



Footprints in the Sand by Tom Rydquist

REPUTATION

We will be known forever by the tracks we leave.
- Lakota Native American Proverb

ONLINE REPUTATION MANAGEMENT

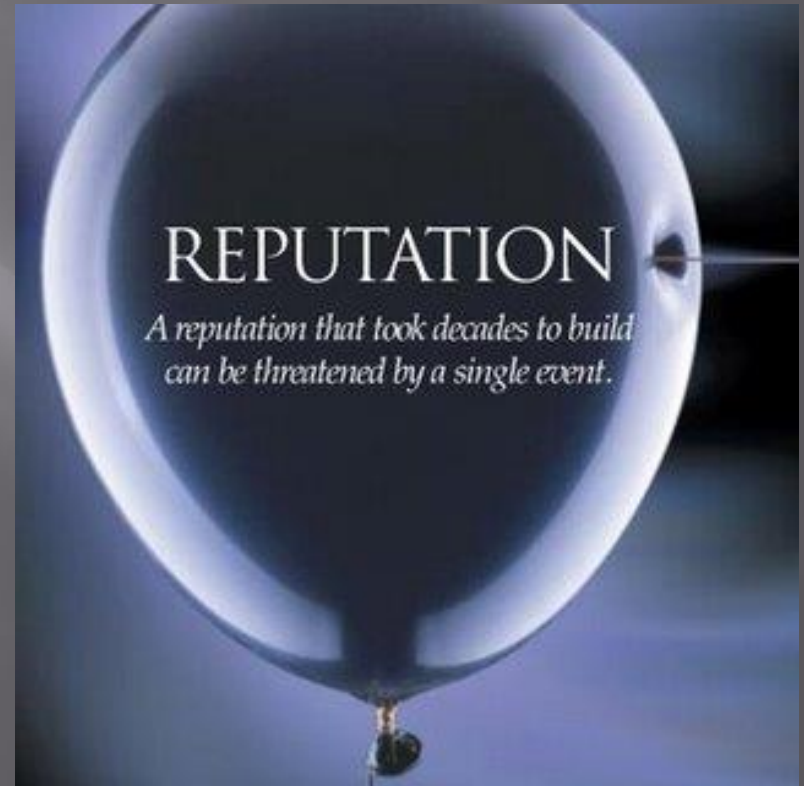
Basil R. Besh MD
Surgery of the Hand,
Wrist, and Elbow
Fremont, California

Disclosures

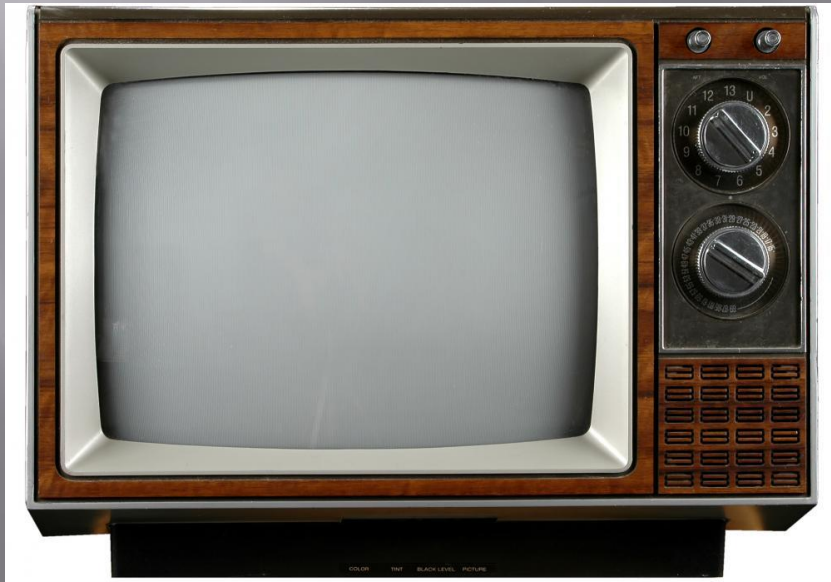
- ▣ I have an online reputation.
- ▣ I care about my online reputation.
- ▣ My online reputation is vital to the success and future of my practice.
- ▣ No other disclosures.

Online Reputation Management

- ▣ What is online reputation management?
- ▣ Why is it important?
- ▣ What can you and can't you do about your online reputation?



“Anything that is already in the world when you were born is just normal.”



“Anything invented between when you were born and when you turn 30 is exciting technology and a potential opportunity.”



“Anything invented after you turn 30 is against the natural order of things and is the beginning of the end of civilization as we know it . . . until it’s been around ten years or so, then we can proceed cautiously.”



twitter 

FACEBOOK
I WANT MY
f FRIENDS BACK!



YOU ARE ONLINE!
(whether you like it or not)



In What Ways Are We Online?

- ▣ Ways we control.
- ▣ Ways we can't control.
- ▣ Ways we can influence.



Ways We Control

- ▣ Your Website
(content and SEO)
- ▣ Mainstream media
 - Interviews
 - Publications
 - Blogs
- ▣ Social Media
 - Facebook, Twitter, LinkedIn (your sites)



Ways We Can't Control?

- ▣ Other people's accounts
 - Twitter
 - Facebook
 - Instagram



Opportunities for Influence

- ▣ Consumer generated media (online reviews)
 - Generic
 - ▣ Yelp
 - ▣ Angie's List
 - Healthcare specific
 - ▣ RateMD
 - ▣ Healthgrades
 - ▣ Vitals

ACCEPTANCE.FAITHFUL.ACCOMPLISHED.ACHIEVING.CAPABLE.
INDIVIDUAL.GRATEFUL.BELIEVING.COURAGEOUS.INTEGRITY.CALM
POSITIVE.SUCCESSFUL.MOTIVATED.POWERFUL.MYSTICAL.CLEAR.
CREATIVE.HARMONIOUS.HONORABLE.PURE.WISDOM.THANKFUL.
RESPECTFUL.Proud.PATHFUL.HOPEFUL.STRENGTH.SPIRITUAL.
LOVE.HONEST.FRIENDLY.SUPPORTIVE.CONSIDERATE.FREE.ALIVE.
RELAXED.PURPOSEFUL.WISDOM.ADORING.ACHIEVING.CONFIDENT.
COMPASSIONATE.EMPOWERING.PERSISTENT.PLEASING.RADIANT.
WONDERFUL.BLESSED.RIGHTEOUS.UPLIFTING.THOUTGHTFUL.FIRM.
KIND.LOYAL.LOVING.HUMBLE.COMMITTED.APPRECIATIVE.TACTFUL.
GENEROUS.ATTENTIVE.ENRICHED.ENERGETIC.GENTLE.INVOLVED.
LOVE.HONEST.TRUSTING.INDEPENDENT.CETERMINED.FREE.ALIVE.

“Influence”

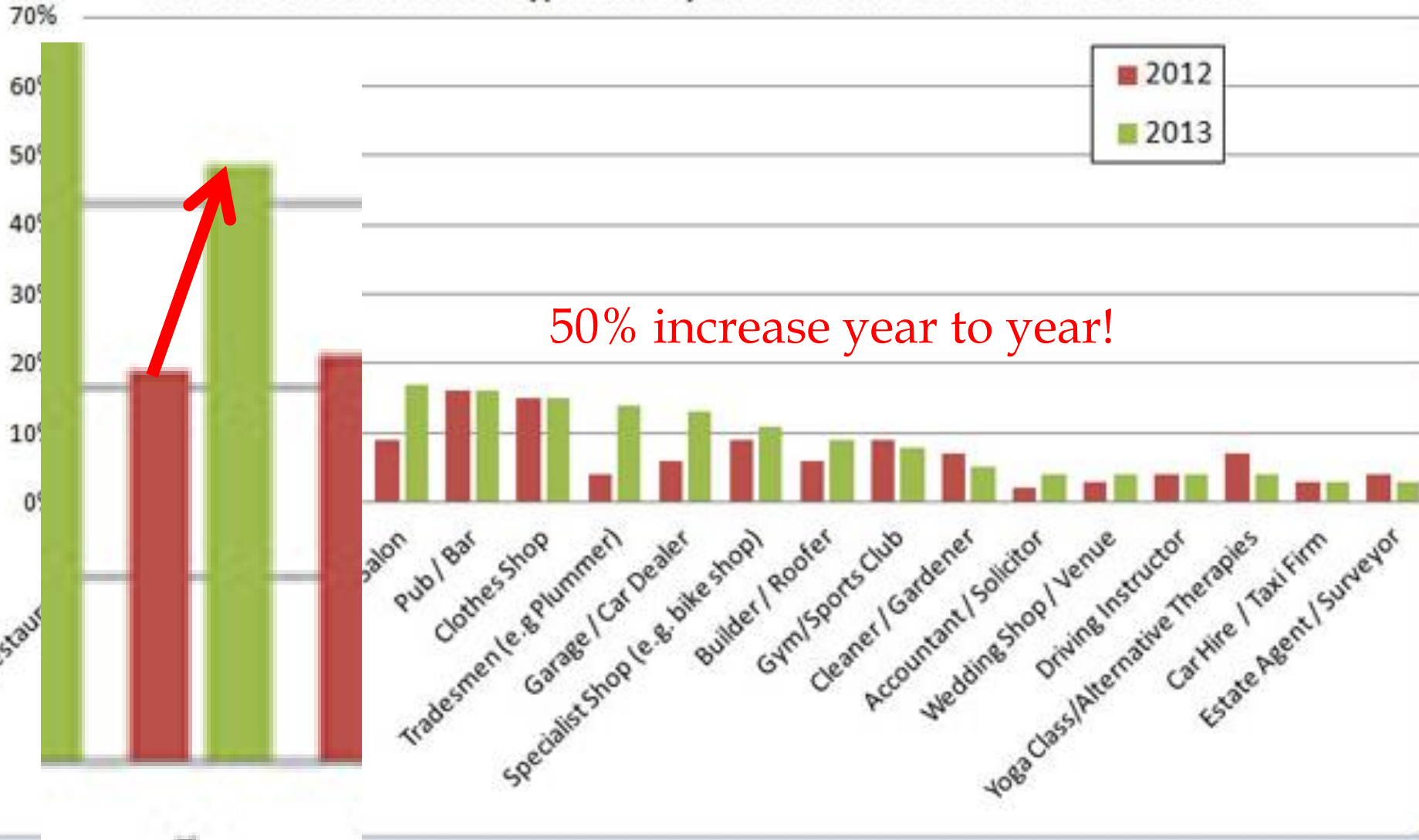
History of Online Reviews

- ▣ 1999 – RateItAll.com, Deja.com, and Epinions.com
- ▣ By January 2000, 1,146,201 reviews
- ▣ Doctors not reviewed until 2004 RateMD.com
- ▣ April 2004 – 320 ratings
- ▣ June 2007 – 534,999 ratings
- ▣ 2008 Healthgrades.com and Vitals.com launch
- ▣ Today 11.6 million people visit the two sites each month

Over 70 sites!!



Which of these business types have you read online customer reviews for?

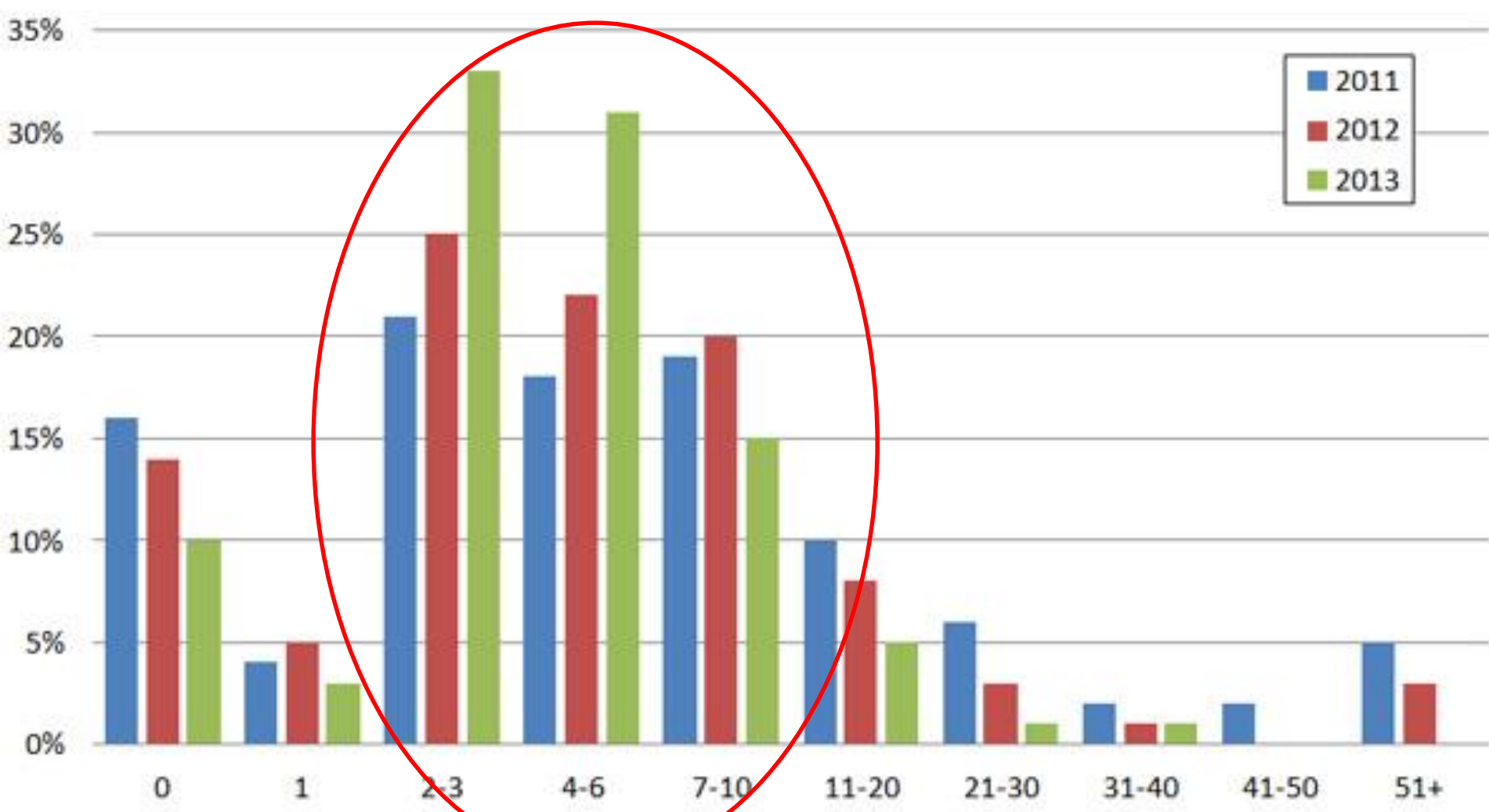


50% increase year to year!

How do online customer reviews affect your opinion of a local business?



How many online reviews do you read before you can form an opinion about a business?



TODAY
80%



AMERICANS
GO ONLINE...
READ REVIEWS..
BEFORE SELECTING
THEIR PHYSICIAN.

RateMDs.com

Wellness.com

healthgrades

vitals
where physicians become patients

Citysearch

yelp

Google
Reviews

DOCTOR.COM
CONNECTING YOU WITH CARE



Reputation management is
controlling what people see
when they google your name

*Jeremy Mathis, Senior Social Media Strategist at University Hospitals in Cleveland.
2013 Greystone Healthcare Internet Conference*

REVIEWS &
FEEDBACK

IMPROVEMENTS

HIGHER
DEMAND

**THE VIRTUOUS
CIRCLE OF ONLINE
REPUTATION
MANAGEMENT**

BETTER
REVIEWS

GUEST
SATISFACTION



- ▣ Give patients an easy pathway to communicate dissatisfaction.
 - Signage in waiting room.
 - Email link on website
 - Satisfaction surveys



- ▣ Don't ignore upset patients.
 - Staff training for customer service.
 - Recognition and management of upset patient.





Doctor, Google Thyself!



Hand Surgeon Fremont

www.drbesh.com/

Basil R. Besh, M.D. is the medical director of the FORM Hand, Wrist & Elbow Institute. This hand center of excellence is a medical practice that focuses on ...

2 Google reviews · [Write a review](#) · [Google+ page](#)

39180 Farwell Dr, Fremont, CA 94538
(510) 857-1000

Basil R. Besh MD Fremont Hand Doctor | Bay Area Hand ...

www.drbesh.com/profile.html

Dr. Basil Besh is an Orthopaedic hand surgeon in the San Francisco Bay Area ...

Dr. Basil R. Besh, MD - HealthGrades

www.healthgrades.com > ... > California (CA) > Fremont

★★★★★ Rating: 4.2 - 25 reviews

Visit Healthgrades for information on Dr. **Basil R. Besh, MD**. Find Phone & Address information, medical practice history, affiliated hospitals and more. You've visited this page 5 times. Last visit: 9/2/14

Dr. Basil Besh | FORM Fremont Orthopaedic ...

www.formortho.com/team_besh.html

Fremont Orthopaedic Surgeon Dr. **Basil Besh** specializes in wrist, elbow & hand surgery including carpal tunnel treatment, tendonitis, fractures, joint pain, hand ...

BASIL R BESH MD INC - Fremont, CA | Yelp

www.yelp.com > Health & Medical > Doctors > Orthopedists > Yelp

★★★★★ Rating: 4.5 - 16 reviews

16 Reviews of **BASIL R BESH MD INC** "From my X rays, surgery and now physical therapy the treatment I've received at dr. **Besh** office has been beyond five ... You've visited this page many times. Last visit: 9/9/14

Besh, Basil MD - Health - US News & World Report

health.usnews.com > Doctors > U.S. News & World Report

Dr. **Basil Besh** is a Orthopedic Surgeon in Fremont, CA. Dr. Besh admits patients at Washington Hospital Healthcare System.

Basil Besh | LinkedIn

www.linkedin.com/in/drbesh

San Francisco Bay Area - Owner/Surgeon at Basil R. Besh, M.D. Inc.

View **Basil Besh's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Basil Besh** discover inside ...

Dr. Basil Besh, MD - Orthopaedic Surgeon in Fremont, CA ...

www.vitals.com > Find a Surgeon > CA > Fremont Surgeons

Dr. **Basil Besh MD** is a male Orthopaedic Surgeon, has 14 years of experience and practices in Orthopaedic Surgery, Orthopaedic Surgery of the Hand, and ...

Dr. Basil R. Besh - 12 reviews - FREMONT, CA ... - RateMDs

www.ratemds.com/doctor-ratings/.../Dr-Basil-R.-Besh-FREMONT-CA.html

★★★★★ Rating: 4.2 - 12 reviews

12 free doctor reviews and ratings for Orthopedics / Sports Dr. **Basil R. Besh** - 12 reviews - FREMONT, CA - Orthopedics / Sports | RateMDs.com.



From Google Contacts

Only you can see this result

Basil Besh

[Update your profile](#)

Work: elbesh@yahoo.com

Work: drbesh@yahoo.com

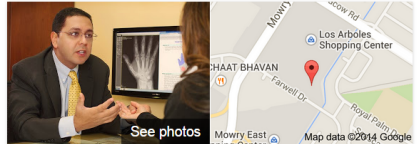
Home: (510) 857-1001

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Work: 39180 Farwell Drive Fremont CA 94538 United States

Work: 39180 Farwell Drive, Fremont, CA 94538, United States



Basil R. Besh, MD- Hand Surgeon Fremont

[Directions](#) [Write a review](#) [Follow](#)

Address: 39180 Farwell Dr, Fremont, CA 94538

Phone: (510) 857-1000

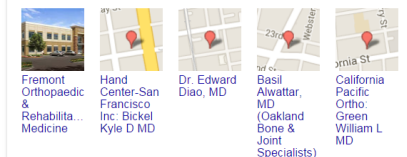
Hours: Open today · 7:30 am – 5:00 pm

Reviews

2 Google reviews

More reviews: vitals.com, kudzu.com, whitepages.com, judysbook.com

People also search for



Google Alerts

Google



Alerts

Search query:

Result type:

Everything



How often:

Once a day



How many:

Only the best results



Deliver to:

khouseman@g1hs.com



CREATE ALERT

Manage your alerts

Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.

Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Don't Bury Your Head in the Sand!!



Online Monitoring





Critical Analysis

- ▣ Read all the reviews, including the good ones.
- ▣ Look for red flags.
- ▣ Look for opportunities for improvement.



Correct All Factual Data

Table 3

Information available on the top 10 physician-rating sites

Website	Comments	Board certification	Years in practice	Physician comparison	Adverti
RateMD	Yes	No	Yes	No	Yes
Vitals	Yes	Yes	Yes	Yes	Yes
AngiesList	Yes	No	Yes	No	No
HealthGrades	No	Yes	Yes	No	Yes
YP	Yes	No	No	No	Yes
Kudzu	Yes	No	No	No	Yes
Yelp	Yes	No	No	No	Yes
ZocDoc	Yes	Yes	No	No	No
CheckBook	No	Yes	Yes	Yes	No
RevolutionHealth	Yes	Yes	Yes	No	Yes

Update NPI data!



Unfortunately, not everyone
likes you!



A person's hands are visible on the left and right sides, holding a rectangular wooden frame. Inside the frame is a black chalkboard with the text "I Don't Like Your Company" written in white, serif font. The text is centered and arranged in three lines: "I Don't", "Like Your", and "Company".

I Don't
Like Your
Company

What now?



Dealing with a negative review

- ▣ Don't rush
- ▣ Verify
- ▣ Investigate
- ▣ Reach out
- ▣ Be factual
- ▣ Ask nicely

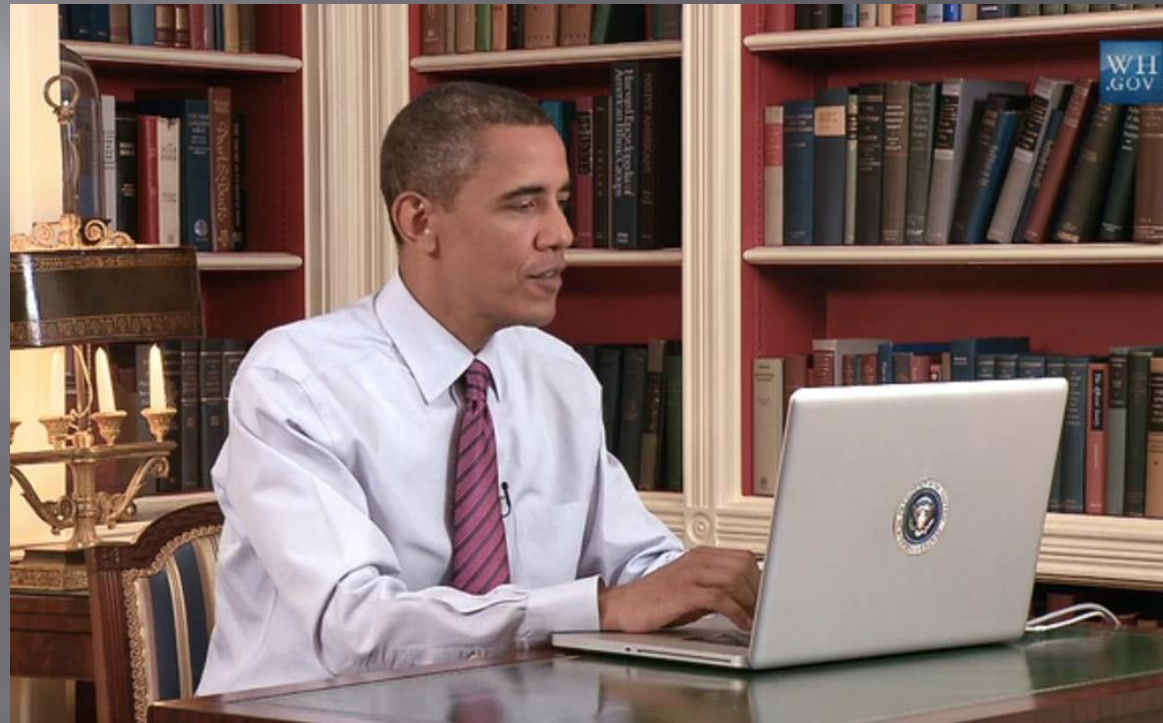
The thing is... my
NEGATIVE ONLINE REVIEWS
are accurate.



Look inward!

Responding to Negative Reviews

- ▣ Stay factual.
- ▣ Stay polite.
- ▣ Don't get into an argument.
- ▣ Be sincere, transparent and consistent.
- ▣ Don't violate privacy rights.



Responding to the Review

- ▣ “The doctor seemed rushed.”
- ▣ “As one of the few specialists in town, we pride ourselves in serving as many of as our patients as possible.”



The Solution to Pollution is Dilution

- ▣ Encourage satisfied patients to post positive reviews.
 - Dilutes negative reviews.
 - Pushes them down the list.



Common Mistakes

- ▣ Avoid good reviews being deleted.
 - Don't have patients leave reviews from your office computers
 - IP addresses and cookies will lead to deleted reviews.
 - Have them use mobile devices or email link to patients.

**GOOD
JUDGEMENT
COMES FROM
EXPERIENCE.
EXPERIENCE
COMES FROM
BAD JUDGEMENT.**

Filtered Reviews

- ❑ Complex proprietary algorithm.
- ❑ Attempts to prevent fake reviews.
- ❑ Make it work for you.
- ❑ Cut and paste to your website!



**BEST KEPT
SECRET AWARD!**

This Business Has



FILTERED REVIEWS



Find tacos, cheap dinner, Max

Home About Me Write a Review

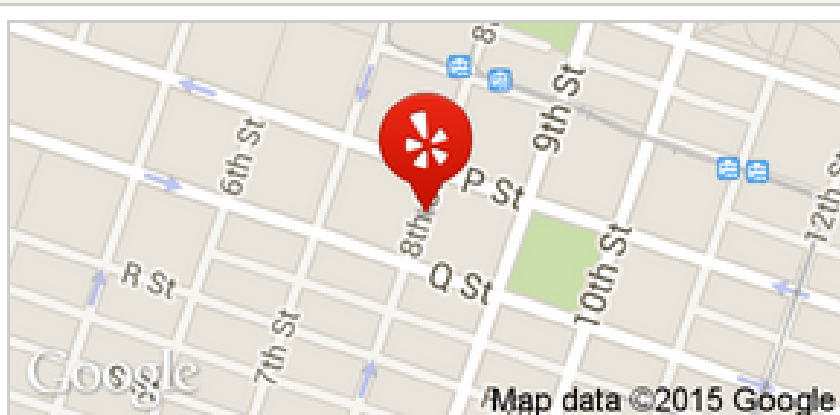
Covered California

★ ★ ★ ★ ★ 205 reviews

Details

Insurance

Edit



1600 9th St
Sacramento, CA 95814

Downtown

[Get Directions](#)

[\(800\) 300-1506](tel:(800)300-1506)

coveredca.com

Edit



Brandon B.
Huntington Beach, CA

0 friends
★ 2 reviews

My wife had coverage in 2014 with Blue shield. In 2015 we tried to renew her policy and somehow they had added me to her policy even though I already had my own private coverage. After spending several hours on the phone with blue shield and covered CA they finally said that the policy was cancelled in my name. Low and behold when our bill came it still included the bill for both policies so we called again.... 2 hours waiting on hold with both parties, turns out they cancelled the policy with only my wife on it, and left the policy with both of us :)

★ ★ ★ ★ ★ 4/21/2015

Where do i start. My wife had coverage in 2014 with Blue shield. In 2015 we tried to renew her policy and somehow they had added me to her policy even though I already had my own private coverage. After spending several hours on the phone with blue shield and covered CA they finally said that the policy was cancelled in my name. Low and behold when our bill came it still included the bill for both policies so we called again.... 2 hours waiting on hold with both parties, turns out they cancelled the policy with only my wife on it, and left the policy with both of us :)



Bill J.
Beverly Hills, CA

0 friends
★ 1 review

★ ★ ★ ★ ★ 4/20/2015

Did you think you were going to get "free", or even less-expensive, health care from government employees in a non-competitive environment?



Suzy G.
Nipomo, CA

31 friends
★ 260 reviews
Elite '15

★ ★ ★ ★ ★ 1/23/2015 · Updated review

Gotta share the latest chapter of my saga (this is becoming a blog!).

From March thru October, Blue Shield opened up 4 new accounts for me with new billing IDs. Why? Because every time they tackled my account's problems, they would contact Covered California. According to Blue Shield, Covered California would respond by automatically sending out a new application for a policy. This causes Blue Shield's system to automatically scrap my previous policy and create a new one. Blue Shield claims that there's nothing they can do about this (which is absolute nonsense). If I am one of many thousands having this same experience, then it behooves them to solve the problem. Unless compounding the flaws in Covered California's system is in their best interest because it

★ ★ ★ ★ ★ 6/10/2014 · Previous review

What a nightmare! My story is amazing and I'm not the only person going thru this.

Using Covered CA,... [Read more](#)

Conclusion

- ▣ You are ONLINE!
- ▣ Your online reputation matters.
- ▣ You have some “influence” over it.

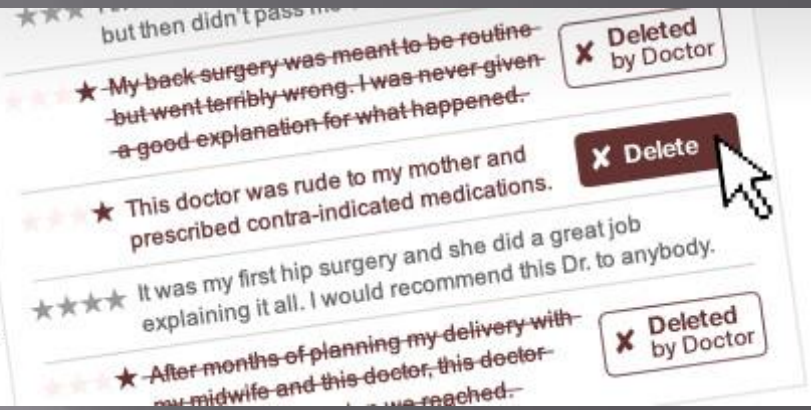
The End

“Gag contracts”

Doctored Reviews

What patients don't know can hurt them...

Why Medical Justice's anti-review contracts are a poison pill.



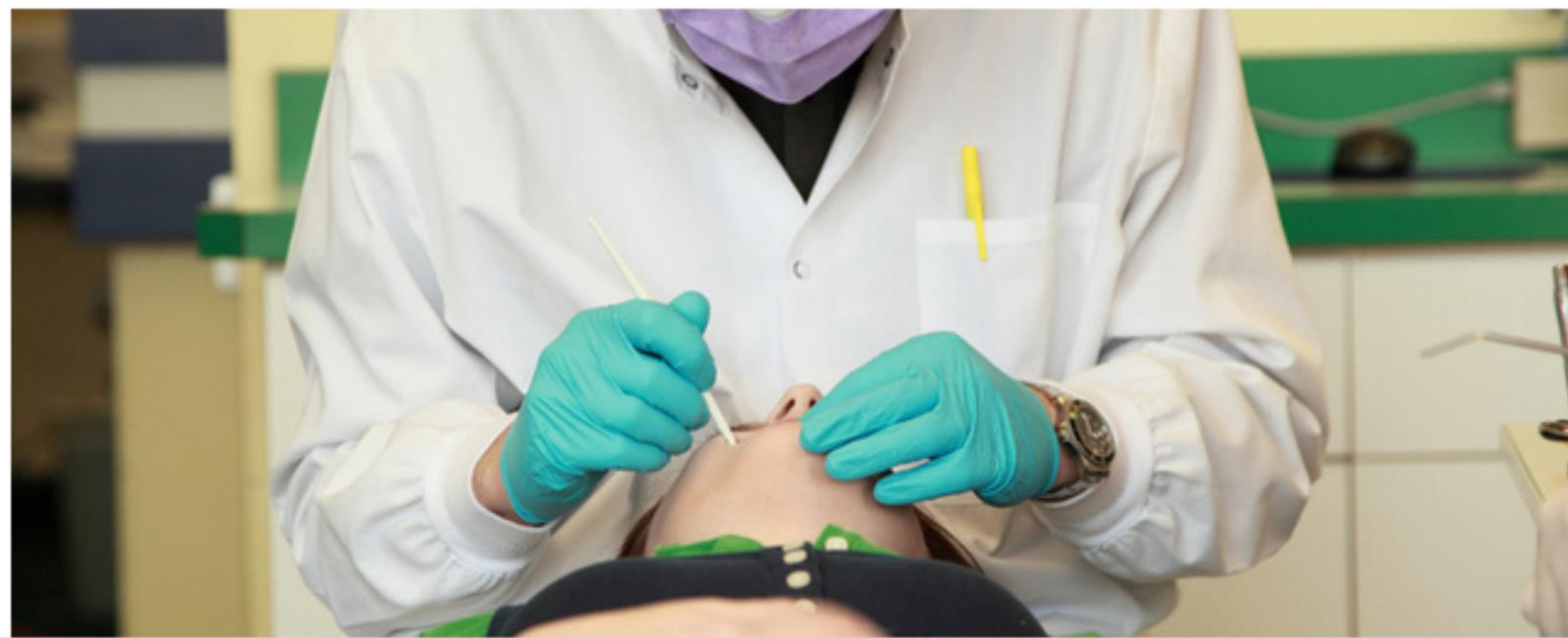
- ❑ Not a good idea.
- ❑ Sacrifices good will and positive public image for the practice
- ❑ Unenforceable.

Patient sues dentist over gag order, gets Medical Justice to backtrack

A patient has sued a New York dentist over her attempt to use a "privacy ...

by Timothy B. Lee - Nov 30 2011, 10:55am PST

98



Gov. Jerry Brown signs bill protecting consumers' online reviews



Former Assembly Speaker John Pérez (D-Los Angeles), left, and Gov. Jerry Brown leave a Assembly committee hearing last April. Brown signed a bill by Pérez on Tuesday with gives online consumers some new protections when they express opinions online. (Associated Press)

By **MELANIE MASON**
contact the reporter

The Cost of Satisfaction

A National Study of Patient Satisfaction, Health Care Utilization, Expenditures, and Mortality

Joshua J. Fenton, MD, MPH; Anthony F. [Jerant](#), MD; Klea D. [Bertakis](#), MD, MPH; Peter Franks, MD

[\[+\] Author Affiliations](#)

Arch Intern Med. 2012;172(5):405-411. doi:10.1001/archinternmed.2011.1662.

Conclusion In a nationally representative sample, higher patient satisfaction was associated with less emergency department use but with greater inpatient use, higher overall health care and prescription drug expenditures, and increased mortality.



President's Message

WILLIAM SONNENBERG, MD, President
president@pafp.com

Patient Satisfaction is Overrated

"Another physician in the audience told the crowd that he was able to increase his satisfaction score by 7% simply by prescribing an antibiotic to all patients who call with a complaint of cough, sore throat, or sinus headache. One doctor reported to the media that he had to give Dilaudid® for minor pain because his Press Ganey score was low the previous month."

Pay for Performance

- Includes patient satisfaction
- Imperfect methodology
- Government-sanctioned increase in spending and mortality.

HCAHPS
Hospital Care Quality Information
from the Consumer Perspective



P R E S S G A N E Y®

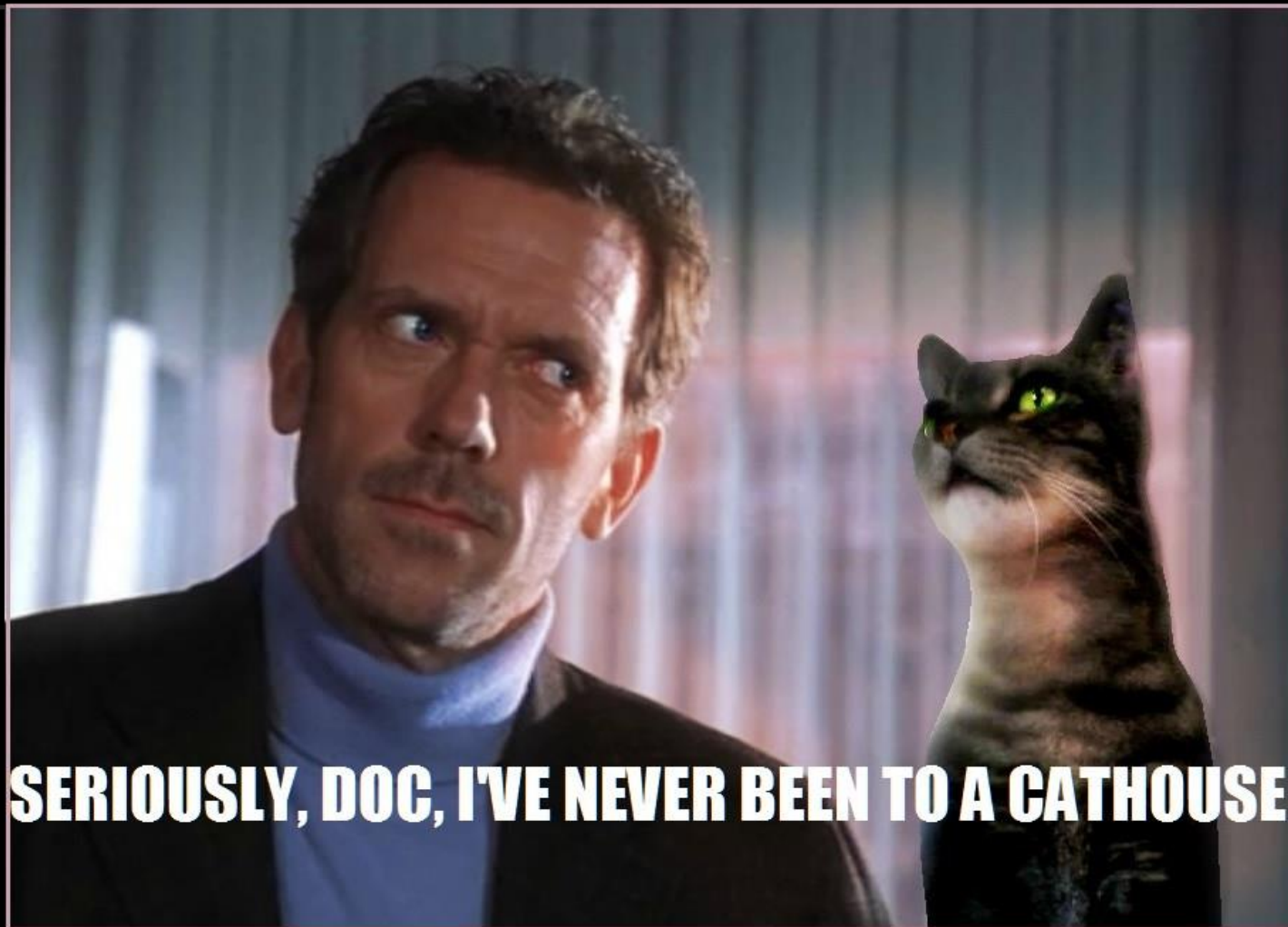
Why Rating Your Doctor Is Bad For Your Health

This story appears in the January 21, 2013 issue of Forbes.

The short reason: The current system might just kill you. Many doctors, in order to get high ratings (and a higher salary), overprescribe and overtest, just to “satisfy” patients, who probably aren’t qualified to judge their care. And there’s a financial cost, as flawed survey methods and the decisions they induce, produce billions more in waste. It’s a case of good intentions gone badly awry—and it’s only getting worse.

THE MATH IS NOW SIMPLE FOR DOCTORS: More tests and stronger drugs equal more satisfied patients, and more satisfied patients equal more pay. The biggest loser: the patient, who may not receive appropriate care.

Dr. House Was Right: Give Patients What They Need, Not What They Want



You can't always get what
you want, but if you try
sometime, you just might
find you get what you need.

www.lyricsquote.com



MICK JAGGER, THE ROLLING STONES

"YOU CAN'T ALWAYS GET WHAT YOU WANT"

Can you sue?

- ❑ Short answer is probably not.
- ❑ Communications Decency Act of 1996 prevents suing the site.
- ❑ *Dr. Tuli v. Fotour* or *Dr. Gesquiere v. Puttman*

Law Firm Files Defamation Lawsuit Over Ex-Client's Yelp Review

Angela Morris, Texas Lawyer

July 8, 2014 | 1 Comments

Kane County | updated: 7/8/2014 1:25 PM

Petting zoo: Yelp review by St. Charles woman was libelous, untrue

Facebook 32 Twitter Google+ LinkedIn Email Print Comments 4