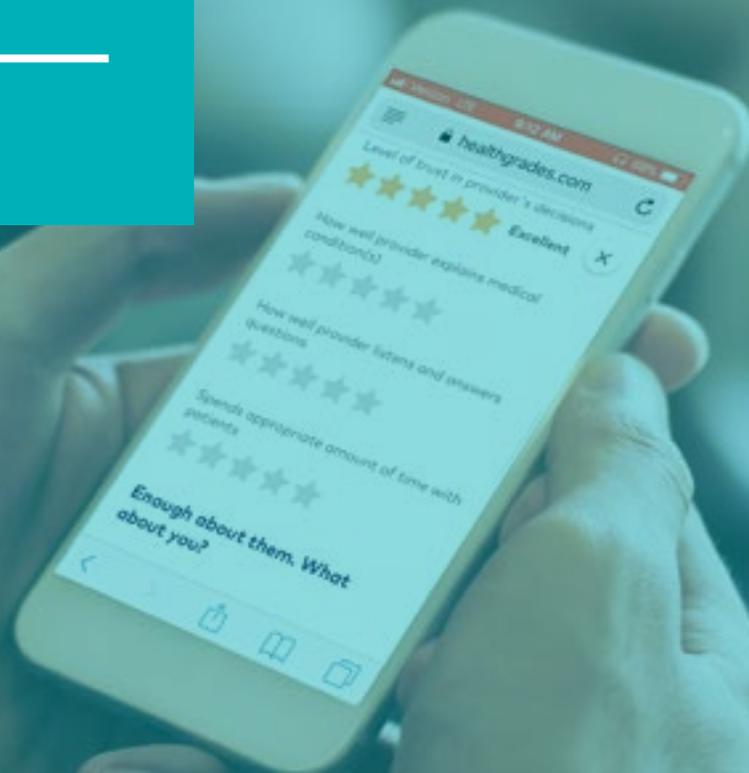

Two Birds, One Stone: Using Patient Education Genius to Efficiently Manage Online Reputation

Case Study, April 2019



Patient Education Genius Triples Healthgrades Reviews for Practice

Consumerism in healthcare has unique dynamics – the stakes are much higher when health and well-being are involved. Patients have been taking more control of their healthcare as evidenced by the rise in high-deductible health plans. For healthcare providers to be successful, they not only need to provide positive patient experiences, but also advertise themselves as well: They need to balance retaining their existing patients with recruiting new patients. Patient education typically does not include marketing, so they must look for tools to help them increase their online presence by soliciting feedback from satisfied patients in a public forum.

This case study will show the success one practice had over a 6-month period to dramatically increase their public ratings and reviews using the tool they had selected mainly to provide educational content to patients.

With three locations in Wichita and Newton, Kansas, Associates for Women’s Health (AWH) is a top provider for obstetrics, gynecology, urogynecology, and gynecologic oncology in the Midwest. This case study highlights the work of five board-certified physicians dedicated to improving the health of the women in the community through high-quality, personalized care.

Patient Testimonial

“I was having difficulties finding answers for my pain. My primary Dr. scheduled an appt for me with Dr. Sobbing. I was so impressed with everyone at the office. I was treated so well and I got answers and a way to feel better. I will be recommending Dr Sobbing to everyone I know. Thank you all so much!!!”

Aug 31, 2018

Case Study Parameters



Practice:
Associates in Women’s Health



Location:
Wichita



Specialty:
OB/GYN



EHR:
NextGen



Size:
5 providers



Time period:
6 months

Online Shopping for Healthcare Providers?

An increasing number of patients are turning to the internet to scope out potential providers. In fact, a recent study showed that over 76% of patients look at online reviews in particular before choosing a healthcare provider ([Healthgrades](#)).

Prior to using Patient Education Genius, the providers at AWH had a low number of online ratings. The providers were looking for an easy and inexpensive way to generate more positive ratings while avoiding public negative feedback. Especially in OB practices, the patient turnover rates can be high as pregnancies usually involve visits over a 9-month period. In order to have a thriving practice, recruitment of new patients is just as important as retaining existing patients.

One of the most popular places patients look for reviews of healthcare providers is Healthgrades, where patients have the ability to rate their provider and comment on their experience.

In this study, AWH received three times as many Healthgrades ratings during the 6 month study period as they had acquired prior to using Patient Education Genius. Additionally, 40% of these positive ratings contained reviews detailing their positive experience (of note, there were three 4-star ratings and the rest of the ratings were all 5-star reviews). **One patient commented on the use of the Patient Education Genius tool in particular and appreciated that the physician “emailed me the information to review.”**

76%

of patients look at online reviews before choosing a healthcare provider

3x

the amount of Healthgrades reviews AWH previously had

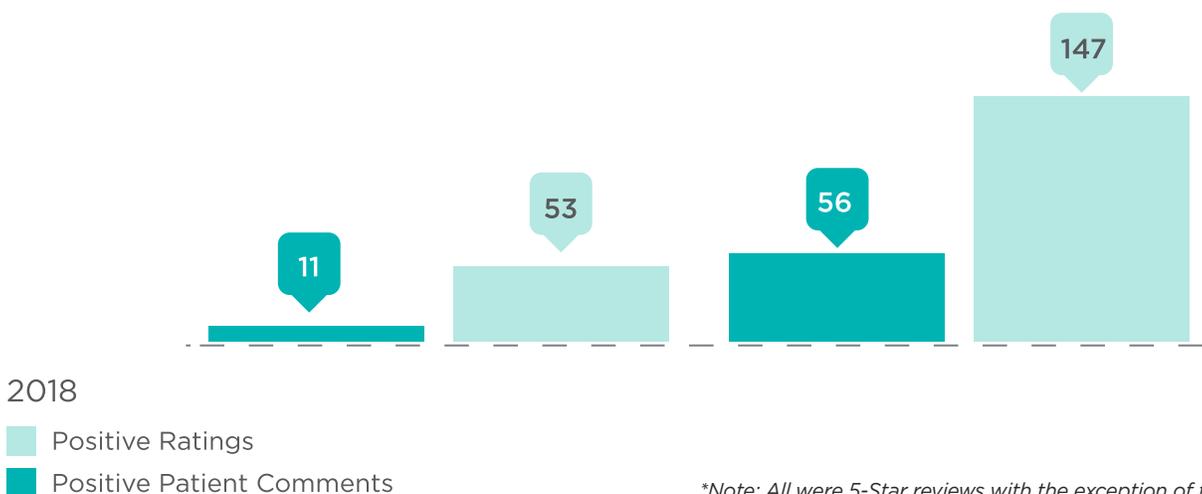
40%

of patients who rated their provider also left a positive comment

AWH went from 53 to 147 Healthgrades reviews

Before Patient Education Genius

6 Months After Patient Education Genius



**Note: All were 5-Star reviews with the exception of three 4-Star reviews*



Going the Extra Mile for a Better Experience

When looking for a new physician, a common misconception is that the highest priorities for patients are convenience and being in-network, but almost half of patients surveyed indicated they would go out-of-network in order to see a provider with impressive reviews compared to an in-network provider with low marks ([Software Advice](#)).

In short, experience - and a positive online reputation - outweighs convenience.

During the study period, multiple patients referenced the long commute required to see a particular AWH physician, but rather than seek a closer provider, they continue returning for his level of care and expertise.

As one patient stated, **“I have a forty-five minute drive, but it is well worth it.”** This is exactly the type of solicited review that would attract additional patients even if there are other closer practices.

Patient Testimonial

“Dr. Morgan is personable and very professional. He takes his time to explain everything and to make sure I have all the information I need.”

Jan 30, 2019



The Power of Positive Reviews

One of the risks when soliciting feedback from patients is that negative reviews will tarnish the provider's online presence. Patients who have a bad experience are far more likely to leave a review than patients that have a good experience, so providers need to get the patients who had a good experience to talk about it. Typically, one out of 10 positive experiences leads to a review.

With Patient Education Genius, one out of every seven patients left a review.

In order to outweigh one negative review, it takes approximately four positive reviews; which means it takes an average of 40 positive experiences to fix a single negative review ([Inc.](#)). So how does Patient Education Genius encourage a high volume of positive reviews while helping to prevent the

negative reviews? Each Patient Education Genius message that patients receive features a "Patient Satisfaction Chatbot" that solicits patients for feedback. In the rare case that the patient responds that their experience was not positive, they are encouraged to reach out to the practice directly. When the patient responds that they had a positive experience, they receive an immediate response requesting they **leave a review that will only take 15 seconds**, and they are linked to Healthgrades to leave a review. By streamlining this process for patients, Patient Education Genius is able to generate positive reviews. In short order: During the short 6-month period of this case study, AWH gained 94 positive ratings and 45 testimonials. **Over 37% of these patients left a descriptive review on Healthgrades - over 25% more than the average** ([Medical Economics](#)).

Patient Satisfaction Chatbot Responses



308 patients reported a **positive** provider experience while only **3** patients reported a **negative** provider experience

Healthgrades Reviews

94

total Healthgrades ratings were given

45

total Healthgrades testimonials were given



Conclusion

When AWH switched to Patient Education Genius, their main priority was an effective patient education solution. What they found was that Patient Education Genius, as an added benefit, became an online reputation management tool that required **no additional effort or cost**. Without having to pay for additional marketing services or advertisements, AWH quickly and effectively bolstered the positive online presence of their practice. As practices are learning to adjust to this increasingly digital age, the power of an online presence cannot be underestimated. However, with competing priorities, physician and practice marketing often falls low on the list, which is why a multi-purpose, effective tool like Patient Education Genius provides such a valuable return on investment.



+250%

Providers have seen their Healthgrades ratings increase as much as 250%



4.9/5

Providers have maintained an average 4.9-star rating on Healthgrades



Patient Testimonial

“Doctor Harkins is the most caring doctor. She truly listens to what is going on with your health and gives you options. So blessed to have her be able to deliver both of my children.”

Feb 13, 2019

