



yext BECKER'S HOSPITAL REVIEW binaryfountain

THE IMPACT OF FIRST IMPRESSIONS ON PATIENT ACQUISITION AND REVENUE

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- Steps to creating a strategy that will help impact patient acquisition
- How to attract more patients by optimizing "Rich Listings"
- The power of online rating and reviews - and why you need them
- Why taking a transparent approach to sharing information is vital to engaging patients





Increase in patient volume



Increase in revenue



Increase in new patients

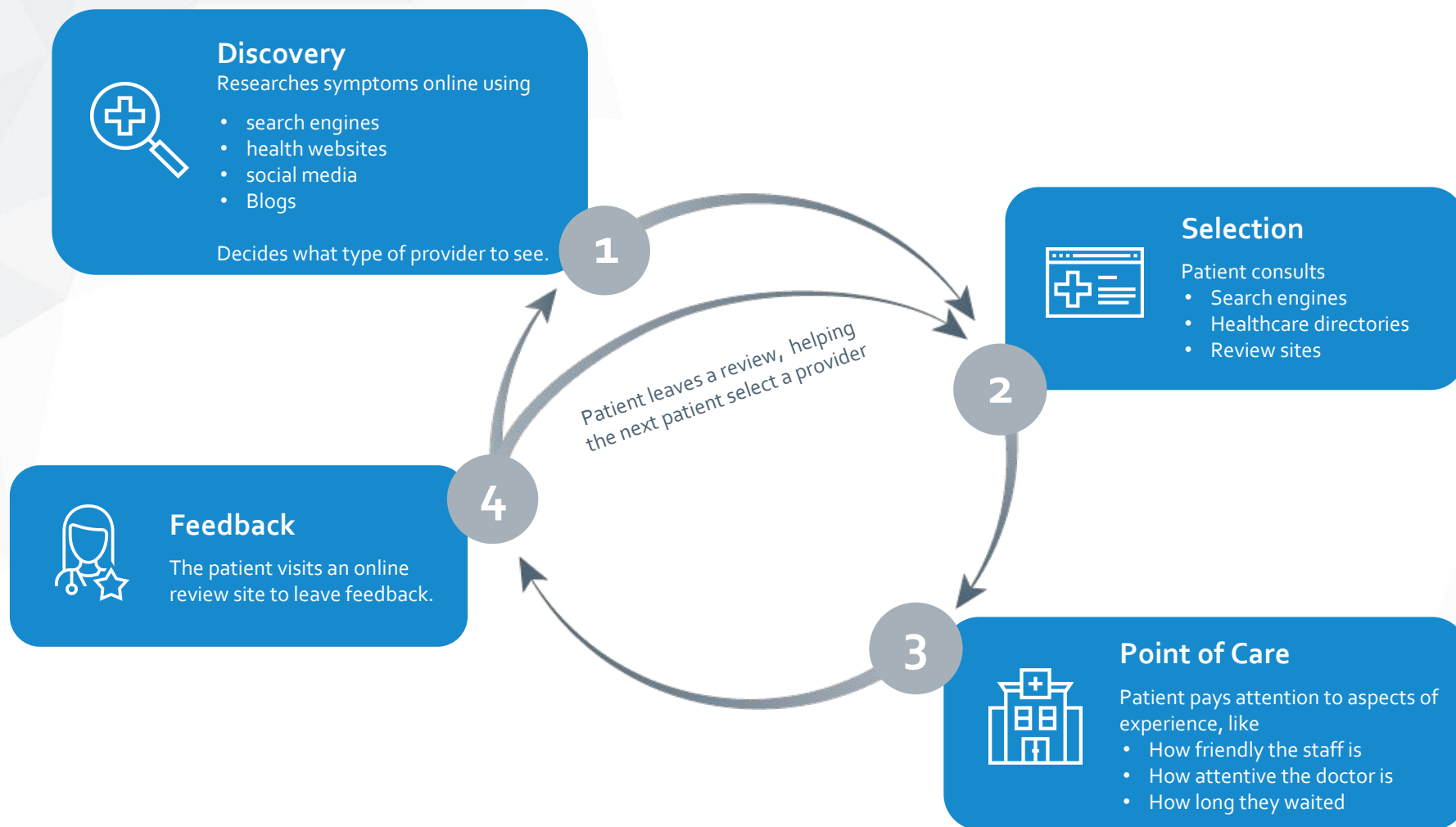


Increase in market share

- Health insurance cost rising
- Healthcare provider choices increasing
- Online healthcare data growing
- Patient as educated consumer



It starts with a symptom



“Consumer-to-patient journey is largely a digital journey at their moment of need.”

- John Weston, former Chief Marketing Officer, Mayo Clinic

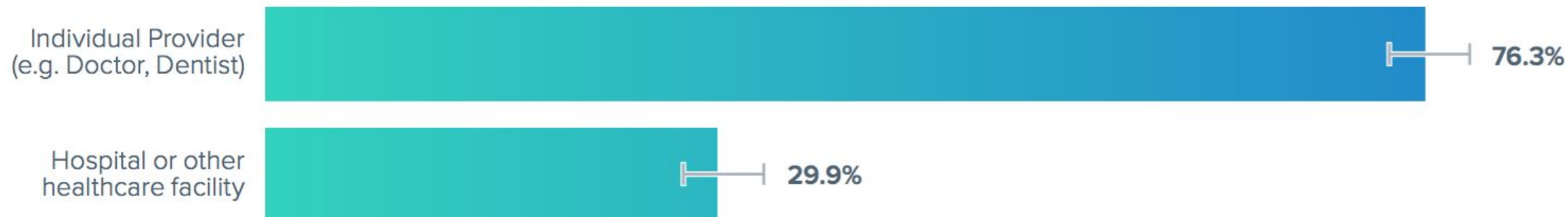


77%

Patients use search before making an appointment

Patients use online reviews as first step in finding a doctor

In the last 12 months, what type of healthcare provider did you go online to find?



Source: Yext, "Patient Journey Survey 2016." Aug 17 2016.

- Missed appointments and/or patient no-shows due to incorrect information online:
 - If you charge \$100/visit for each patient, and two patients no-show per day, your baseline cost to your health system totals a *minimum* of \$50,000 per year.
- Competition is a click away with online reviews.
 - 47% of patients willing to go out-of-network based on reviews.
 - When doctors are missing star ratings and reviews, more than 50% of people searching for doctors *will not choose* those providers.

1

Own

2

Influence

3

**Maintain
& Optimize**

Own your health system brand and healthcare provider brands on and off your owned online properties.

- Ensure your location data for each physician and facility is clean across key publisher sites
 - Take control of these publisher sites and the physician and location information on them
- Establish and baseline your online reputation
 - Aggregate and monitor third-party online reviews

Focus on owning your content on the following publisher sites:

- **Search Engines:** Google, Bing, Yahoo
- **Maps:** Google Maps, Apple Maps
- **Social:** Facebook, Instagram, Foursquare, Twitter
- **Review sites:** (Healthcare and non-Healthcare) Yelp, Vitals, Wellness.com, Healthgrades, UCompare Healthcare, RateMDs (prioritize sites based on what is important to your system)

Ensure your competitive advantage as you invest marketing dollars. You spend money to market your system, so be sure data is correct so that patients can choose you over the competition.

- Ensure you have the right information in front of the right patient at the right time through Rich Listings:
 - Can the patient find you and your physical location?
 - Can the patient call the right number and make an appointment?
- Inform and engage patients at consumer moments
 - Response to patient online reviews
 - Turn your CAHPS surveys into online ratings and reviews

Attract more patients by optimizing "Rich Listings"

- Ensure accurate Name, Address & Phone Numbers for each physician in your health system.
- Add enhanced physician-specific content to the listing:
 - Qualifications & Experience: Degrees, Education and Board certifications
 - Insurance accepted
 - Gender
 - Physician description / bio
 - Physician headshot
 - Procedures performed
 - Conditions treated

Poor First Impression

The screenshot shows a Yahoo! Local listing for "Tibesar Robert J MD-Childrens Hospital-Minnesota". The listing is sparse, with a basic map showing the location at 2530 Chicago Ave, #450, Minneapolis, MN 55404. The listing includes a phone number (612) 874-1292 and a website edsent.com. The map shows the location is between E 26th St and E 25th St. The listing is categorized as "Hospital" and "Pediatric hospital". The listing is marked as "Merchant Verified". The listing is marked as "Merchant Verified". The listing is marked as "Merchant Verified".

- No Photos or Logo
- Incorrect Naming Convention
- Incorrect Website
- No Enhanced Content
- No Featured Message
- Not Merchant Verified
- Non-Optimized Categories
- No Business Description

Positive First Impression

The screenshot shows a Yahoo! Local listing for "Robert J. Tibesar, MD". The listing is comprehensive, featuring a professional photo of Dr. Tibesar, a detailed business description, and a map showing the location at 2530 Chicago Ave S, Ste 450, Minneapolis, MN 55404. The listing includes a phone number (612) 874-1292 and a website childrensmn.org. The listing is categorized as "Doctor" and "Pediatric Otolaryngology". The listing is marked as "Merchant Verified". The listing is marked as "Merchant Verified". The listing is marked as "Merchant Verified".



40%

lift in search impressions by listing doctors and facilities on third-party sites

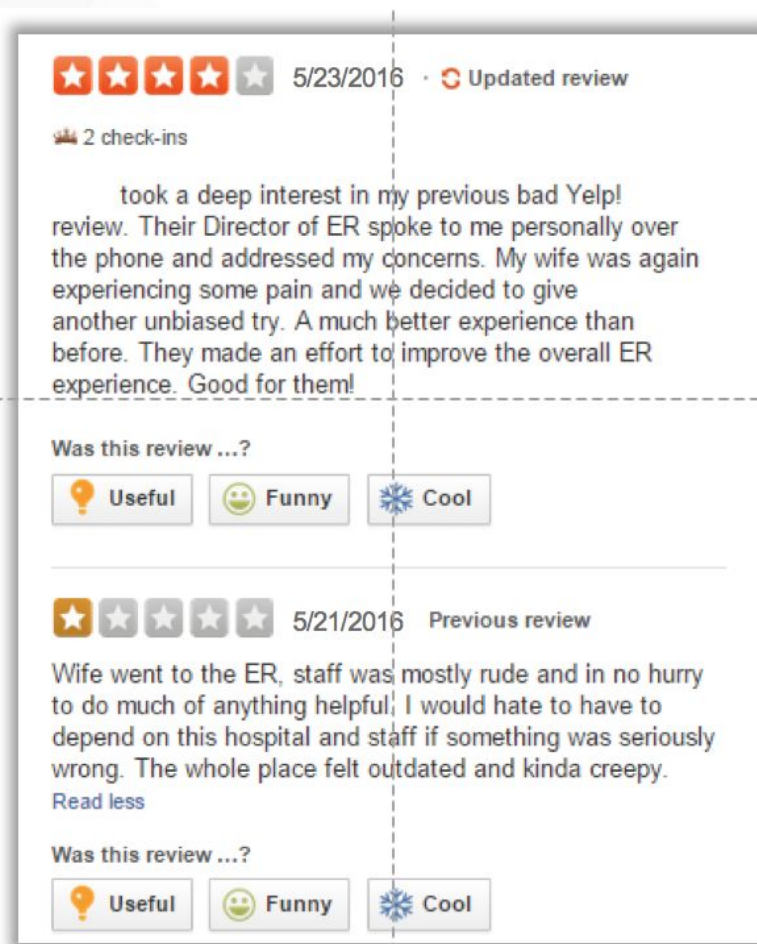
44%


increase in doctor profile views with the Yext Healthcare Location Cloud



“We have clearly shown Steward can expand the top of its marketing funnel with Yext.... And we are now getting many more qualified leads for appointments.”

Brian Carty, Chief Marketing Officer





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Ruth Fischer-Wright, M.D.
Primary care physician
PROVIDENCE
Medical Group

[ACCEPTING NEW PATIENTS](#)

Patient Rating **★★★★★ 4.8 / 5**
261 Ratings • 99 Comments

Biography & Education | Care Locations | Specialties | **Reviews** | [About Our Survey](#)

Patient Ratings and Comments

The Patient Rating score is based on responses given during the CAHPS Patient Experience Survey. Responses are measured on a 10-point scale, with 10 being the best score. These scores are then translated to a 5-point scale in order to display results in a 5-star rating. Comments are also gathered from the same survey and displayed in their entirety with the exception of any language that may be considered slander, libel or contain private health information, which will be removed prior to publishing the comments.

★★★★★ 4.8 out of 5 (261 Ratings, 99 Comments)

★★★★★ Very good. Great provider we love her
06/21/2015 Providence Health & Services Patient

★★★★★ very helpful in getting specialty care and supportive follow up
06/15/2015 Providence Health & Services Patient

★★★★★ she is very caring and capable andale herself available to her patience. I love her!
06/15/2015 Providence Health & Services Patient

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About 369,000 results (0.83 seconds)


Ruth Fischer-Wright, M.D. | Providence Oregon
[oregon.providence.org/.../fischer-wright-ru...](#) Providence Health & Services
★★★★★ Rating: 4.8 - 261 reviews
Ruth Fischer-Wright, M.D. is a specialist in Family medicine who can be reached at and whose practice locations include:
[Be the first to review](#)

4015 Mercantile Dr #200, Lake Oswego, OR 97035
(503) 216-1500

Dr. Ruth Fischer-Wright, MD Family Medicine - HealthGrades
[www.healthgrades.com](#) Oregon (OR) Lake Oswego
★★★★★ Rating: 4.3 - 32 votes
Visit Healthgrades for information on Dr. Ruth Fischer-Wright, MD. Find Phone & Address information, medical practice history, affiliated hospitals and more.

Dr Ruth Fischer-Wright - Health - US News & World Report
[health.usnews.com](#) Doctors U.S. News & World Report
Dr. Ruth Fischer-Wright is a Family Medicine Doctor in Lake Oswego, OR. Dr. Fischer-Wright admits patients at Providence St. Vincent Medical Center, ...

Dr. Ruth Fischer-Wright, MD - Family Practitioner in Lake ...
[www.vitals.com](#) OR Lake Oswego Family Physicians
★★★★★ Rating: 4 - 5 votes
Dr. Ruth Fischer-Wright, MD, rated 4/5 by patients. 5 reviews. Affiliated with four star



Dr. Ruth A. Fischer-Wright, MD
Family Practice Physician
Address: 4015 Mercantile Dr #200, Lake Oswego, OR 97035
Phone: (503) 216-1500

Reviews
[Be the first to review](#) [Write a review](#)

People also search for [View 15+ more](#)



25%

increase in page views
for primary care
providers with star
ratings

29%

increase in page views
for specialty care
providers with star
ratings

87%

of patients found star
ratings to be helpful

85%

of patients found the
comments shared by
other patients to be
helpful

“Consumers expect to shop for and purchase healthcare just like any other service. Binary Fountain is helping us empower them to see what other patients are saying, so that they can find the best physician...”

Orest Holubec, Senior Vice President, Communications

Ongoing maintenance & optimization is important to ensure that you're monitoring your reputation and your location data.

Consider the following use cases:

- **Managing Feedback.** How do you ensure your providers have enough recent online reviews to attract consumers?
- **Physician Movement.** How do you handle your physician data when providers move in and out of health systems, and move locations within health systems?
- **Acquisitions or System Rebrands.** What happens when your health systems acquires another health system or rebrands? You need to assimilate locations under the new name, so how do you do this?

Metric	Expected Results
Increase Patient Acquisition	<ul style="list-style-type: none"> ● Increase in number of appointments scheduled ● Increase in traffic to your owned URLs (leading to appointments scheduled) ● Increase in calls to call center
Increase Online Presence and Brand	<ul style="list-style-type: none"> ● Increase in positive online reviews ● Improved position in search results
Patient Experience	<ul style="list-style-type: none"> ● Insights from online reviews used to improve patient experience, impacting future online reviews ● Increase in number of on-time appointments (fewer errors with parking, wrong addresses, etc.)
Data Accuracy	<ul style="list-style-type: none"> ● 99.9% accuracy of digital listings ● Complete, consistent and robust data content and branding for all listings
Time Management	<ul style="list-style-type: none"> ● Timesavings for managing online reviews ● Decrease time spent managing errors in data across the publisher ecosystem
Single Source of Truth for your Data	<ul style="list-style-type: none"> ● Decreased headaches associated with finding and managing internal data

First impressions matter:

- You can't control the patient's path to health, so you have to ensure you uphold the highest standards anywhere the patient can find your information online.

Employ a Management Strategy:

- Practice a strategy of *Own, Influence* and *Maintain & Optimize* to increase opportunities to acquire the patient, regardless of where and how they find you.



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