



# Building Your Reputation: Internally, Externally, and Online

How to manage your online reputation profiles and why it's important to build a positive presence

Delta Region Community Health System Development (DRCHSD) Program Communication Strategies for Community Outreach and Education



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# Delta Region Community Health System Development (DRCHSD) Program



Delta Regional Authority

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**Amy Yaeger, Vice President  
of Strategic Services**  
Legato Healthcare Marketing



**Brian Lani, Vice President of  
Creative Services**  
Legato Healthcare Marketing



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# Agenda

## WEBINAR 2

- Discover why a strong image is much more than a name, tagline or logo
- Learn techniques to build and manage the online reputation of your organization and providers
- Learn how to present ideas that show empathy and emotion
- Understand the importance of storytelling in communicating your image
- Learn techniques to tell your story through internal communication, video and publications



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# Poll Question:

- I am \_\_\_ in my understanding of how to build and manage the on-line reputation of my organization and providers.
- I am \_\_\_ in my understanding of the importance of storytelling in communicating my organization's image.
- I am \_\_\_ in my understanding of how to tell my organization's story through internal communication, video, and publications.

WHAT DEFINES AN  
**Organization's  
Image?**

It's bigger than pretty  
colors, logo, tagline, or  
a building



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Your image is based on a series of  
**EXPERIENCES**



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Quality of care you provide



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# Patient interaction



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How you answer the phone



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# Innovation and access to care



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# Waiting room environment



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# Community mindedness



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Image is  
also based  
on your  
**CHARACTER**

## How your organization is perceived:

- Internally
- Externally
- Online



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Your online reputation  
precedes you



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What do we  
mean by  
**ONLINE  
REPUTATION?**

The overall perception  
people have about your  
healthcare organization,  
based on information they  
find on the internet



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# YOUR ONLINE REPUTATION is influenced by:

- ✓ How your content appears when searching for your organization
- ✓ Patient/consumer reviews shared across platforms
- ✓ Your organizations' replies to both positive and negative reviews
- ✓ Your social media communications



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Building and  
managing your  
online  
reputation is  
**CRITICAL TO  
SUCCESS**

Your online reputation  
has the power to drive  
consumers to—or away  
from—your rural hospital  
or clinic



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# TAKE CONTROL of your online reputation



# ONLINE REPUTATION MANAGEMENT (ORM)

**ORM** goes far  
beyond crisis  
prevention...

It provides a proactive,  
systematic way to take  
control of your organization's  
online image



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**CONSUMERS'  
REVIEWS**  
drive your  
reputation score

Your healthcare organization's online reputation is driven by consumers via star ratings and reviews on search engines, social media and review sites



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## Reputation **SCORE**

Your online reputation is influenced by several factors:

- Star ratings
- Review volume
- Review spread
- Review recency
- Review length
- Search impressions
- Listing accuracy





# ONLINE REPUTATION MANAGEMENT



Your online reputation is a reflection of your overall image and a leading indicator of future growth — or lack thereof

# BUILDING AND MANAGING YOUR ONLINE REPUTATION

That makes ORM  
critical to your  
**HEALTHCARE  
ORGANIZATION'S  
SUCCESS**

- More than 70% of consumers use search engines to research treatment and healthcare providers
- 41% of consumers said that info found on social media would impact their choice of hospital or treatment center

[www.mdconnectinc.com/medical-marketing-insights/5-reasons-hospital-digital-invest](http://www.mdconnectinc.com/medical-marketing-insights/5-reasons-hospital-digital-invest)



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# 12 STEPS

to build and manage  
your online reputation



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# STEP 1

Determine  
the overall  
perception of  
**YOUR HOSPITAL  
OR CLINIC**

## Google your hospital:

- What sites appear on the first page?
- What Google My Business-related features come up on that page?
- Evaluate your ratings, comments, reviews, etc.



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## STEP 2

# Develop an **ORM STRATEGY**

### Effective ORM includes:

- Creating and managing your reputation across platforms
- Social media management and profile optimization
- Sharing relatable content and humanizing your image through storytelling
- Monitoring, tracking and reporting your healthcare organization's online reputation



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STEP  
3

**ADHERE TO**  
patient privacy  
guidelines

Follow HIPAA and other privacy regulations—even if the individual has disclosed private information in the online review



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# STEP 4

## Optimize Google My Business **(IT'S FREE)**

### At a minimum:

- Claim your Business Profile
- Complete every section of your Google My Business account
- Ensure contact information is accurate
- Write a complete “from the business” description
- Publish Google posts weekly
- Upload high-resolution photos
- Collect and respond to reviews
- Maintain your Business Profile



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About 33,900,000 results (0.47 seconds)

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https://www.syracuseareahealth.com

Access your medical information anytime, anywhere with the Syracuse Area Health ... By using a secure username & password, patients can view their health ...

Careers

Careers. At Syracuse Area Health, our vision is to be the best ...

Family Practice Clinic

Family Practice. No matter your age, gender, or illness, there's a ...

Find a Provider

Zak Tempelmeyer, MD · View Bio + · James Steckelberg, MD · View ...

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Services

Syracuse Area Health offers a wide variety of services to meet ...

About Us

About Us. Syracuse Area Health has been proud to serve you ...

Specialty Clinic

Syracuse Area Health offers the services of many specialty ...

Syracuse Area Health - Syracuse, Nebraska

https://www.gosyracusene.com

Syracuse Area Health (SAH) is an 18 bed Critical Access Hospital located at 2731 Healthcare Drive, Syracuse. We have a brand-new facility located at the ...

Syracuse Area Health in Syracuse, NE

https://doctor.webmd.com/practice/syracuse-area-health-f829fbf2-fd52...

Syracuse Area Health, a Medical Group Practice located in Syracuse, NE.

Syracuse Area Health - Syracuse Clinic - Occupational ...

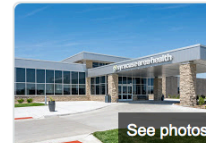
https://www.yelp.com/Health & Medical/Physical Therapy

Rating: 1 - 1 review

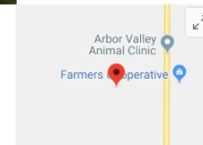
Syracuse Area Health is an 18 bed Critical Access Hospital that offers a wide variety of hospital services for your Health and Wellness needs. Syracuse Medical ...

Syracuse Area Health | LinkedIn

https://www.linkedin.com/company/syracuse-area-health



See photos



Syracuse Area Health

Website Directions Save

3.0 2 Google reviews

Hospital in the Otoe County, Nebraska

Address: 2731 Healthcare Drive, Syracuse, NE 68446

Hours: Open 24 hours

Phone: (402) 269-2011

Suggest an edit Success! Your edit is live.

Know this place? Answer quick questions

Send to your phone Send

Reviews Write a review Add a photo

"I couldn't ask for better service than they give."

"This place while it has some good staff and it's good qualities."

View all Google reviews

Syracuse Area Health on Google



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# STEP 5

## Understand the importance of **ONLINE REVIEWS**

### Google reviews:

- Are user-generated comments that current or past customers (patients) can post about organizations on Google
- Include a rating out of 5 stars that is calculated into a business's average star rating



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Google reviews  
provide a  
**VALUABLE**  
feedback loop

## Each Google review generally includes:

- Whether or not you delivered a positive customer experience
- Where you excelled or under-delivered
- How you can improve



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Online reviews  
affect your  
REPUTATION  
**AND VISIBILITY**  
in search results

Getting regular Google reviews is one of the fastest ways to improve local SEO and increase your visibility



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# STEP 6

## HAVE A ORM STRATEGY to respond to reviews

The way an organization responds to reviews, both positive and negative, impacts consumer trust:

- 89% of consumers read business responses
- 56% say a business's responses have changed their perspective on the business

Source: Google Reviews 101



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# STEP 7

## Handle **NEGATIVE REVIEWS** timely and constructively

- Set up a chain of command so everyone knows their roles in advance to allow for a timely response
- Acknowledge the reviewer's opinion and state facts, not excuses
- Invite the reviewer to have a conversation offline to address the issue



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Handle  
**NEGATIVE  
REVIEWS**  
timely and  
constructively

Provide context for other people who view the post (without divulging patient confidentialities)

- Share what you've done to prevent the situation from happening again

**If you can solve the issue,  
you can often turn an  
adversary into an advocate**



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STEP  
8

**SOLICIT**  
positive reviews

**Start by asking**

76% of consumers who are asked to leave reviews go on to do so.

[Source: 2019 BrightLocal study](#)



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STEP  
9

**MAKE IT EASY**  
to share  
experiences

**Provide multiple, convenient options to provide feedback:**

- In person
- Over the phone (or via text)
- Through your website (ideally, a reviews page)
- Via email (email blast, personal email, company email, email signatures)
- Via social media (direct message or post)



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## Provider Directory



### Jessica Anderson, PA-C



4.64 out of 5 (31 Ratings, 5 Comments)

**Specialties:** Family Medicine, Physician Assistant

**Locations:** Henning Clinic, Ottertail Clinic

**Board Certification:**

National Commission on Certification of Physician Assistants

**Certifications:**

American Academy of Physician Assistants

**Medical School:**

University of North Dakota, Grand Forks, N.D. – 2017

**Undergraduate:**

North Dakota State University, Fargo, N.D. – 2003

**Background:**

I worked in a laboratory for 13 years in the Fargo, North Dakota, area before changing careers. I have bachelor's degrees in clinical laboratory science and microbiology. My husband and I have two daughters. I grew up on a local dairy farm near Bluffton, graduated from Wadena-Deer Creek High School, and my family and I recently relocated back to the area. I am proud to be from the area and love serving my community!

**CONTACT US:**

Tri-County Health Care – Henning Clinic

401 Douglas Ave.

Henning, MN 56551

Phone: [218-583-2953](tel:218-583-2953)

Toll-free: [877-677-9583](tel:877-677-9583)

Schedule Online



Jun 30, 2021

Jessie is phenomenal! She is always there to help, and she is always concerned about my well-being! Thankful to have a provider with such a big heart.

Tri-County Health Care Patient



Jun 10, 2021

Always helpful prompt with test results.

Tri-County Health Care Patient



Mar 5, 2021

all good

Tri-County Health Care Patient



Dec 16, 2020

Jessica is amazing

Tri-County Health Care Patient



Oct 17, 2020

Jessica was great! I ended up scheduling my physical with her as she made me feel comfortable and cared for during the visit.

Tri-County Health Care Patient



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# STEP 10

## Share real patient stories to **BUILD TRUST**

### Storytelling:

- Creates a human link between your organization and your audience
- Lends credibility and builds an emotional connection to your messaging
- Helps potential patients see themselves (or their family members) in the story



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STEP  
10

Share real  
patient stories  
to **BUILD TRUST**

[Video- The Story of Ryan and Sonic](#)

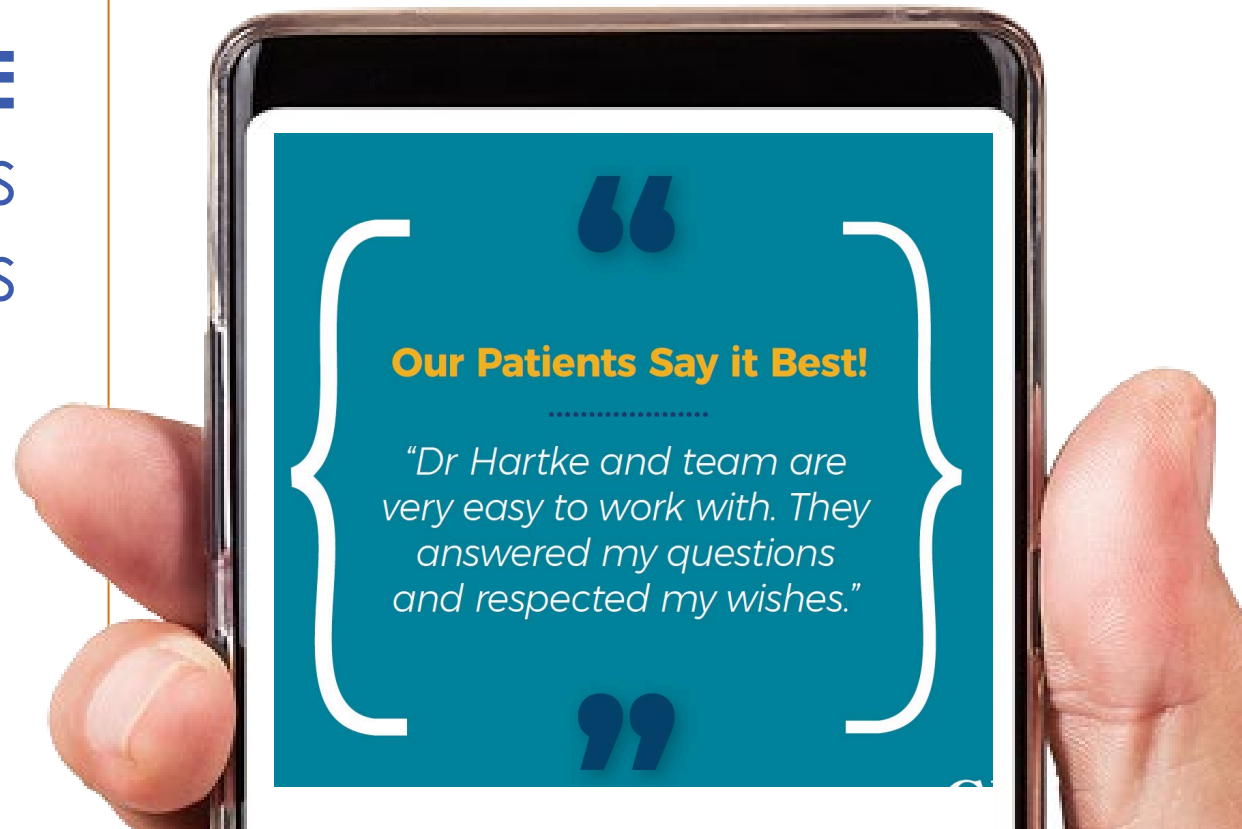


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healthcare marketing

STEP  
11

**LEVERAGE**  
patient reviews  
and testimonials





# STEP 12

## MEASURE RESULTS

Monitor, track  
and report

### Conduct quarterly audits to:

- Monitor consumer sentiment across platforms and through surveys
- Manage and address your online reputation
- Identify opportunities for operational, facility and service improvements



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Effective ORM  
Translates to  
**HIGHER  
REVENUE**

Hospitals with a high reputation score have a **29% higher revenue – per bed** – than those with a low reputation score

Source: [reputation.com/resources/reports-research/healthcare-reputation-report/](https://www.reputation.com/resources/reports-research/healthcare-reputation-report/)



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# Poll Question:

- I am \_\_\_ in my understanding of how to build and manage the on-line reputation of my organization and providers.
- I am \_\_\_ in my understanding of the importance of storytelling in communicating my organization's image.
- I am \_\_\_ in my understanding of how to tell my organization's story through internal communication, video, and publications.
- I am \_\_\_ that I will apply the knowledge gained from this educational training to improve my organization's community outreach and education efforts.

# DRCHSD Communication Strategies for Community Outreach and Education Webinar Series Webinar #3

## Building Loyalty by Targeting Your Message to Various Generations

Thursday, November 4, 11:00-12:00 CT

**Speaker:**

**Brian Lani**, Vice President of Creative Services/Legato Healthcare Marketing



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# Thank You!

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