

Managing your Online Reputation

Each day you work tirelessly to keep patients happy and expect your staff to do the same. We all know that word of mouth advertising is important and having a patient leave your facility with a smile on their face is your number one priority. It typically means you provided great customer service and expert medical care. However, most practitioners do not ask for patient reviews online so no one else knows about that positive experience. But if a patient has a bad experience one of their first actions is to post a negative review online. Although word of mouth will get your name out there, most new patients will do an online search and educate themselves on you and your practice before making an appointment.

Google Yourself!

Managing your online reputation needs to be at the forefront of your marketing plan. Take a moment to google your name (you may need to add credentialing initials such as Mike Miller DPM), to get the best results. Review the top performing sites in your area, including Healthgrades, vitals, ratemds and WebMD. Read the current reviews and keep track of the number of online reviews you have for each site. Ask yourself, if someone did not know me or my practice, would they be wanting to see me after reading these reviews?

How to control your online profile

Managing your online reputation does not cost anything. These sites all provide free access to managing your account. Simply find your profile page on any of those sites and look for the "Claim your profile" link on that page. Go through the required documentation to gain full access to your page. Once that is complete, take the time to update your profile including posting an updated picture, a full description of your background and practice specialties.

Ask for the Reviews

Once you have updated your profiles on all the important medical sites, create a plan to ask for reviews to increase the overall number of positive reviews online. Our suggestion is to create an email that you can have your staff send every morning to patients you saw the day before asking them for a review. You don't need high response rates. Imagine 1 person a day posting a positive online review. Over the course of the next year you could easily accumulate over 200 positive reviews. If for some reason someone does post a negative review, you can hide that post as you own your profile on that site.

Every patient goes online to educate themselves about you and your practice. Take 15 minutes of your time and go online, google yourself and take control of your online reputation. It is free, easy to do and most importantly your online reputation allows for more new patients and a great in person experience!

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