is a board-eligible orthopaedic surgeon with a specialty in complex hand and upper extremity surgery. He treats all bone and joint conditions of the body, including arthritis, fractures, dislocations, ligament injuries, sprains and strains. His specialty focus in upper extremity includes the treatment of carpal ...

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\*Note: Yelp uses "automated software" that hides many reviews from view. Here are some additional hidden reviews from my Yelp page: 9/20/2017. I recently was seeing Dr. **Franko** through a referral for my severe sharp pain in my left wrist and elbow I have experienced for quite awhile! I was so pleased with my experience ...

### Orrin Franko, MD - East Bay Hand Medical Ctr - 25 Photos & 33 ... - Yelp

<https://www.yelp.com> > Health & Medical > Doctors > Surgeons

★★★★★ Rating: 5 - 33 reviews

33 reviews of **Orrin Franko, MD - East Bay Hand Medical Ctr** "Great experience. His staff was very courteous and accommodating . They are very flexible in scheduling appointments and barely any wait time. Dr. Franko is a really good hand...

### East Bay Hand Medical Center - 17 Photos & 26 Reviews - Medical ...

<https://www.yelp.com> > Health & Medical > Medical Centers

★★★★★ Rating: 4.5 - 26 reviews

26 reviews of **East Bay Hand Medical Center** "Dr. **Franko** is awesome. I broke my ulna and radius in a motorcycle accident. Dr. **Franko** made me feel comfortable from the beginning, informing me what was going to happen and what to expect. I had other...

### About Dr. Orrin Franko, MD - AAOS

[orthodoc.aaos.org/OrrinFranko/about.cfm](http://orthodoc.aaos.org/OrrinFranko/about.cfm)

About Dr. **Orrin Franko**, MD. Harvard Medical School, Class of 2009. Undergraduate: University of California, San Diego, La Jolla, CA BS, Biology, Summa Cum Laude 2001-2004; Medical: Harvard Medical School, Boston, MA MD, Orthopaedic Surgery, Cum Laude 2005-2009; Internship: University of California, San Diego, ...

### Dr. Orrin Franko, MD - San Leandro, CA - Orthopedic Hand Surgery ...

<https://www.healthgrades.com> > Hand Surgeons > Dr. Orrin Franko, MD

★★★★★ Rating: 5 - 63 reviews

Visit Healthgrades for information on Dr. **Orrin Franko**, MD Find Phone & Address information, medical practice history, affiliated hospitals and more. ... **Franko**, MD is an orthopedic hand surgery doctor who practices in San Leandro, CA. He is 34 years old and has been practicing for 9 years. Read his story. Leave a **Review**.

### See results about

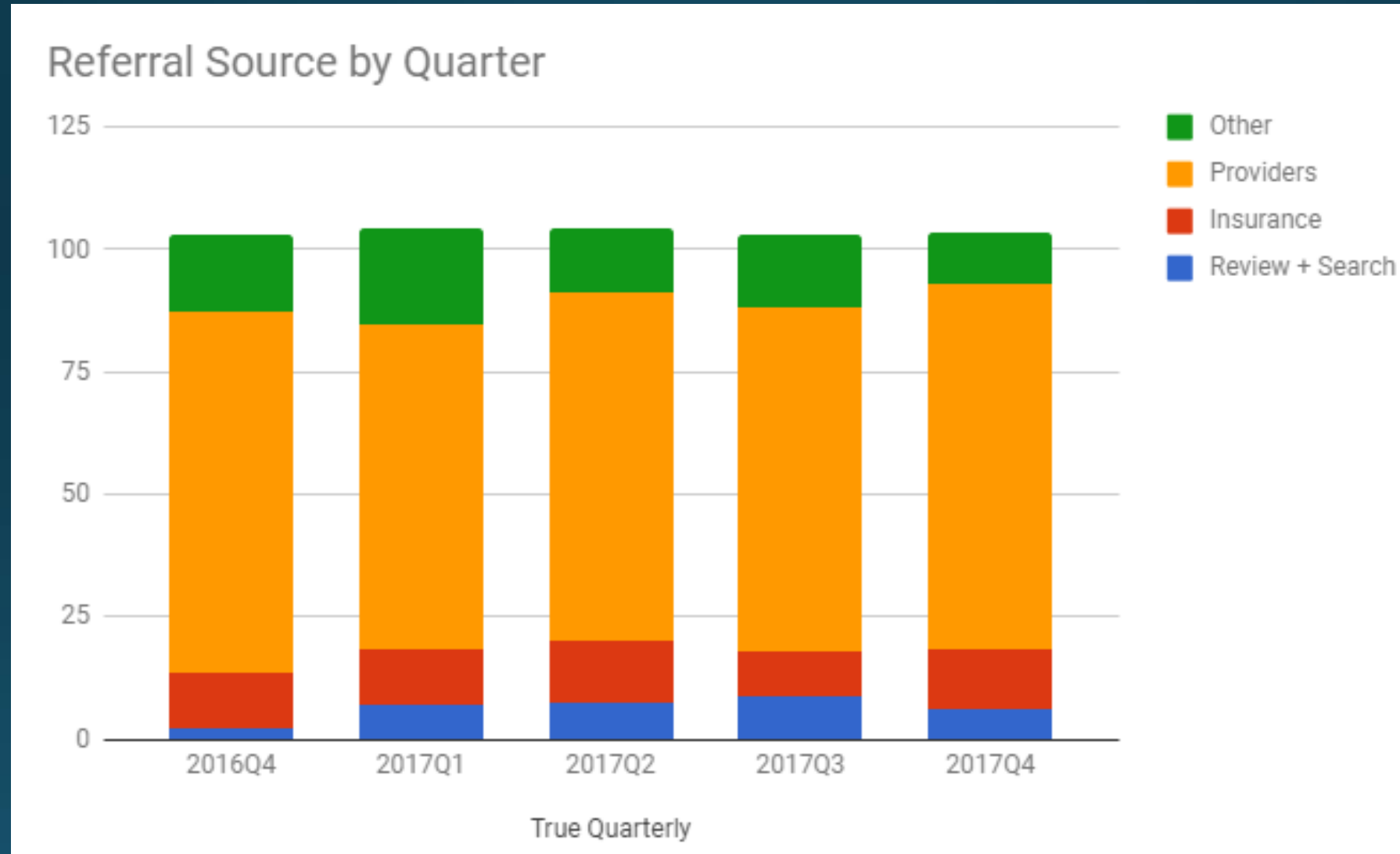
**East Bay Hand Medical Center - Dr. Franko & Dr. Stein (Ha...**

13690 E 14th St #200, San Leandro, CA 94578

4.8 ★★★★★ 37 reviews



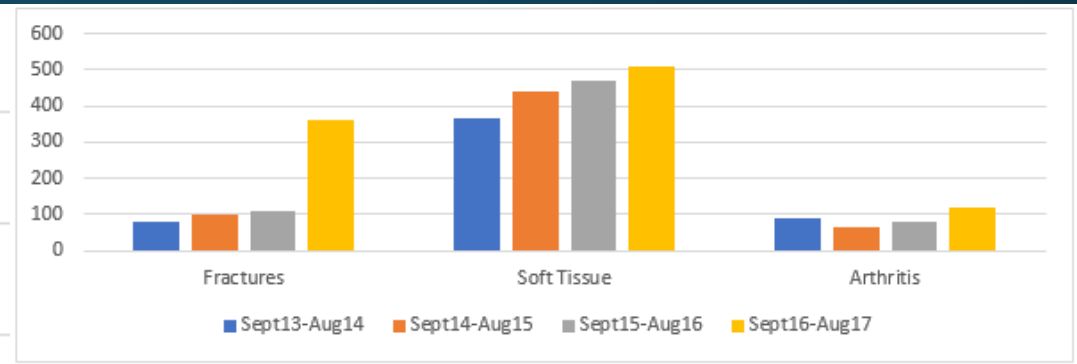
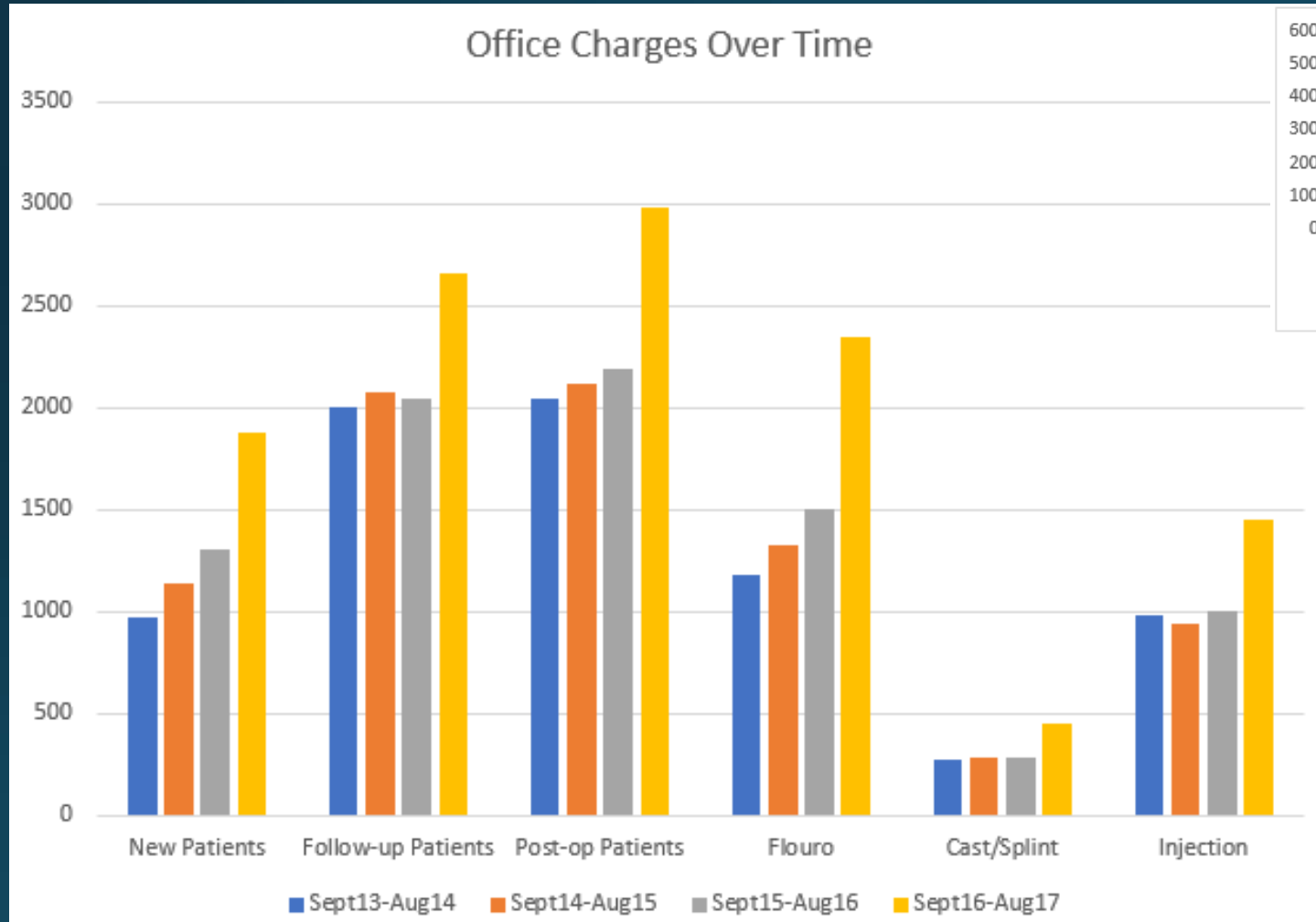
# Referral Source of Patients



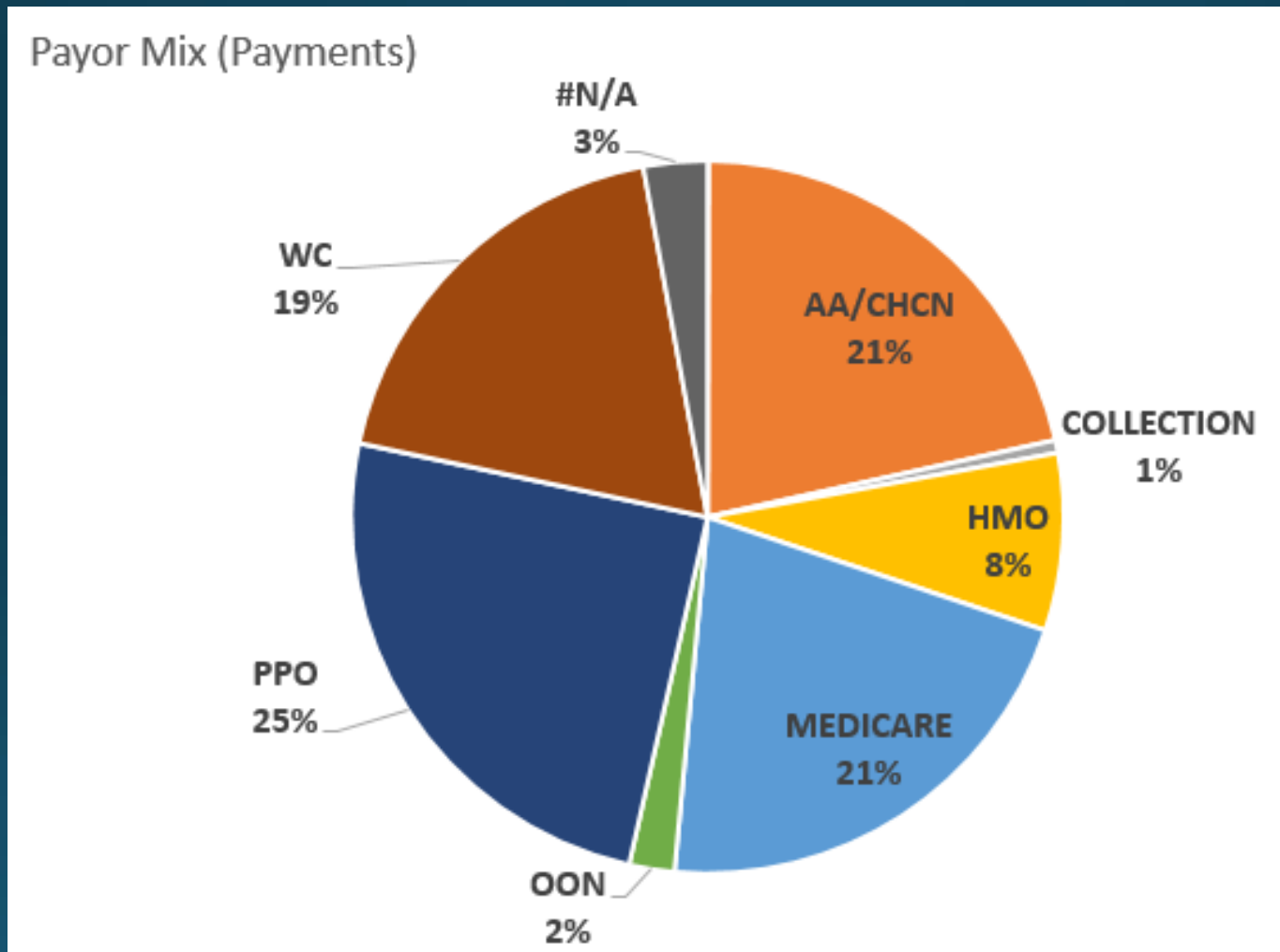
# Utilizing Analytics to Enhance Revenue

- Track Practice Utilization/Volume/Revenue
- Track your Procedure Codes and Diagnoses
- Evaluate your Practice Demographics
- Evaluate your Payor Mix and Collection Rate
- Track your Referral Sources
- Map your Regional Penetration
- Monitor to Web Traffic and Reviews

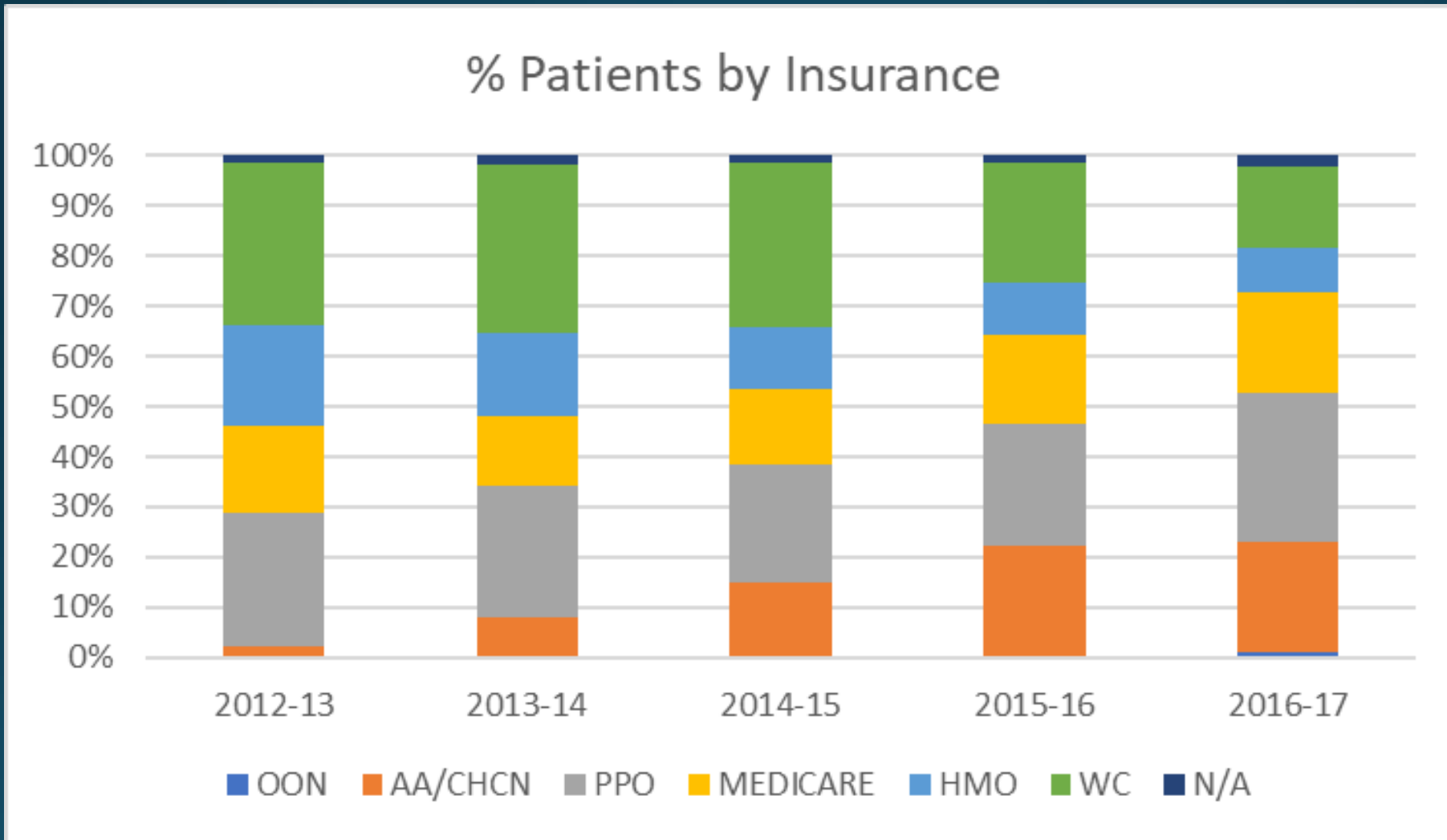
# Analyze your Volume



# Evaluate your Payor Mix

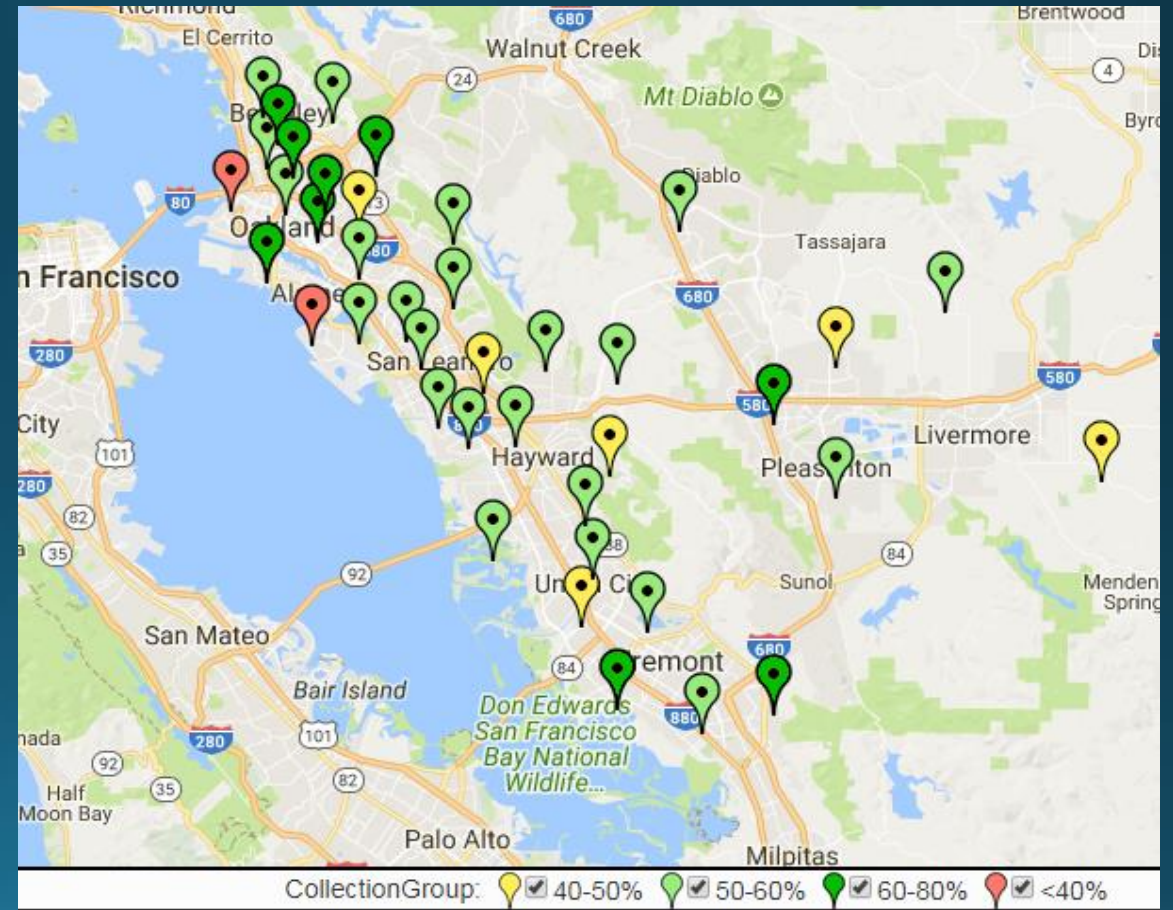
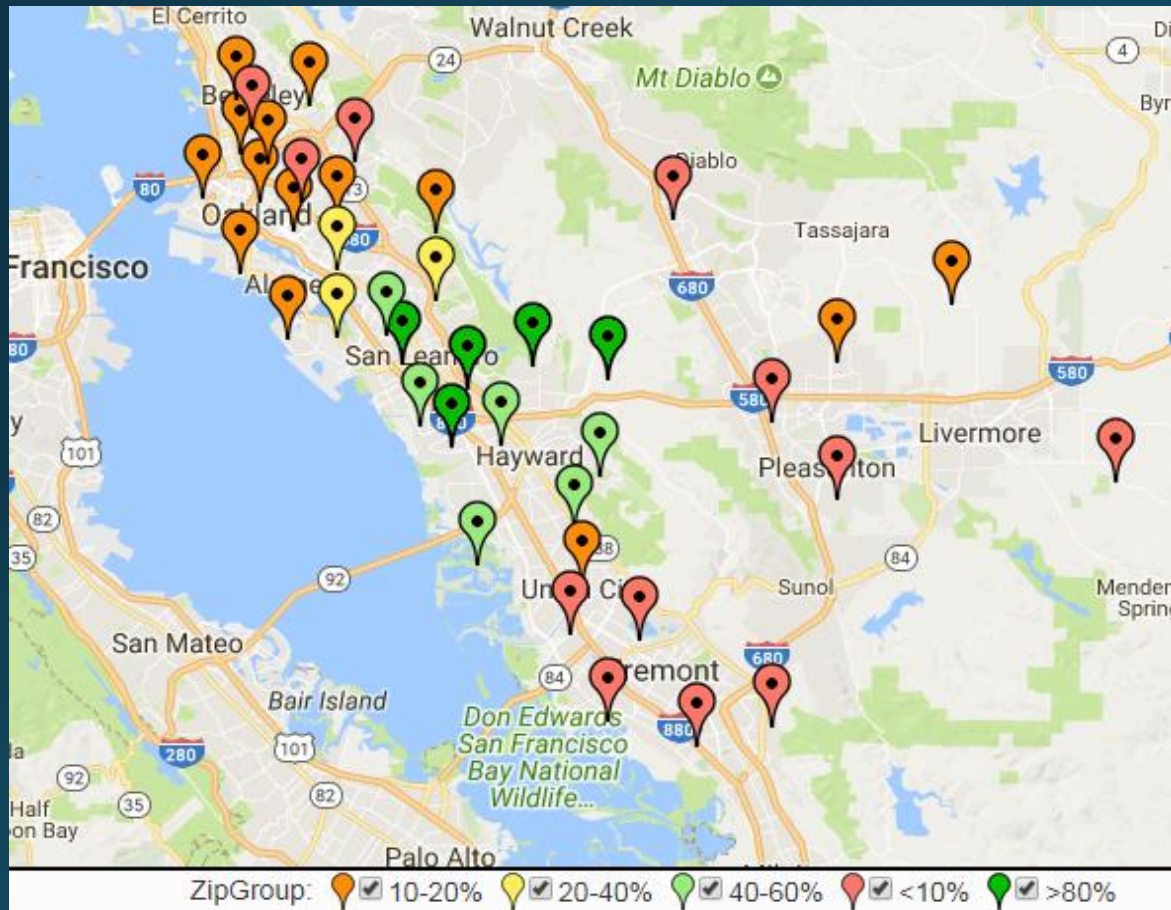


# Trend it over time...



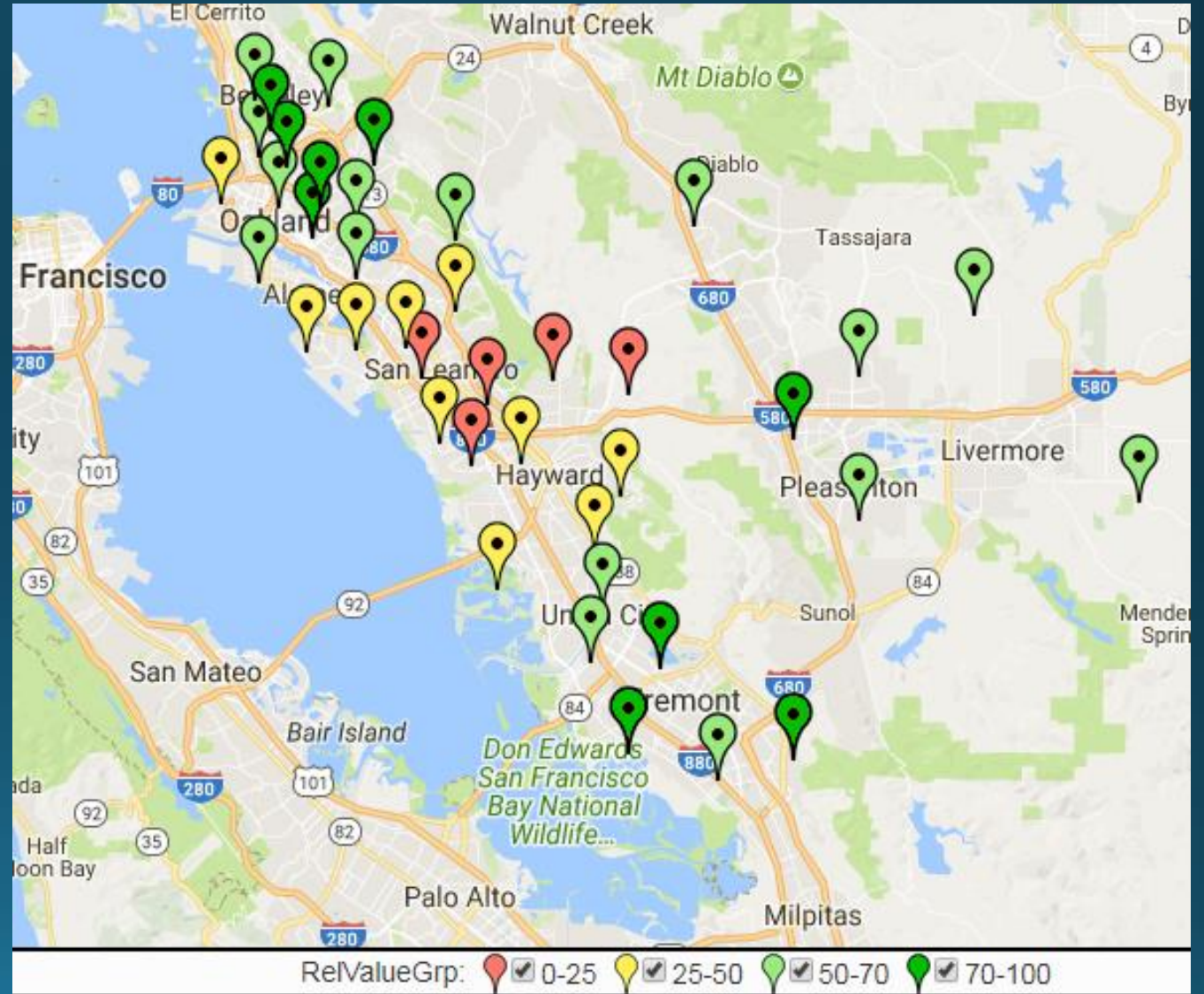
# Map your Patient Penetration

\*Compare to your Collection Rate

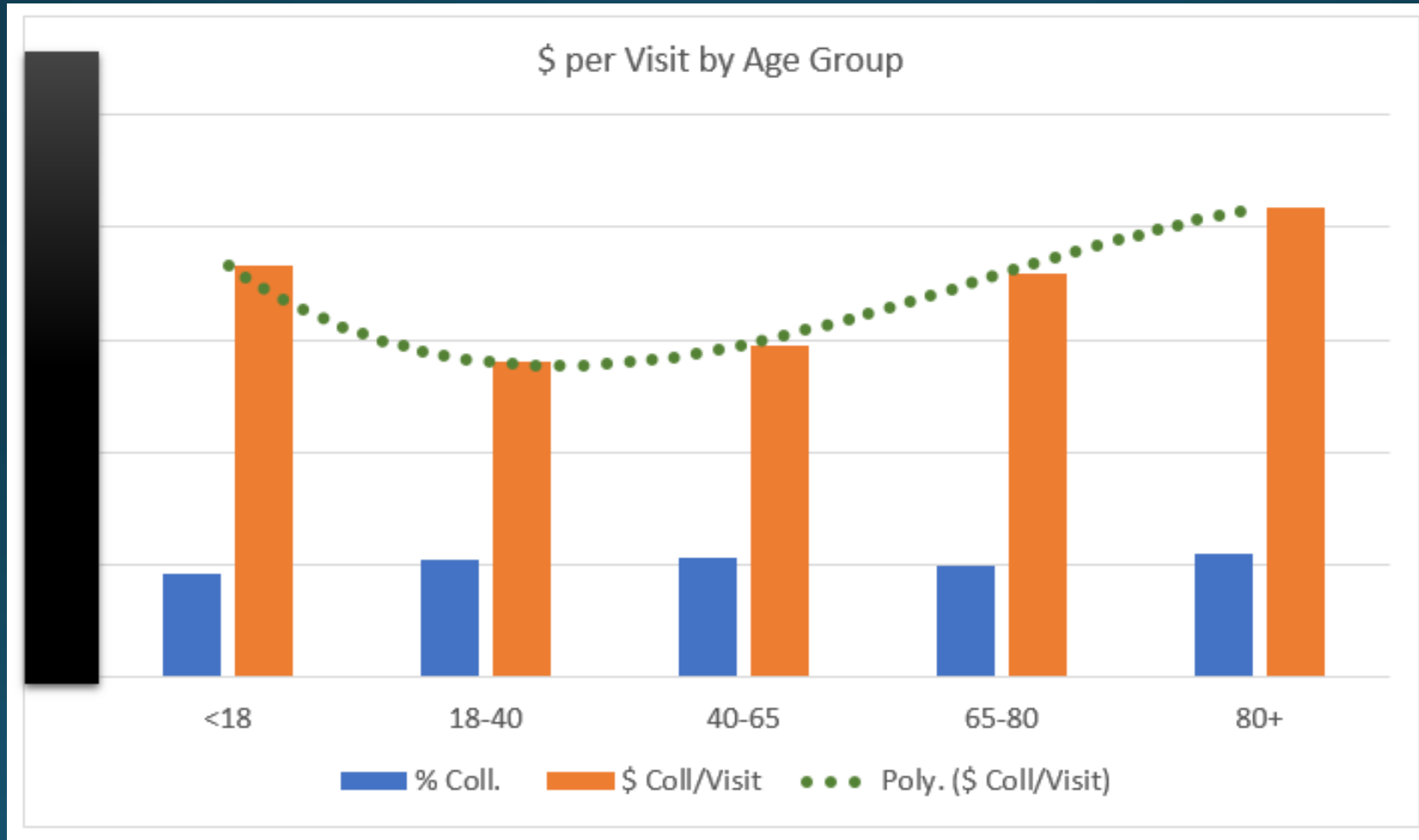




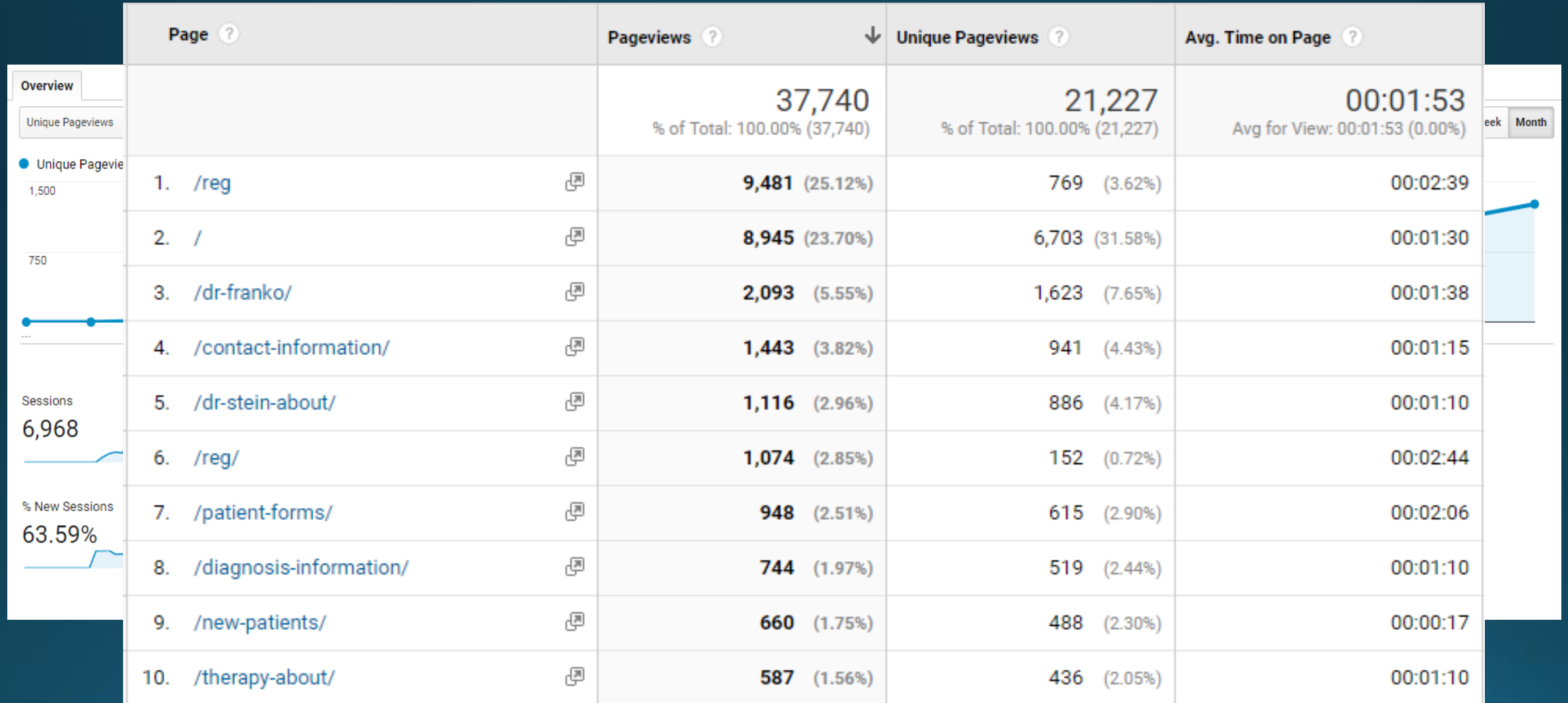
...Divide the 2 and identify opportunities for promotion:



# What age groups pay the best?



# Watch your Web Traffic



The image shows a screenshot of a web analytics dashboard. The main part of the dashboard is a table with four columns: Page, Pageviews, Unique Pageviews, and Avg. Time on Page. The table lists the top 10 pages. To the left of the table, there is a sidebar with navigation tabs and charts for Unique Pageviews, Sessions, and % New Sessions. To the right, there are tabs for 'Week' and 'Month' and a small line chart.

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?
	<b>37,740</b> % of Total: 100.00% (37,740)	<b>21,227</b> % of Total: 100.00% (21,227)	<b>00:01:53</b> Avg for View: 00:01:53 (0.00%)
1. /reg	<b>9,481</b> (25.12%)	769 (3.62%)	00:02:39
2. /	<b>8,945</b> (23.70%)	6,703 (31.58%)	00:01:30
3. /dr-franko/	<b>2,093</b> (5.55%)	1,623 (7.65%)	00:01:38
4. /contact-information/	<b>1,443</b> (3.82%)	941 (4.43%)	00:01:15
5. /dr-stein-about/	<b>1,116</b> (2.96%)	886 (4.17%)	00:01:10
6. /reg/	<b>1,074</b> (2.85%)	152 (0.72%)	00:02:44
7. /patient-forms/	<b>948</b> (2.51%)	615 (2.90%)	00:02:06
8. /diagnosis-information/	<b>744</b> (1.97%)	519 (2.44%)	00:01:10
9. /new-patients/	<b>660</b> (1.75%)	488 (2.30%)	00:00:17
10. /therapy-about/	<b>587</b> (1.56%)	436 (2.05%)	00:01:10

# Summary

- Your website can increase your reputation and referrals
  - Your online reputation will complement your “live” reputation
  - Technology can provide deep insights into your practice
  - Data collection can be easy, if set up properly
  - Many opportunities for “research” in private practice
- 
- New technologies have the potential to ACCELERATE your practice growth trajectory

# Questions? Send me an email...

- [Orrin.Franko@gmail.com](mailto:Orrin.Franko@gmail.com)
- Cell: 858-337-7149