PATIENT SATISFACTION SURVEYS
RATINGS & REVIEWS

December 10, 2015
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.
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**

- Not at all likely
- Minimally likely
- Moderately likely
- Very likely
- Extremely likely
Most Valuable Information to Consumers
Researching Physicians Online

Quality Of Care & Ratings Top The List

- Quality of care: 40%
- Ratings: 45%
- Patient experience: 35%
- Demographics: 25%
- Pictures of doctor/office: 10%
- None: 0%

Percent of sample
Most Reviews are **Positive** or **Neutral**

**Type Of Review Patients Typically Write**

- Very negative
- Somewhat negative
- Neutral
- Somewhat positive
- Very positive
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
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
Reviews must **comply** with the guidelines & editorial policy.

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

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.
1. Improved Patient Satisfaction survey results:

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

Patient Satisfaction

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
Crowd Sourcing—Abuse Reporting & Helpful Usage


Report Abuse Was this review helpful? Yes No
Patient Direct Connect Client Benefits

Promote Positive Testimonials Q1 ’16

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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
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)
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**.