The Growing Impact of Patient Ratings On Appointment Decision-Making

ASOA Congress

CEI
CINCINNATI EYE INSTITUTE

MDVALUATE

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Disclosure

Tod Baker is an employee of MDValuate and has a financial interest in the company.

Our Mission

The mission of Cincinnati Eye Institute is to enhance the quality of our patients’ lives by compassionately providing the highest level of eye care.

We believe – The best physician network delivers the best quality, financial performance and patient experience.
Changing Provider Landscape

It is 2019, what would you have done 2 years ago to prepare?

Pay-for-Value (MACRA, MIPS, etc.) ➤ Patient Experience ➤ Consumerism

Regardless of what happens with policy or healthcare economics, the consumer retail impact to physician selection will only grow in prominence.

More Information to Choose a Washing Machine

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Third Party Rating Sites, like Healthgrades and Vitals, are not going away.

You cannot ignore them, you need to address them.

In 2016 80% of consumers used 2 or more review sites before making a decision.
Consumption of Online Reviews

Which of these business types have you read online reviews for?

Increasing "retailization" of healthcare. How will this change if employers shift patients to the exchanges?

Impact of Poor Ratings on Physician Selection

Key Finding:
- 35% will select based on a "good" rating
- 37% will de-select based on a not so good rating

4.5 Stars – The Target for Physicians to Shoot For

Vanguard Analysis Finds Online Doctor Reviews Overwhelmingly Positive

Internet evaluation shows that more than half of doctors nationwide get at least four stars in online ratings. In a study of online doctor reviews used to rank, Vanguard Communications developed special software to analyze reviews of doctors, groups, medical practices, clinics and hospitals. The software measures the degree of overall doctor quality, using a scale from one to five stars. A perfect score is 5 stars. The results show that 4.5 stars is the median number of stars awarded to doctors in most cities. Only one out of eight doctors (12.1%) receives an average of less than two stars. More than three out of four (77.3%) receive three stars or better.
20 + Physician Rating Sites and Always Growing

Physician Ratings Influence Referred Patient Decisions

A typical search on physicians shows why patients look at more than just your website
Physician Quality Performance Ratings?

PQRS measures publicly displayed

Where is this Going? – Public ‘Quality’ Ratings

2017 – 2019 - Physician Reputation and text reviews + ‘Quality’ (reflected by PQRS)

Where is this Going?

Public quality rating
Where are the Patients that Providers Want?

Search!

Not Social!

Ophthalmologists’ Aggregate Online Reputation Analysis Example

22 of the 39 Practice Ophthalmologists have ratings below 4.5

Low Volume
Good Ratings are at Risk

No Ratings
Equate to Poor Ratings

Consumers Definitely Look Elsewhere

Open Text Comments
You are only as good as your last 5 comments.
Not only are physicians rated but also ranked.

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Make Sure the Information is accurate

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Recommendations:
Group Practice Third Party Channels

1. Add content to pages for each doctor. Healthgrades allows a doctor or practice administrator to add content to their Healthgrades page. Pay particular attention to philosophy, conditions and procedures, healthplans accepted and ensure you have a picture in the profile.
Positive Ratings = Trust & Improved Revenues

A one star increase in rating leads to a 5-9% increase in revenue!

Source: John Hopkins. "Manage your online physician's profiles and reputations" presentation, October 2015.

Studies Show Strong Ratings Improve Business

"Patients love our reviews and use them...Some of our provider profiles are viewed more than 800 times per month."*

"Better margins...new outpatient appointments increased 8.9% in fiscal year 2015 and are up 16% so far in fiscal year 2016. Payments to physicians rose 42% from 2011 to 2015."*

-Vivian S. Lee, MD, is CEO of University of Utah Health Care and dean of the University of Utah School of Medicine*


Quick Wins

Brand management – Educate your doctors about the availability of the reputation data and how consumers use it. Show them their competition. The Hawthorne Effect is powerful.*

Educate physician staff – The office staff are part of the physician brand.

Own the first position of a physician name search - Your doctor’s group practice should “own” the first organic result in a physician name search. If not, evaluate SEO and content on physician profile.

Dr. Maxwell Jones, MD – Include Dr. and MD or DO in the title of the physician profile for SEO impact. 80% of physician searches start with the physician’s name.

Build up third party profiles – Start with Healthgrades and Vitals.

Content and conversion drive new patient acquisition – Focus on patient aimed content and calls to action for your physician online strategy.

*https://psychology.about.com/od/hindex/g/def_hawthorn.htm
Improvement Focus: Healthgrades

Average CEI Physician Profile Views in 2016: 1070**

30% of people making an appointment this year will visit Healthgrades.

54% Schedule an Appointment After Profile Viewing*

*Information from Healthgrades, California Orthopaedics Association Presentation, May 2016
**As of January, 2017. 12-month rolling total, updated monthly.
Healthgrades Initiative – Group Improvement Since March ‘16

% of Physicians Achieving 4.5 Rating or Better (Goal)

% of Physicians At 30 Surveys or Better

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498 Positive Comments Added To CEI Profiles

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Market Your Patient Experience on Your Web Properties

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Thank You!

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