

# The Value of Online Reputation Management for Health Systems



Today's consumers find healthcare providers online, and they rely on information in online reviews and social media to inform their decisions. That's why maintaining a stellar online reputation is so essential to a healthcare organization's success. Systems and providers that neglect their online reputation will struggle to compete with others that proactively manage their reputation.

Healthcare marketers know reputation matters, but demonstrating tangible value is often necessary to obtain buy-in from internal stakeholders and leadership.

This infographic showcases two examples of how health systems have achieved considerable value from implementing reputation management strategies to increase visibility, conversion and patient experience.

## ABC Healthcare Estimates \$21 Million Increase in Value Over 3 Years

A large regional health system with nearly 900 physicians and 16 urgent care clinics set out to find the tangible and quantifiable value of online reputation management (ORM). The organization was working with Reputation.com to manage online reviews and optimize business listings to drive business to its primary care physicians and urgent care facilities.

With the help of research firm, Intellicap, ABC Healthcare measured the revenue increase, hard savings and productivity improvements resulting from reputation management activities.

### Total Value

ABC Healthcare received an **additional 375 calls** in a one year period as a result of their ORM activities. Estimating that less than 1% of those calls convert into new business, the increase in **net revenue exceeds \$21 million.** (Stakeholders agreed that a 1% conversion rate is a conservative estimate.) Additionally, this analysis found that the result of delaying reputation management practices for three months would result in an opportunity cost of \$1.2 million.

**+375**

Calls in a one year period as a result of their ORM activities

**\$21M+**

Increase in net revenue

### Increased ROI

The return on investment (ROI) of implementing reputation management strategies using the Reputation.com platform would be 1613%. Additionally, by automating these reputation management activities, ABC Healthcare would save 378 FTE days over three years.

Total 3 Year Value	Investment in Reputation.com over 3 years
<b>\$21,261,500</b>	<b>\$879,339</b>
Time to Payback	Opportunity cost of a 3-month delay
<b>4 Months</b>	<b>\$1,181,238</b>

**ROI = 1,613%**

## CASE STUDY



## MultiCare Sees 10X More Reviews and 200% More Actions from Google Listings in 4 Months

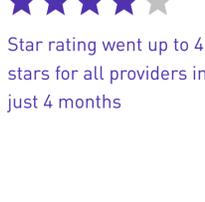
MultiCare, a not-for-profit regional health system in the Pacific Northwest, was facing fierce local competition and needed to increase visibility in non-branded search on Google, engage effectively with healthcare consumers and showcase positive sentiment about its physicians and locations online to drive more business and protect its competitive position.

Working with Reputation.com, they optimized their third-party listings with accurate information and began systematically monitoring and responding to reviews. In an effort to improve star ratings and search engine optimization, MultiCare implemented a process of requesting reviews from all of its patients. Additionally, they leveraged the unstructured text in patient reviews to identify trends and patterns in patient experience and address potential issues earlier.

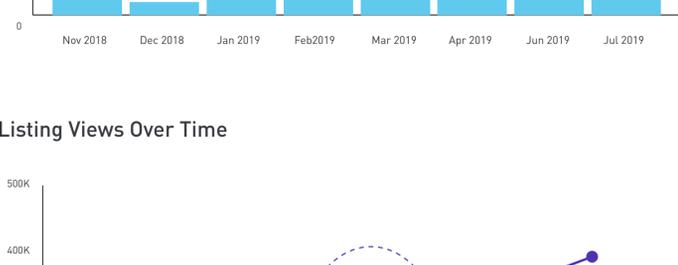
### Total Value

After requesting reviews, in just 4 months, MultiCare increased all of its providers' star ratings to 4 stars or higher on Google, and the average star rating for all locations increased from 3.5 to 4.6.

MultiCare also generated more than 1,000 reviews per month — a 10X increase.



### Review Volume



### Listing Views Over Time

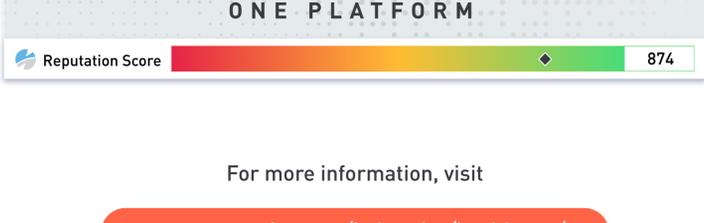


### Listings Actions Views Over Time (Google and Facebook)



## Be the Health System they Choose

Reputation.com helps large health systems and their physicians attract, acquire and retain more patients, with higher ratings and better reviews — and by ensuring exceptional patient experience across all locations.



For more information, visit

[www.reputation.com/industries/healthcare/](http://www.reputation.com/industries/healthcare/)