

# Reputation

## Why Healthcare Needs to Focus on Patient Experience

The Covid-19 pandemic has continued to test the healthcare industry in 2022. But our research shows:

**+50%**

Review volume jumped 50% for hospitals since 2020.

**+58%**

Review volume jumped 58% for physicians since 2020.

This is a key indicator showing that patients are going back to the doctor after putting many healthcare needs on hold during the first year of the pandemic.

This increase in reviews is important because **three out of four** U.S. adults read online patient ratings and reviews when deciding on a healthcare facility or physician.

## What did consumers think of U.S healthcare providers during this time and why is focusing on the patient experience so important?

The Reputation Data Science team analyzed **2,778,931 patient reviews** across **179,073 physicians and locations**. The stats below highlight answers uncovered in our [2022 Healthcare Reputation Report](#).

### Key Findings

We found patients often mention specific physicians and nurses by name indicating just how important bedside manner is to the patient experience.

#### Facilities



Facilities achieved an average **star rating of 4.4**.

#### Physicians



Physicians achieved an average **star rating of 4.7**.



**7 in 10** healthcare consumers want their provider to be rated **4 out of 5 stars** or higher.

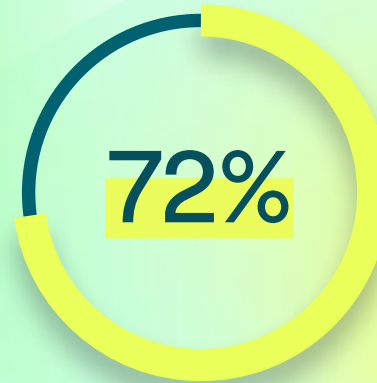
However, patients are often happy with their clinical care and unhappy with other experiences.

**BIGGEST POSITIVE** Bedside manner is the biggest driver of positive sentiment.

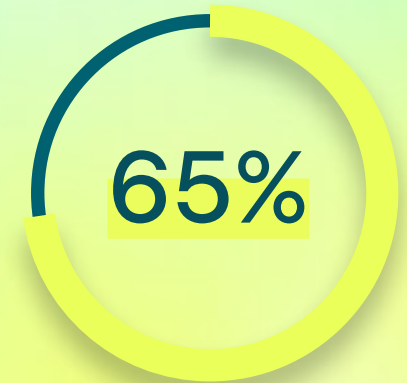
**BIGGEST NEGATIVE** Ratings of administrative staff comprise the biggest driver of negative sentiment.

**NEEDS IMPROVEMENT** All touchpoints across entire patient experience from searching for a provider to paying a bill.

Ratings and reviews online are influencing the future of healthcare as they are in other industries.



72% of U.S. adults read online patient ratings and reviews when considering a healthcare facility or physician.



65% of U.S. adults said they expect providers to respond to reviews.

**Bedside Manner**



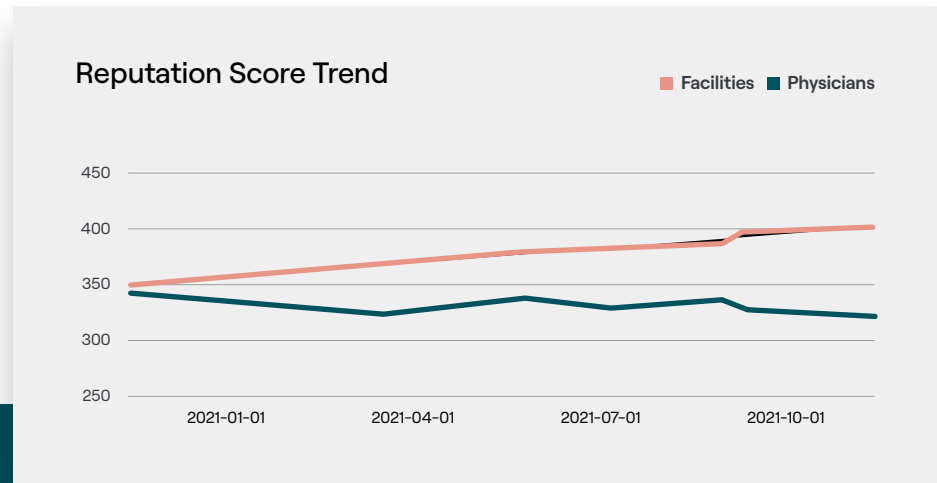
**Administrative Staff**



## Reputation Score Trends

Reputation scores are up for facilities — but down for physicians. Why?

- **Facilities are doing a good job** of managing the increasing number of review patients are submitting via important touch points such as Google Business Profiles.
- **Physicians have not been able** to keep up and we noticed a big drop in social engagement. Physicians need to monitor their listing accuracy and be more responsive to online patient feedback.



Measured on a scale of 0 to 1,000, Reputation Score is an index of the digital presence of business locations spanning more than 70 industries. Reputation Score looks at a location's sentiment, visibility, and engagement across nine elements.

## 4 Tips for Healthcare Systems

- 1 **Physicians and Facilities: Improve your Reputation Scores By Improving Your Patient Experience**
- 2 **Establish a Feedback Hub to Analyze Patient Sentiment**
- 3 **Optimize Your Google Business Profile by Monitoring Reviews and Updating Your Profile Regularly**
- 4 **Enact an Employee Experience Program to Gauge Employee Feedback and Improve Retention**

Read more in our [2022 Healthcare Reputation Report](#) →