

## FREQUENTLY ASKED QUESTIONS

### Why are online ratings and reviews so important?

*The patient that once came from another physician referral source is now a healthcare consumer, shopping around for the right doctor and practice, just the way they would shop around for a car or new pair of running shoes. If your online reputation is not impressive, chances are the consumer will choose another practice.*

*Statistics show that 92% of internet users read online reviews, and 89% of people say that online reviews influence their purchasing decisions – this is true for healthcare and physicians too!*

### How do my online reviews affect me and my patients?

*Your online reputation is what “sells” your practice to the online consumer. 79% of consumers trust an online review as much as the word of mouth recommendation that comes from their closest friends. When patients leave your office, they go online and share their experience with the digital world. If their experience wasn’t good – either with you, nursing, or your front office staff – other potential patients are going to hear about it, and chances are a poor review will cost you patients.*

### Can online ratings and reviews affect my revenue?

*Yes! Good reviews from patients will encourage other online consumers to make an appointment with your practice. More patients in your door means more revenue from the services and cases you perform. If they have a good experience, that one patient can affect many more. However, if you receive a less-than-favorable review, it might cost you patients and revenue.*

*A difference of one “star” in the average rating in a typical online business profile can lead to a 5-9% increase in revenue.*

### How do I make sure all of my reviews are positive?

*There is no way to guarantee all of your reviews will be positive. With Reputation.com, you can leverage the Request a Review email feature to drive more reviews to the popular rating and review sites, and more review volume can mean positive reviews. The goal is to bury any negative reviews under all the good reviews coming in.*

### Can I have poor reviews removed?

*No. However, all rating and review sites are different, and unless the review contains slander, threatening language, or profanity, the review cannot be removed. There are two things you can do to combat a poor review. First, respond in a timely manner. With Reputation.com you get real-time notifications delivered to your inbox, so you know right away if a patient posts a less-than-favorable review. Second, address the review right away. A timely response to a negative review allows you to address the comment and express concern, direct the conversation outside the digital world by asking the patient to call your office to discuss further, and defuse the situation.*

### Beyond new patient leads, what other purpose do ratings and reviews provide my practice?

*Rating and review sites can provide great insight into what your patients think about you and your practice. Reading what consumers post might tell you about something you were previously unaware of, such as a rude scheduler, too warm patient rooms, or perhaps one of your nurses goes above and beyond and deserves additional credit.*



## Is Reputation.com easy to use?

*Yes, Reputation.com is very easy to use. When you sign up for the service you will be able to schedule a live, onboarding webinar training session with a Reputation.com dedicated Reputation Manager who will get to know you and your practice. You will be able to ask questions and see what other people do to leverage the rating and review site monitoring platform. You will learn how to drive reviews through the Request a Review email feature, how to monitor your existing reviews, and how to navigate the platform.*

## We have multiple providers for our practice; does Reputation.com monitor and send reports for each provider?

*Yes, the Reputation.com platform can monitor any or all of the physicians in your practice. You can sign up for one physician or all physicians in a practice at one time or incrementally over time. There is no limit to the number of physicians you can monitor.*

## Is there a way to see how my practice compares to competitors?

*Yes. Reputation.com uses special algorithms to analyze your online reputation and then creates a Reputation Score – like a credit score, that shows if your online reputation is below average, average, or above average. It then shows you how your Reputation Score stacks up against the industry standards. When you utilize the Reputation.com features to leverage more patient reviews, you will find your average star rating and score goes up.*

## What is the time commitment for implementing and maintaining Reputation.com?

*The time commitment is minimal. Once you sign up, you will participate in a one-time 30 minute live, webinar training session. After that, it takes only moments a day to check your Reputation.com platform, respond to any negative reviews emailed to you through the real-time notification features, or to send Review Request emails to patients. You can manage your reputation as often or as closely as necessary to achieve or maintain your reputation goals.*

## How do I request patient reviews?

*You can request patients post reviews to rating and review sites through the Request a Review email feature. This can be done by the user in the office or the list of email addresses can be sent to the Reputation.com dedicated Reputation Manager, and they will do it on your behalf. You will learn how to do this during your training session after you sign up. It's very easy!*

## What is the cost of Reputation.com?

*USPI's Physician Strategy Group offers Reputation.com to our network physicians for only \$304 a year, per physician. That's an 75% discount off the retail price of Reputation.com.*

## What's included?

*For the preferred pricing of \$304 per year, per physician, you get access to the cloud-based online reporting dashboard. Real-time email alerts any time a new review is posted on any major rating and review site, the Request a Review email feature that allows you to send emails directly to your patients requesting a review, live support from a Reputation.com dedicated Reputation Manager, upgrades to platform features and functionality, and over time you will get the benefit of building your online reputation, increasing your patient conversions, and increased revenue to your practice.*

## Do I need any special software to use Reputation.com?

*No special software or downloads are required. Reputation.com is a cloud-based online platform that is easy to use.*

## This sounds great! How do I sign up?

*To learn more about Reputation.com, or to request a demonstration of how it works and what it can do for your practice, or to sign up visit [www.PhysicianStrategyGroup.com/offerings/reputation/](http://www.PhysicianStrategyGroup.com/offerings/reputation/), or call PSG toll-free at 855-207-5230.*

### About Reputation.com

Since 2007, Reputation.com has been first in the Online Reputation Management and Digital Privacy space with over 1million users in over 100 countries, and supporting some of the biggest names in the healthcare industry, including Tenet Healthcare, and Baylor Scott and White.



PHYSICIAN STRATEGY GROUP

SERVING THE USPI PHYSICIAN NETWORK

To learn more about Reputation.com, or to request a demonstration of how it works, or to sign up visit USPI's Physician Strategy Group at [www.PhysicianStrategyGroup.com/offerings/reputation/](http://www.PhysicianStrategyGroup.com/offerings/reputation/) or, call toll-free 855-207-5230 today.

