



# Healthcare Rankings Report

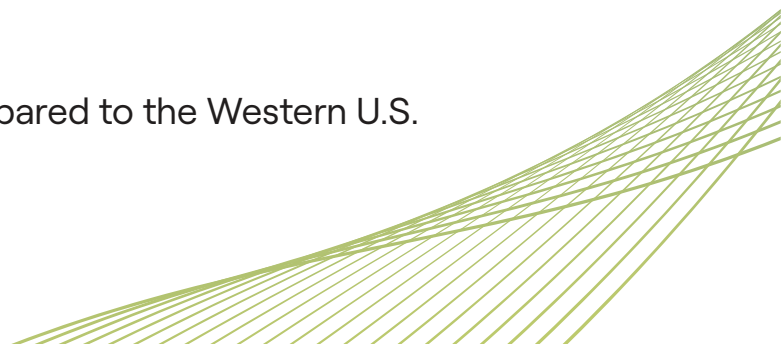
by Reputation



# Adapting in Healthcare: Key Insights and Strategies from Leading Systems

As healthcare marketers navigate changes in a volatile industry, they know one thing is certain: we've reached a tipping point where consumers don't blindly trust your brand promises or provider referrals when seeking care. Consumers are turning to feedback to crowdsource the truth. 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.** In this report, Reputation has generated U.S. Acute Care Hospital rankings, analyzed healthcare consumer feedback insights, and provided guidance on how healthcare marketers can shape and manage their reputation in a consumer-driven world.

## Key Insights:

- Over the past 5 years, patient feedback volumes have increased by 150%.
  - 40% more patients engage on a hospital's online listing when you request patient reviews & actively manage your online reputation.
  - Acute Care Hospitals that review request have, on average, almost one star higher on their online listings versus those that do not request reviews.
  - The Eastern half of the U.S. sees overall lower sentiment compared to the Western U.S.
- 



# What Does it Take to be a Top Healthcare Provider?

How can healthcare marketers take action from reputation data and insights?

The 2024 Healthcare Reputation Report has the answers.

## Research Methodology:

### Ranking Scope

In this report, we pulled the Top Integrated Delivery Networks (IDNs) by revenue, and ranked their Acute Care Hospitals by Reputation Score. This report also highlights the Top 20 individual Acute Care Hospitals with the highest Reputation Scores.

### Metrics Focus

centers on sentiment, visibility, and engagement metrics, providing a comprehensive understanding of hospital performance in the digital sphere.

### Industry Benchmarks

Unique to this report is the incorporation of hospitals' digital footprint, emphasizing online patient feedback and reputation management, offering healthcare marketers valuable insights for strategic planning and benchmarking efforts.



# IDN and Hospital Leaders



Rep Score  
**771**

**#1**  
in IDN  
Rankings

**HQ**  
Franklin,  
TN

**75**  
Acute Care  
Hospital  
Locations

**4.5**  
Average Star Rating

**Key insight:** 92% of CHS Acute Care Hospital locations have a sentiment of 80+... which is 80% higher than the industry benchmark of 44.

“We're proud to be recognized with the top ranking in the 2024 Healthcare Reputation Report and to have earned this spot for the third consecutive year. Reputation management underscores the commitment of CHS hospitals to deliver excellent patient care, to listen to the voice of our patients and their families, and to continuously work toward the best possible patient experience and satisfaction. Customer feedback has been instrumental in driving improvement efforts and also enables recognition for our clinicians and caregivers who are so often mentioned in online reviews for providing compassionate care and exceptional service.

**Tomi Galin**  
EVP, Corporate Communications and Marketing  
Community Health Systems



Rep Score  
**711**

**5**  
Ranked in Top 20  
Acute Care  
Hospital Locations

**HQ**  
Louisville,  
KY

**93**  
Acute Care  
Hospital  
Locations

**Ranked Hospitals**  
Kindred Hospital Brea, Kindred Hospital  
Houston Northwest, Kindred Hospital Clear  
Lake, Kindred Hospital Las Vegas - Flamingo,  
Kindred Hospital The Palm Beaches

**4.2**  
Average  
Star Rating

**Key insight:** The average sentiment for the 5 ScionHealth hospitals that ranked in the Top 20 Hospitals is 96, an astounding 118% greater than the industry benchmark of 44.

“The 2024 Healthcare Reputation Report highlights the significant accomplishment that five of ScionHealth's hospitals ranking in the nation's top 20 by Reputation Score. This reaffirms our dedication to high quality, patient-centered care and continuous improvement, guided by valuable patient feedback.

**Matthew Trader**  
Director of Online Reputation Management  
ScionHealth

# Top 50 IDNs

Rank	System	Reputation Score	Sentiment	Visibility	Engagement
1.	Community Health Systems	771	77	76	92
2.	AdventHealth	732	73	74	74
3.	Kaiser Permanente	711	69	72	91
4.	Universal Health Services	710	67	73	97
5.	HCA Healthcare	609	43	74	85
6.	Houston Methodist	585	40	74	74
7.	Banner Health	581	40	71	87
8.	RWJBarnabas Health	574	45	70	76
9.	Ascension Health	567	40	71	78
10.	Novant Health	564	41	70	84
11.	UCHealth	559	34	73	85
12.	Cedars-Sinai Health System	559	34	75	72
13.	Advocate Health	558	36	74	66
14.	Baylor Scott & White Health	552	41	66	84
15.	Sutter Health	550	43	64	85
16.	NYU Langone Health	548	63	60	13
17.	Stanford Medicine	548	53	62	22
18.	LifePoint Health	542	34	67	87
19.	Hackensack Meridian Health	542	31	72	87
20.	Tenet Healthcare Corp.	539	34	69	88
21.	Mercy (MO)	536	54	58	88
22.	NewYork-Presbyterian Healthcare System	532	37	72	59
23.	Penn Medicine	531	35	70	72
24.	CommonSpirit Health	527	46	63	71
25.	Memorial Hermann Health System	527	39	66	75

# Top 50 IDNs

Rank	System	Reputation Score	Sentiment	Visibility	Engagement
26.	Intermountain Healthcare	521	44	64	85
27.	NYC Health + Hospitals	520	40	73	21
28.	Corewell Health (Spectrum)	519	30	71	77
29.	BJC Healthcare	518	41	65	53
30.	University Hospitals Health System	517	30	69	77
31.	UPMC	508	29	67	96
32.	SSM Health	505	48	60	69
33.	St Lukes University Health Network	494	34	64	92
34.	CHRISTUS Health	489	39	61	76
35.	Trinity Health	481	39	61	68
36.	Mount Sinai Health System	478	24	69	77
37.	University of California Health	478	48	57	53
38.	Cleveland Clinic Health Systems	474	33	70	20
39.	Vanderbilt Health	470	33	66	62
40.	Bon Secours Mercy Health	469	32	68	15
41.	Piedmont Healthcare	461	28	67	87
42.	University of Michigan Health	456	39	62	21
43.	Northwell Health	452	34	68	20
44.	UNC Health	449	35	63	41
45.	University of Texas System	442	40	57	53
46.	Providence	437	33	63	20
47.	Indiana University Health	434	32	61	29
48.	Northwestern Medicine	424	35	66	13
49.	Mass General Brigham	412	49	56	28
50.	Mayo Clinic Health System	378	39	52	18

# Top 20 Acute Care Hospitals

Rank	System	Reputation Score	Sentiment	Visibility	Engagement
1.	Rice Medical Center	897	99	78	100
2.	Kindred Hospital Brea	894	96	83	100
3.	Kindred Hospital Houston Northwest	892	97	82	100
4.	Advanced Dallas Hospital & Clinics	890	97	74	100
5.	Kindred Hospital Clear Lake	888	96	82	100
6.	Valley Health Specialty Hospital	887	98	77	100
7.	Adventist Health St. Helena	886	95	81	100
8.	Northwest Medical Center Bentonville	884	93	82	100
9.	Summit Medical Center	883	98	76	100
10.	Whittier Rehabilitation Hospital	882	98	78	100
11.	Door County Medical Center	882	98	77	98
12.	Kindred Hospital Las Vegas - Flamingo	881	96	82	88
13.	St. Joseph's Medical Center, Cardiovascular Services	880	94	80	100
14.	Kaiser Permanente South San Francisco Medical Center	880	95	78	99
15.	St. Francis Medical Center	879	98	76	94
16.	Kindred Hospital The Palm Beaches	875	94	81	100
17.	Mease Dunedin Hospital	874	93	80	100
18.	NW Indiana ER & Hospital	874	96	78	87
19.	North Canyon Medical Center	872	98	77	100
20.	Monument Health Lead	872	98	75	100



# The Care Seeking Journey Begins on Google

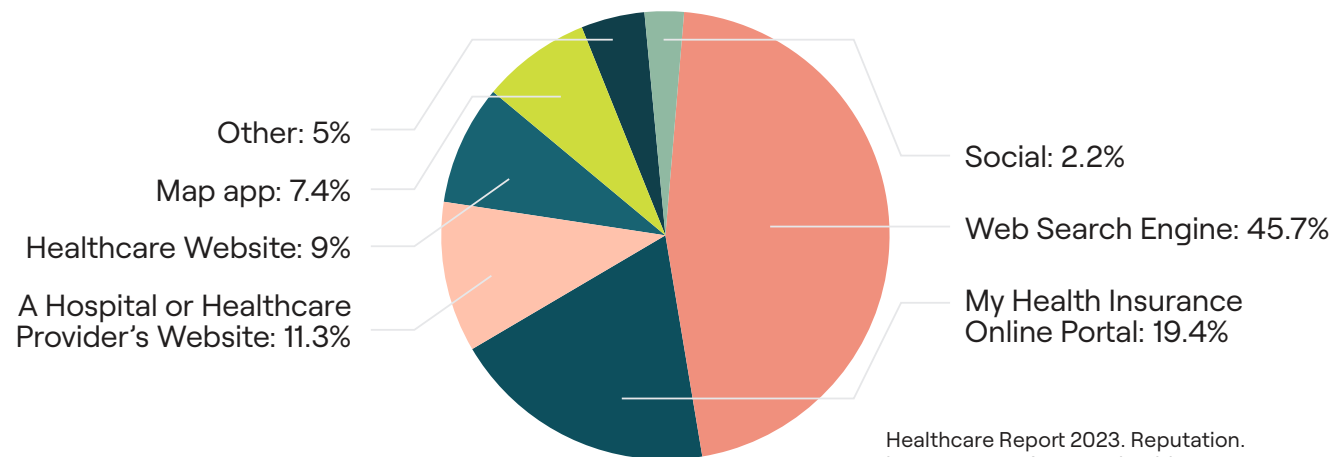
The patient experience begins with digital presence. Web search engines are the most common starting point in the care-seeking journey. Because of this, it's important to have an online presence that aligns with your brand promise. Healthcare organizations need to prioritize reviews, star ratings, and accurate business listings. They should use a single metric to measure success, like Reputation Score, to stand out in search and drive more appointments.



Reputation has been crucial to our digital transformation. Their technology enhances our ability to listen to patients, creates a more engaging experience on vital platforms like Google Maps and Search, and improves the visibility of our provider search website. Their expertise in gaining internal support and scaling efficiently has been invaluable. Our ongoing partnership remains highly beneficial, particularly in today's dynamic environment, where listening to and engaging with customers makes all the difference.

**Nolan Perry**  
Manager, Reputation & Engagement  
Sutter Marketing

## Where Care Seekers Begin their Search for Immediate Care





# Healthcare Marketing Leaders Measure Success with Reputation Score

There are countless ways an organization could answer the question, “how are we doing online?” A holistic answer is challenging to pinpoint with countless sources and dozens – if not hundreds – of facilities and providers.

That’s where Reputation Score comes in. A proprietary measurement that leverages AI to distill vast amounts of consumer feedback data into a single score to measure and improve reputation performance.

With Reputation Score, you can quickly understand:

- Performance at the brand, facility or provider level
- How your organization compares to industry benchmarks
- What is driving your score up or down

Reputation Score analyzes review quantity, recency, distribution and quality, evaluates business listings on review sites, and examines social media presence for a comprehensive metric that has been proven to correlate with key business KPIs.

## Reputation Score Average

**719** ▲ 15% (94 pts)  
30 days ago: **625** pts



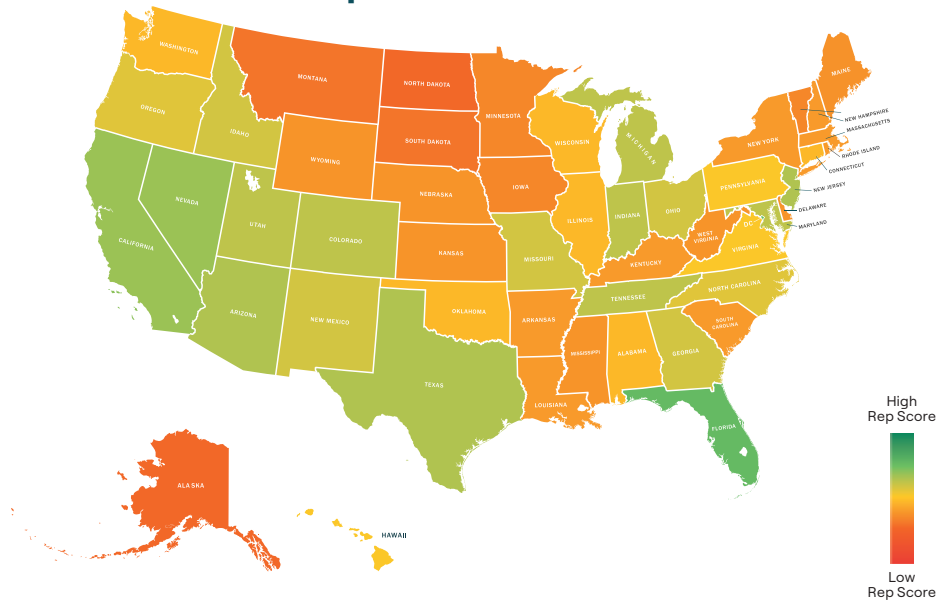
## Actively managing online reputation

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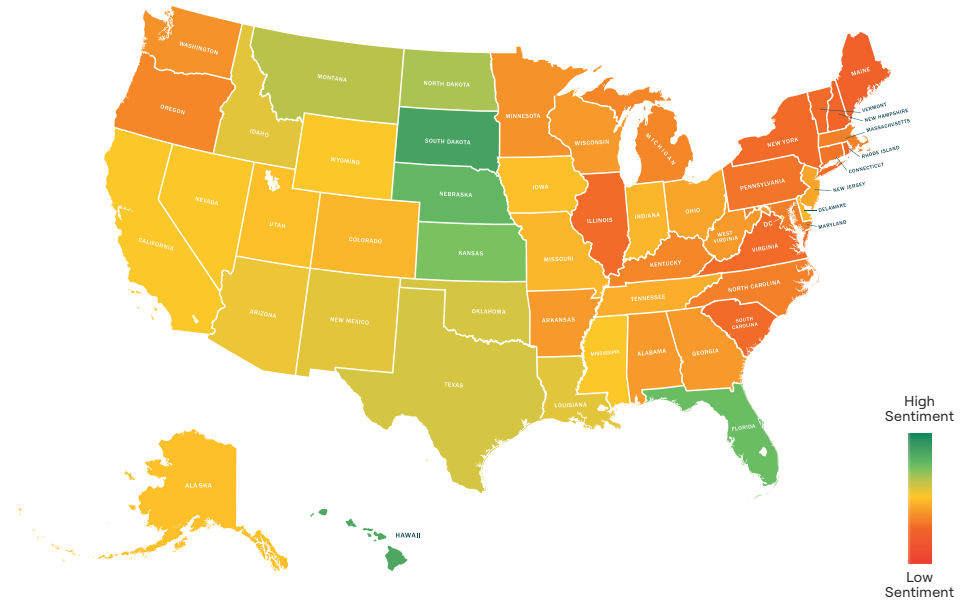
- **Approximate 300 point increase to Rep Score**
- **40% increase in actions taken on online listings**

# 2023 U.S. Reputation Performance Trends

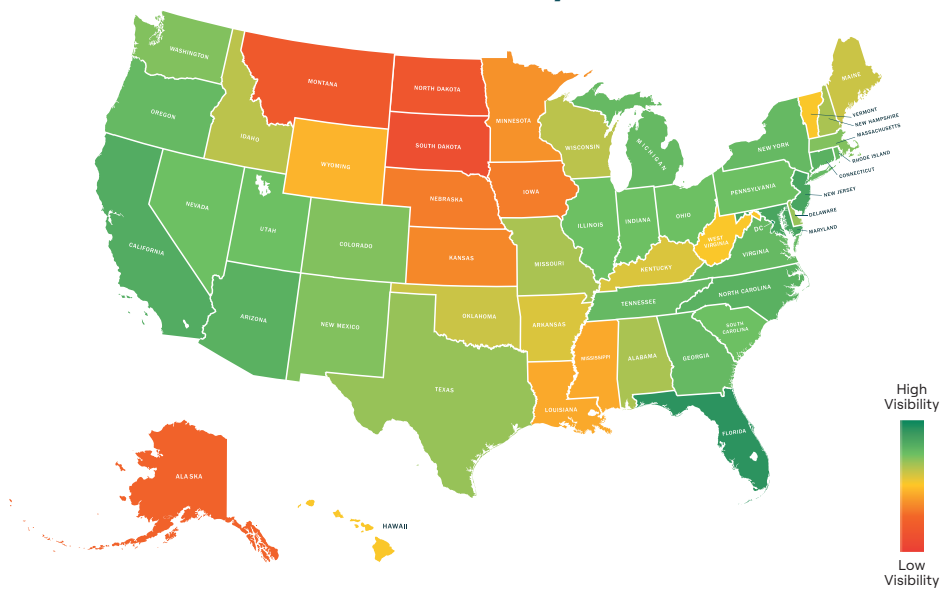
## Reputation Score



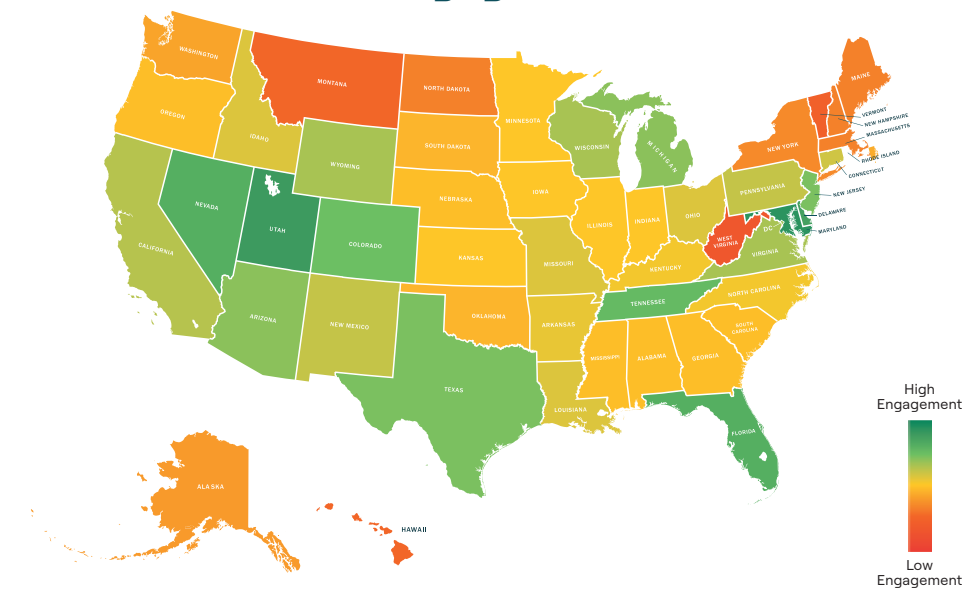
## Sentiment



## Visibility

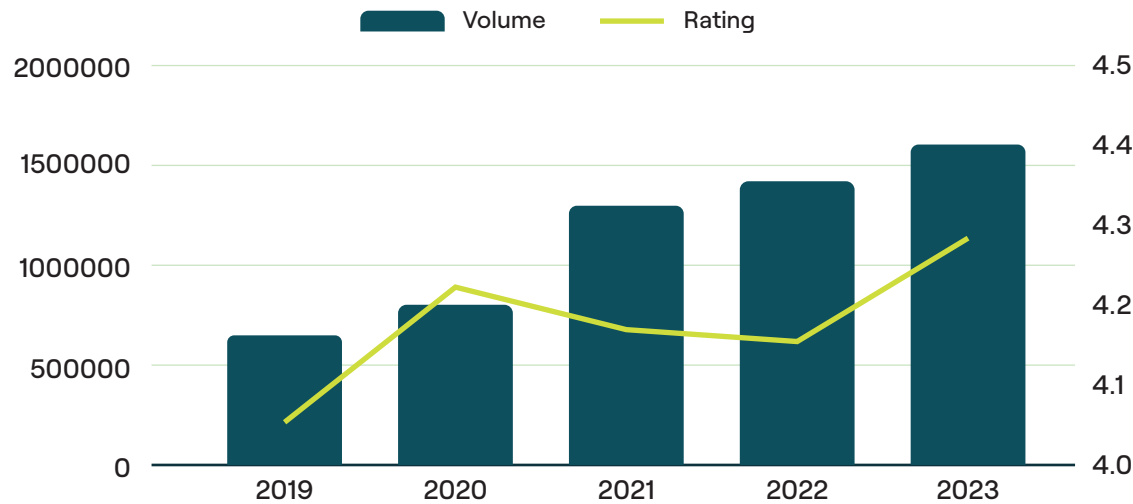


## Engagement



# Patient Reviews Skyrocket: Surge of 150% Over 5 Years

Review Trend - Locations



Five years ago, the healthcare industry received 643,000 reviews annually. By the end of 2023, that number soared **to 1.61 million reviews annually, representing a striking 150% surge in the five year period.**

Also, engagement and sentiment rates have increased from 2019 to 2023. This consistent uptrend over five years underscores a growing focus on patient reviews among both providers and consumers.

Rating 2019 Rating 2023		Response Rate 2019 <b>41%</b>	Response Rate 2023 <b>61%</b>
		Average Review Volume/Location 2019 <b>34</b>	Average Review Volume/Location 2023 <b>86</b>

Response rates are up with the 2023 average being 61% indicating that providers are engaging with their patients.

# Reviews Reign Supreme for Acute Care Hospitals

Acute care hospitals that actively request patient reviews have more than 6.3x more reviews compared to organizations that do not request reviews.

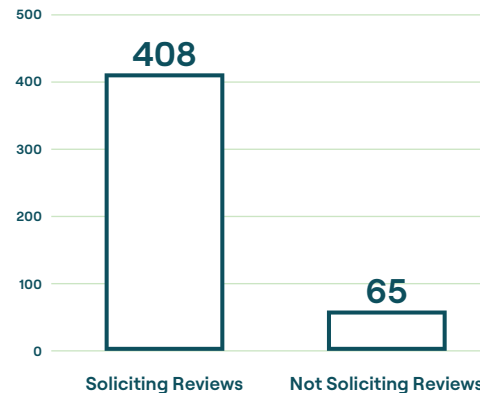
Furthermore, Acute Care Hospitals that review request have, on average, 0.92 stars more on their online listings versus those that do not request reviews.

We call this the **“silent majority” effect**. Asking for reviews activates patients who are satisfied with your services but won't comment about their experience unless they are asked. When you encourage patients to leave a review and make it an easy process, your share of positive reviews will increase.

Average Rating 2023



Average Volume 2023



# Physician Reviews are Equally Important

Similarly to Acute Care Hospital insights, physicians that actively review request see higher star ratings and larger review volumes. Notably, physicians that request reviews have, on average, a 69% higher response rate than physicians that do not request reviews.

This underscores that physicians who are requesting reviews are invested in their patients' healthcare experiences and understand the impact that it has on their professional reputations.

Average Rating 2023



Average Volume 2023



Average Response Rate 2023



# Leaders vs Laggards: Reputation Score

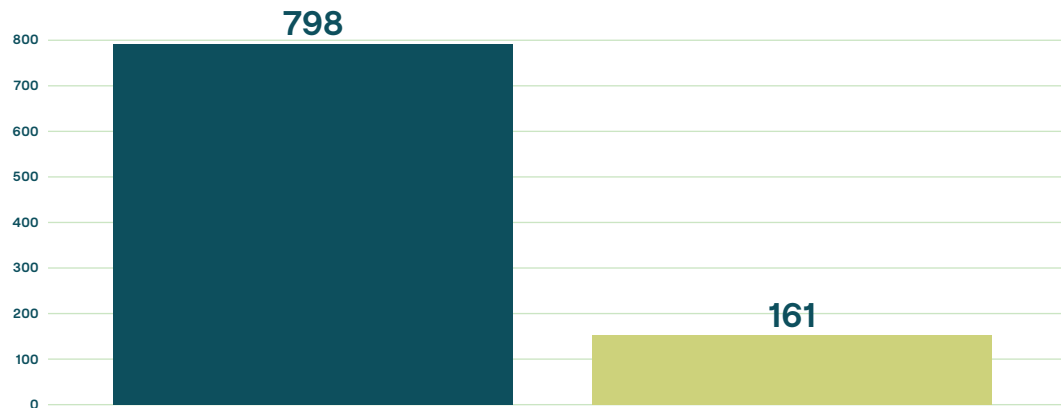
## Acute Care Hospitals

We examined Acute Care Hospitals and found that the top 10% have, on average, 637 point higher Reputation Scores than the bottom 10% of ranked IDNs.

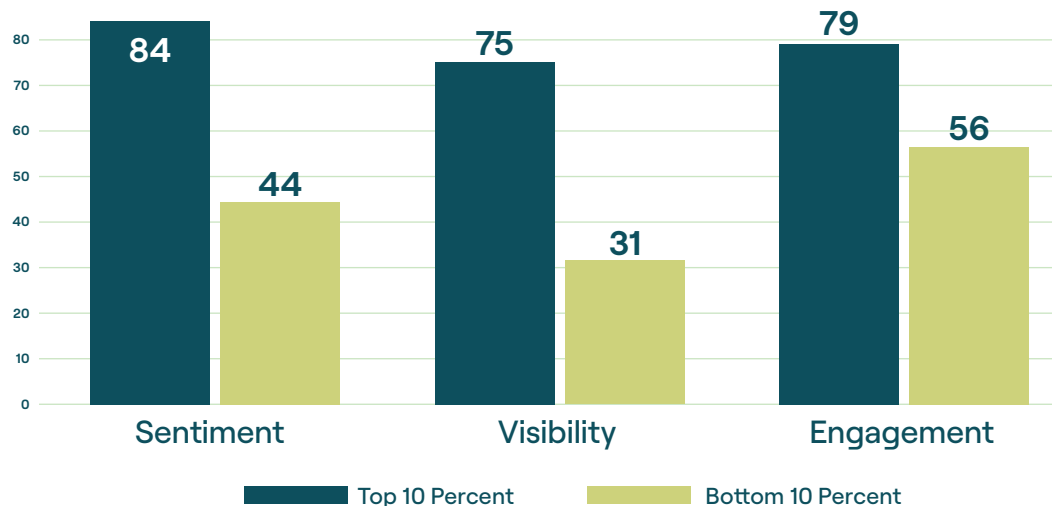
When analyzing the Reputation Score categories, the largest gap between leaders and laggards is in the visibility category.

Feedback insights indicate that the top 10% consistently excel with staff interactions, nursing and provider bedside manner - core components of the care experience.

Reputation Score



Score Categories



40% more patients engage on a hospital's online listing when you request patient reviews & actively manage your online reputation.

# Leaders vs Laggards: Sentiment Insights

## Acute Care Hospitals

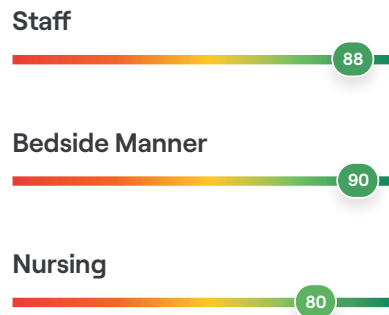
We analyzed review sentiment for the top and bottom 10% of Acute Care Hospitals based on Reputation Score. Positive sentiment, crucial for high Reputation Scores, primarily comes from bedside manner and staff behavior.

Conversely, factors such as wait times and emergency room experiences lower Reputation Scores. Notably, the bottom 10% of consistently highlight staff behavior as a primary issue in negative reviews. Addressing this concern can be pivotal to enhance patient satisfaction with staff, mirroring the positive experiences reported by the top 10%.

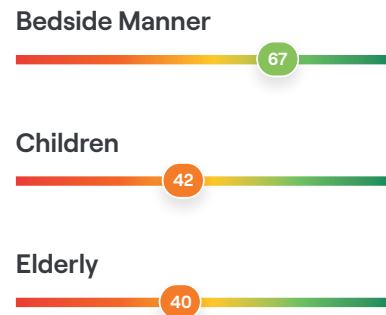
Generating more reviews and analyzing insights helps identify strengths and areas for improvement. This data can then guide operational teams in pinpointing successes and opportunities for enhancement.

### Strengths

#### Top 10 Percent

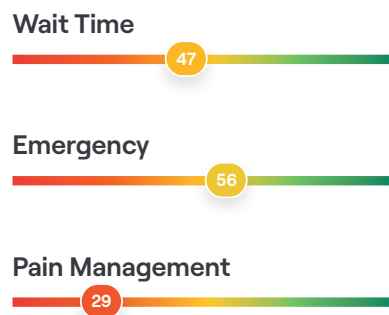


#### Bottom 10 Percent

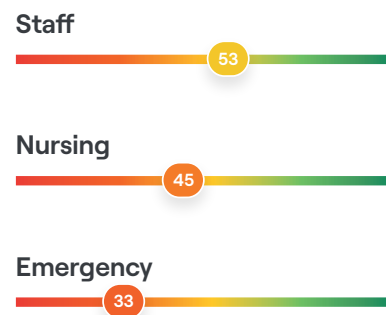


### Weaknesses

#### Top 10 Percent

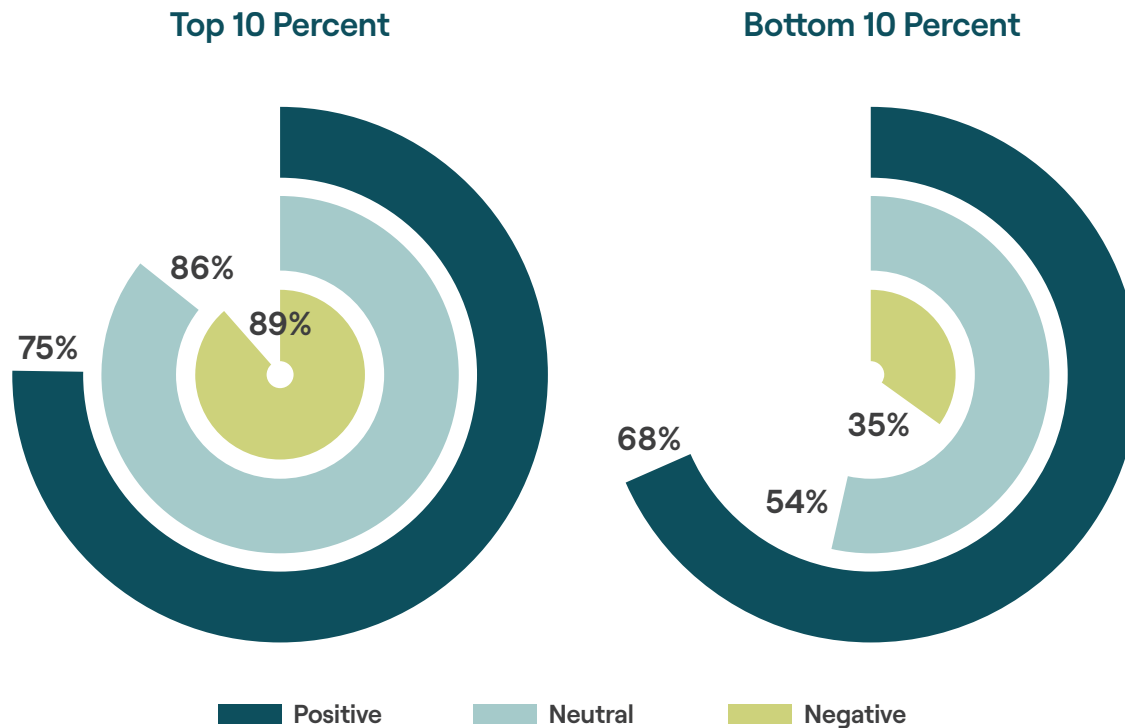


#### Bottom 10 Percent





# Leaders vs Laggards: Review Response Insights

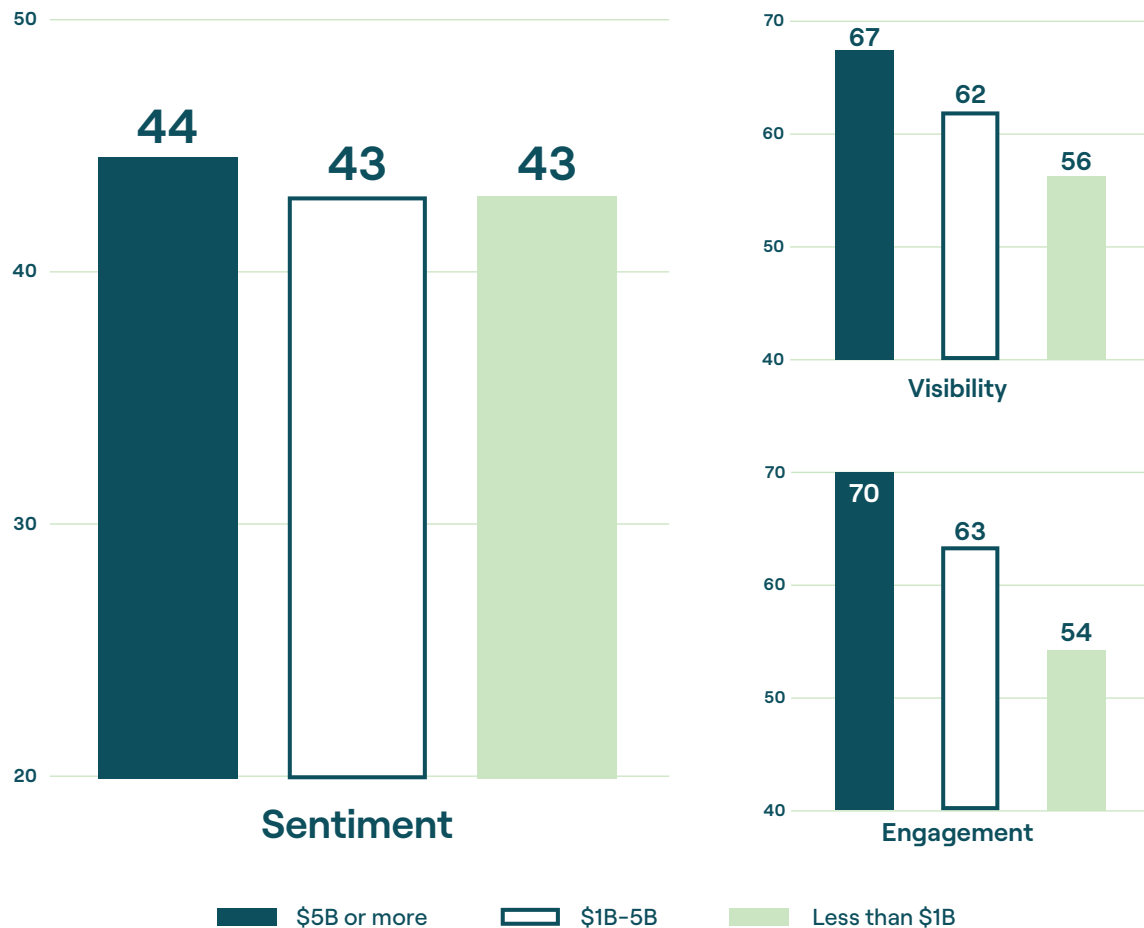


## Acute Care Hospitals

With an 89% response rate to negative reviews, the top performers demonstrate a clear commitment to addressing feedback and can leverage it for operational enhancements and service recovery. Conversely, the bottom 10% lag significantly behind, responding to negative reviews only 35% of the time.

The top 10% consistently outshine the bottom 10% in review responsiveness.

# Analysis of Systems by Net Patient Revenue



## Sentiment is the Equalizer

Not all health systems have the same resources, but regardless, sentiment is consistent across system sizes.

Larger systems with more resources have unsurprisingly ranked higher in the visibility and engagement categories, but there is an opportunity for smaller systems.

**As marketing teams are tasked to do more with less**, the right tools and partners in place can empower teams to drive provider selection and create better patient relationships with existing resources.


Larger systems with more resources have an opportunity to work with their patient experience teams to make operational changes that will help them stand out.



# How can Healthcare Marketers **Build and Execute** a Reputation Performance Program?

Your brand promise is only as valuable as what consumers think, feel, and say about you. **Patients no longer rely solely on brand promise or provider referrals, they instead turn to crowdsourced consumer feedback to uncover the truth.** Make certain that your online presence aligns with your brand promise.

To build and execute a reputation performance program that drives up your Reputation Score, a measure of your ability to deliver on brand promise, ensure that you are actively managing the following:

- ✓ **Be the obvious top choice for care-seekers:** Potential patients are searching for providers like you. Ensure you're found and chosen by generating quality reviews and listings to make every one of your locations and providers the obvious choice to patients in the area.
  - ✓ **Deeply understand consumer sentiment:** Understanding your consumers is paramount to building trust. This becomes increasingly challenging in the digital age where consumers have more opportunities to provide public and private, structured and unstructured feedback across hundreds of different digital channels. Get the entire picture with Reputation.
  - ✓ **Leverage insights for targeted action:** Leverage programmatic insights to understand how you are performing against industry benchmarks and your competitors at the brand, region, facility and provider levels. These insights can inform what you need to do to drive up Reputation Score and increase patient volume.
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# Are You Delivering on Your Brand Promise?

Connect with Reputation experts for personalized insights on your health system's reputation performance. Secure your consultation for actionable strategies.

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.

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