

A group of healthcare professionals, including a Black woman with curly hair and a white woman, are smiling and talking. They are wearing white lab coats. The background is slightly blurred, showing other people in a clinical setting. The image is overlaid with a dark blue and green geometric design on the left side.

Reputation

Healthcare Reputation Industry Trends

'24 Report

Navigating the Tipping Point: Strategies for Reputation Management in a Volatile Healthcare Environment

As healthcare marketers navigate changes in a volatile industry, they can know one thing is certain: we've reached a tipping point where patients increasingly rely on crowdsourced consumer feedback rather than brand promises or provider referrals when seeking care. In fact, **over 86% of consumers read online patient reviews, and 73% of those consumers demand a minimum star rating of 4 stars to even consider engaging with a provider.** ^[1]

By understanding and addressing these trends, healthcare organizations can effectively ensure alignment with consumer expectations, enhance reputation performance, and drive sustainable growth.

Here are the **2024 Trends**

1 The Consumerization of Healthcare is Evolving Patient Expectations

As consumers continue to prefer and expect self-serve experiences, patients now expect this in healthcare. The appointment setting experience in healthcare continues to disappoint.

2 The Healthcare Talent Crisis Poses Significant Challenges, with High Turnover Rates Impacting Patient Care

Healthcare organizations with a 3.5 star rating or above on employee review sites have, on average, an increase of +0.4 stars on their Google Business Profiles.

3 Mergers & Acquisitions (M&A) Continue to Shape the Healthcare Landscape

With a strategic shift towards non-organic growth, organizations must manage their reputation performance to maintain quality of care.

4 The AI Care Seeking Journey Presents both Opportunities and Challenges for Healthcare Marketers

Increased AI search adoption through tools such as Google's Search Generative Experience (SGE) means managing your overall online presence will have more impact.

Establishing Baseline Insights: Framing the Trends Landscape

We aggregated and analyzed the most comprehensive public and private reputation performance data set to identify where marketers should focus efforts in response to these trends.

86%

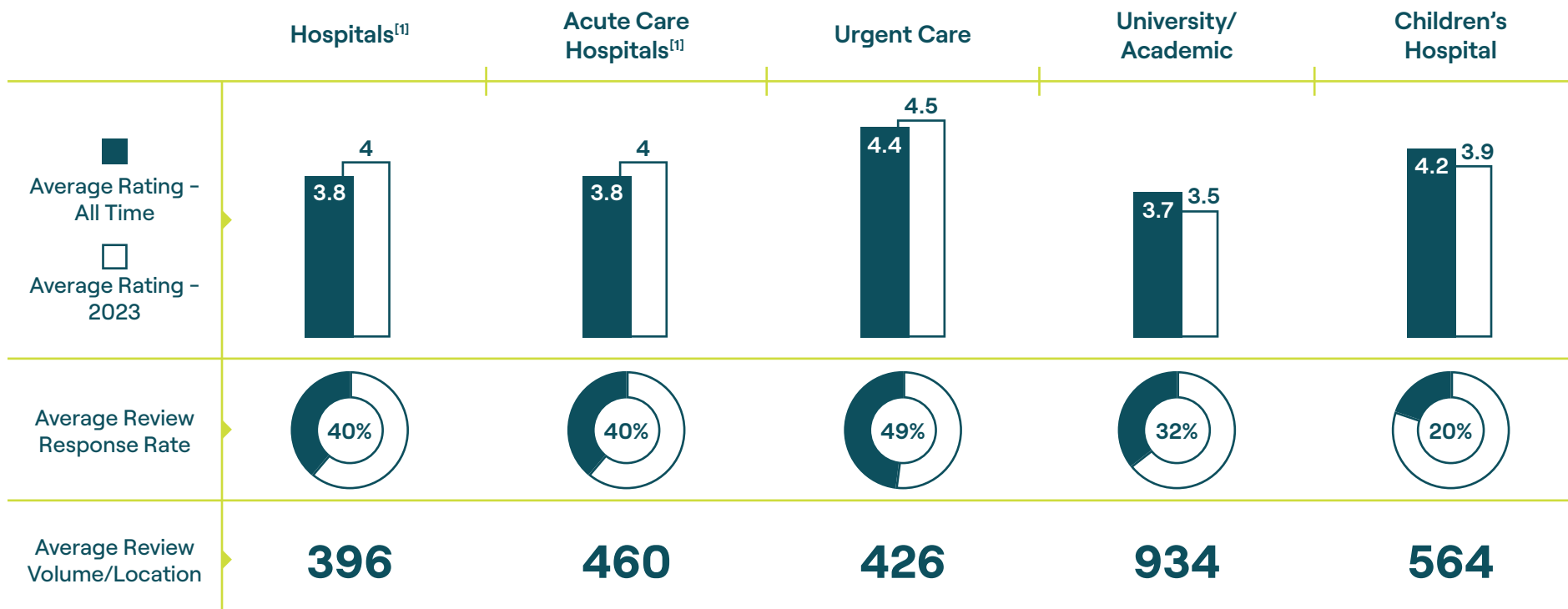
Of consumers read online patient reviews before selecting a provider.^[1]

73%

Of consumers demand a minimum **rating of 4 stars** to even consider your brand.^[1]

All time average star ratings across healthcare segments are close to, meeting or exceeding the 4 star rating minimum that 73% of consumers demand. Hospitals experienced a slight **increase in star ratings in 2023**, indicating that there is positive momentum across reputation performance. Marketers must proactively manage their reputation performance to drive appointments.

MARKETERS MUST PROACTIVELY MANAGE THEIR REPUTATION PERFORMANCE TO DRIVE APPOINTMENTS.



University/Academic and Children's Hospitals were the only sub-segments that were not out-performing their average star ratings, while Urgent Care continues to exceed the 4 star rating benchmark. This may be attributed to the growth in Urgent Care post-COVID as "[r]esearch from 2021 indicated that the number of people choosing urgent care for their medical needs was already up 58% since 2019."^[3]

	Positive Impact Drivers	Negative Impact Drivers
<p>Hospitals^[2]</p> <p>Acute Care Hospitals^[2]</p> <p>Urgent Care</p> <p>Children's Hospital</p>	<p>Bedside manner and staff are frequently cited in reviews and are strongly correlated with high star ratings. This underscores the significant influence of the human interactions from providers and frontline staff on the overall experience.</p>	<p>Wait time is mentioned often across reviews and negatively impacts star ratings. With the right tools in place, healthcare professionals can identify specific pain points surrounding wait time so their operational teams can make improvements.</p>
<p>University/Academic Hospitals</p>	<p>Reputation did not identify statistically significant positive review trends. This highlights an opportunity for Academic Hospitals to focus on addressing negative factors, while enabling service recovery efforts to create positive experiences.</p>	<p>Frequent mentions of wait times and staff performance often lead to negative reviews and lower star ratings. By analyzing reviews specific to these issues, Academic Hospitals can transform current patient perceptions of staff, aligning with positive sentiment trends in the broader healthcare industry.</p>

2. Hospitals include, Childrens Hospital, Critical Access Hospital, Department of Defense Hospital, Long Term Acute Care Hospital, Psychiatric Hospital, Rehabilitation Hospital, Religious Non-Medical Health Care Institution, Short Term Acute Care Hospital, VA Hospital
Acute Care Hospitals include Children's Hospital, Critical Access Hospital, Department of Defense Hospital, Long Term Acute Care Hospital, Short Term Acute Care Hospital, VA Hospital

3. Robinson P. Council Post: Urgent Care In The Spotlight: What To Seek In A Franchising Opportunity. Forbes. <https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2023/01/24/urgent-care-in-the-spotlight-what-to-seek-in-a-franchising-opportunity/?sh=5c31ef0c584c>

The Amazon Effect:

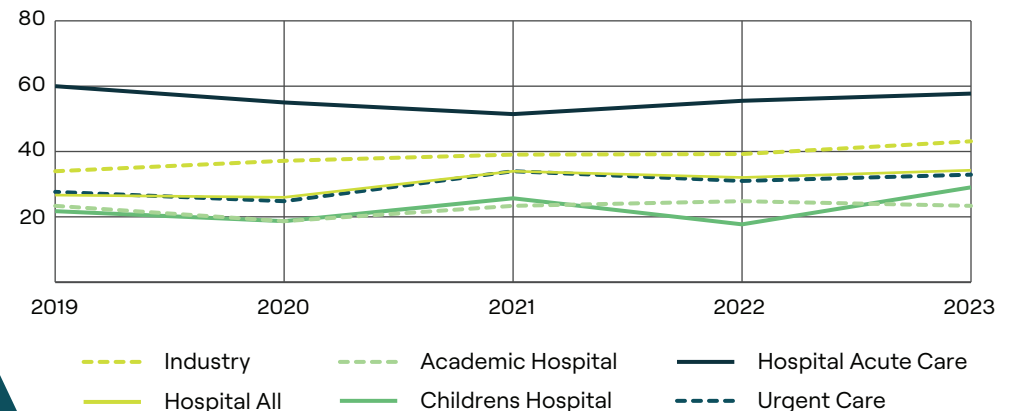
How the Consumerization of Healthcare is Changing Healthcare Access

90% of healthcare provider executives and 100% of surveyed CMOs consider healthcare consumerism a top priority – but struggle to replicate personalized experiences.^[4] Although there has been a slight improvement in sentiment among hospitals and urgent care facilities in 2023, it's clear that ease of booking an appointment is a major opportunity for healthcare.

Overall sentiment remains below 50% highlighting appointment booking as a critical area for healthcare to address.

Understanding consumer sentiment across all touchpoints allows for organizations to act swiftly and address pain points – this will help foster trust and loyalty among consumers. For example, reviews consistently mention problems like delays, rescheduling and unprofessional conduct.

GETTING AN APPOINTMENT



The Ripple Effects of the Healthcare Talent Crisis

The healthcare industry is facing an imminent talent crisis due to burnout and several other factors. Since 2020, 1 in 5 healthcare workers have left their jobs, and 47% plan to leave by 2025.^[5]

Shortages of healthcare workers significantly impact patient care. For example, inadequate ER staffing can lead to lower patient satisfaction and longer wait times, which can be detrimental to providers' long-term relationships with consumers.^[6]

The expected exodus of 800,000 nurses by 2027 exacerbates these challenges. To address this, healthcare organizations are adopting strategies to improve the employee experience, aiming to enhance retention and attract new talent.^[7]

Healthcare Organizations with

3.5 Stars

and Above on Sites Like Glassdoor and Indeed have, on Average an Increase of

+0.4

Stars on their Google Business Profiles

5. Addressing the healthcare staffing shortage. Definitive Healthcare. <https://www.definitivehc.com/resources/research/healthcare-staffing-shortage>

6. Denny N. How Emergency Room Staffing Impacts Patient Wait Times, and Why It Matters. CareerStaff Unlimited. Published May 3, 2023. <https://www.careerstaff.com/healthcare-staffing-blog/how-emergency-room-staffing-impacts-patient-wait-times/#:~:text=Directly%20linked%20to%20clinical%20outcomes>

7. Muoio D. About 800,000 nurses planning to leave the profession by 2027, data show. Fierce Healthcare. Published April 14, 2023. <https://www.fiercehealthcare.com/providers/about-800000-nurses-planning-leave-profession-2027-data-show-0>

BrightSpring partnered with Reputation to develop a comprehensive employee satisfaction program, leveraging social media, reviews, and sentiment analysis to address dissatisfaction which lead to improved retention rates and a stronger brand equity.

“By focusing on the aggregated feedback we receive from current and former employees through sites like Indeed and Glassdoor, we’re able to hone in on what matters most to our team members. This helps with retention, allowing us to provide higher quality service to those we support.”

- Leigh White, BrightSpring’s VP, Communications/PR



Maintain Quality of Care *and* Brand Equity Through M&A

The healthcare industry is experiencing a significant increase in mergers and acquisitions (M&A), with activity expected to continue into 2024. As a result, acquiring firms are challenged with maintaining high levels of customer service and reputation performance management, particularly as they transition smaller practices into larger organizations.

Understanding reputation performance can help acquirers assess overall business health and make necessary changes at scale, such as:

Understand the Patient Sentiment Against Acquisitions Across Each Market

Empower Acquiring Teams to Scale Operational Best Practices Across All Locations in the Most Efficient, Compliant Way

Leverage Deeper Insights and Performance Benchmarks to Drive Positive Change

Marketer Priorities Adapt to AI-Enhanced Healthcare Discovery

As Reputation CMO Liz Carter has pointed out, marketers are adapting to the AI paradigm shift and must take a thoughtful approach that balances industry regulations and consumer preferences.^[8]

Solutions like Google's Search Generative Experience (SGE) are what healthcare marketers must pay attention to. Analysis reported in Search Engine Land classifies the impact of SGE on the healthcare industry as extreme, with a staggeringly high percentage of healthcare queries triggering a shortened, AI-generated answer in response to healthcare queries. This means it is more important than ever for marketers to maintain an accurate and complete representation of the landscape.^[9]

High review volume and high average star ratings, as well as positive overall sentiment that indicates a health system's ability to deliver against consumer expectations will be critical in performing against the AI landscape.

8. Carter L. Four Marketing Trends for 2024. Reputation. <https://reputation.com/resources/articles/four-marketing-trends-for-2024/>

9. Goodwin D. Google SGE impact by industry and emerging features. Search Engine Land. Published January 18, 2024. <https://searchengineland.com/google-sge-impact-industry-436613>

Charting the Path Ahead: Adapting to Evolving Trends in Healthcare

Healthcare organizations are facing significant changes in the market, emphasizing the importance of consumer feedback proving your brand promise that drives care seeking decisions. A data-driven approach is essential for success, with a focus on understanding how you show up across the patient journey.

As such, healthcare marketers must prioritize reputation performance management. By doing this, they will be able to navigate periods of change - potentially brought on by M&A or AI - and contribute to solutions for employee satisfaction that enhance patient outcomes.

Reputation is the only platform that empowers companies to fulfill their brand promise by measuring, managing, and scaling their reputation performance in real-time, everywhere. Functioning as a business' eyes and ears in the spaces where customers talk, post, review, and recommend, Reputation AI-powered product stack analyzes vast amounts of public and private feedback data to uncover predictive insights for companies to act on, and improve their online reputations. Visit reputation.com to learn more.

