

# Tips to Improve Underperforming Provider Directories



Your provider directory is an “always-on”  
part of your marketing strategy.  
It should just work.



# Tips to Improve Underperforming Provider Directories

## WHAT WE'LL COVER

How patients  
look for care

How to build  
on the patient  
journey

Features and  
functionality  
to consider

A reminder  
about SEO



# Common challenges to provider directory efforts

Why invest now?  
Our providers are at capacity.

Patients don't find us online,  
they're coming to us through referrals.

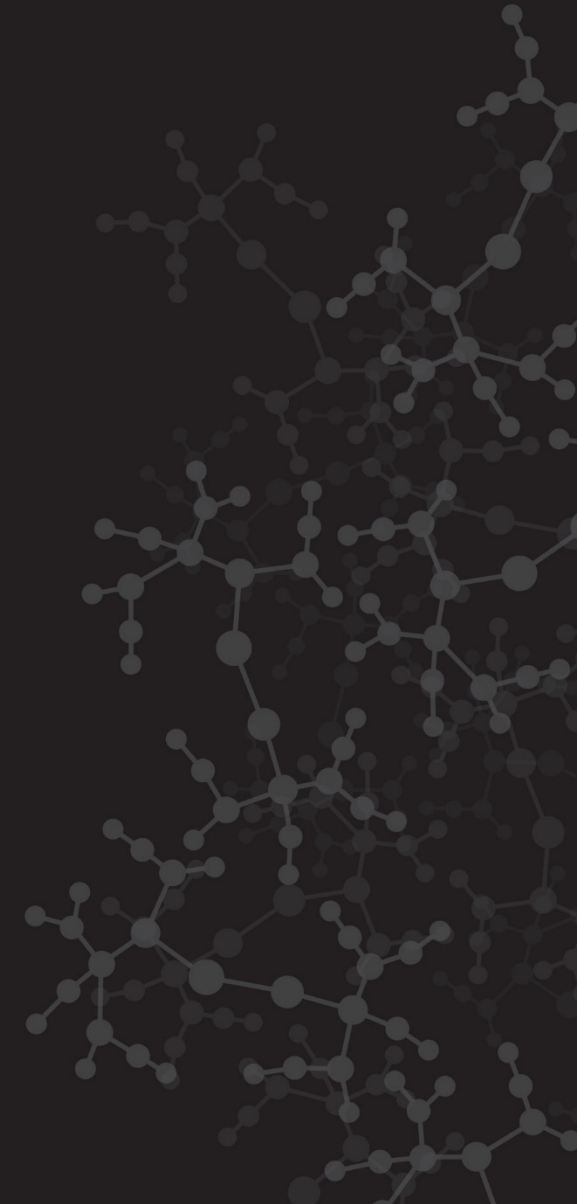
What we have works,  
what more do we need?

Why are we promoting providers  
who aren't employed here?





How patients look for care





The COVID-19 pandemic has altered consumer behavior, amplifying and accelerating previous trends.

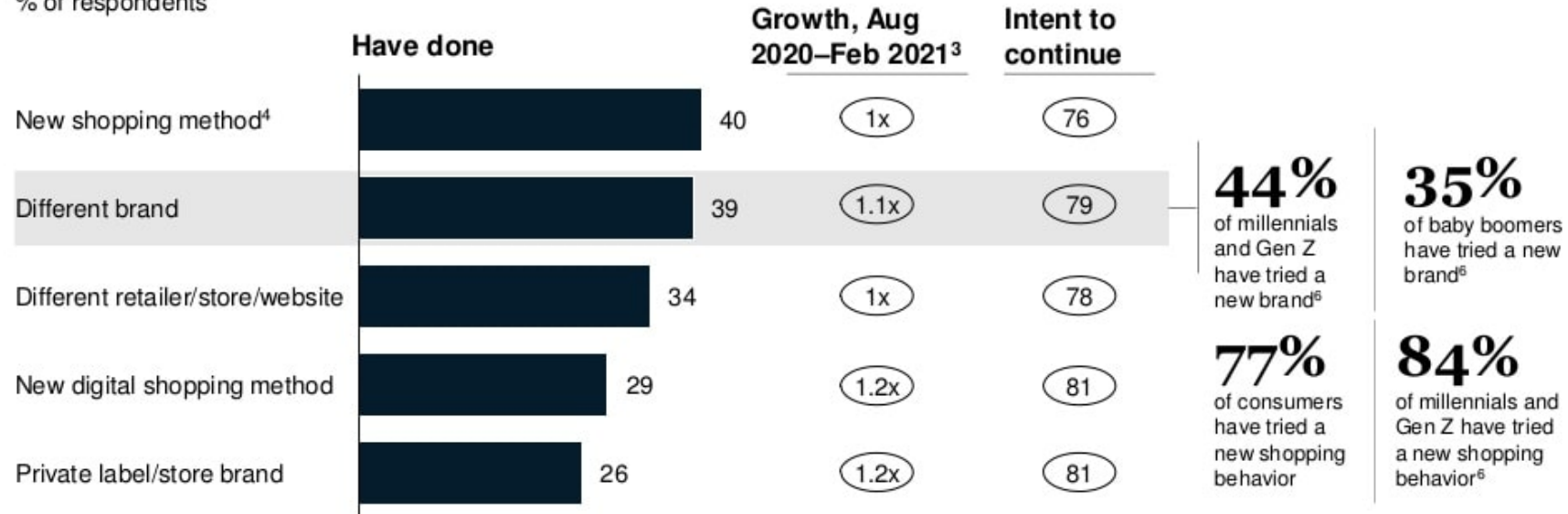
# The pandemic has led consumers toward new behaviors

Loyalty shakeup  
Current as of February 2021

## 4. More than 75 percent of Americans have tried a new shopping behavior during the pandemic, and the trend continues in 2021

What US consumers have done since COVID-19 started<sup>1</sup> and intent to continue<sup>2</sup>

% of respondents

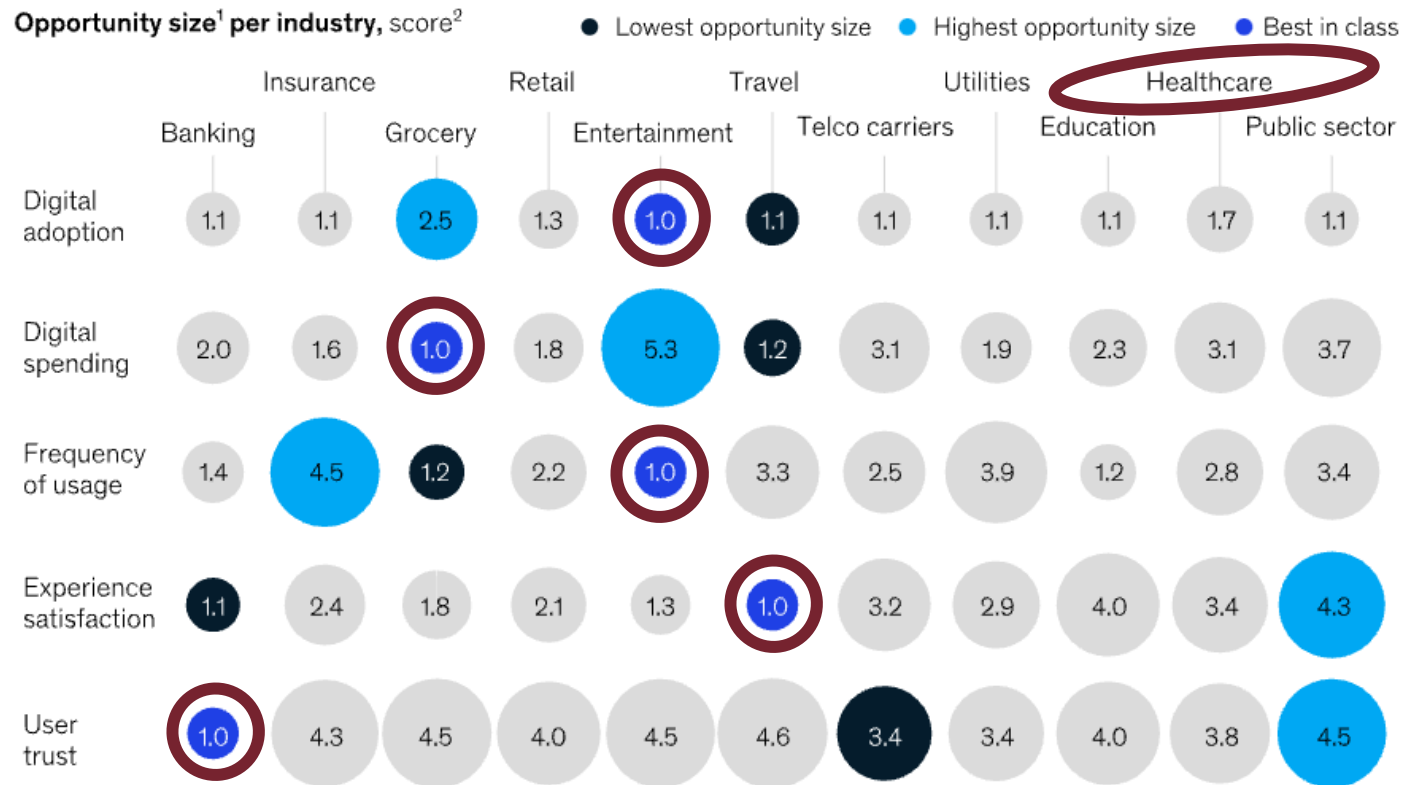


1. Q: Since the coronavirus (COVID-19) crisis started, which of the following have you done? 23% of consumers selected "none of these"  
 2. Q: Which best describes whether or not you plan to continue with these shopping changes once the coronavirus (COVID-19) crisis has subsided (i.e., once there is herd immunity)? Possible answers: "will go back to what I did before coronavirus"; "will keep doing both this and what I did before coronavirus"; "will keep doing this and NOT go back to what I did before coronavirus." Includes respondents who selected "will keep doing both this and what I did before coronavirus" and "will keep doing this and NOT go back to what I did before coronavirus"  
 3. Growth is indicated by numbers greater than 1 (e.g., 1x indicates no growth, 1.1x indicates 10% growth)  
 4. Includes curbside pickup and delivery apps  
 5. Members of Gen Z were born in 1997–2012, millennials in 1981–96, Gen X in 19–80, and baby boomers in 1946–64. The traditionalist/silent generation is not included due to a low sample size



# Other industries are raising the bar for digital experience

Companies can look outside their industries to find best-in-class opportunities.



What if healthcare had the ...

... digital adoption and frequency of usage of the entertainment industry.

... online spending of the grocery industry.

... experience satisfaction of the travel industry.

... user trust of the banking industry.





# Patient Access

*Enabling healthcare consumers to find and receive appropriate, timely, and convenient care.*



# Patient Access

*Enabling healthcare consumers to find and receive appropriate, timely, and convenient care.*

Level of care

Process

Clinical fit

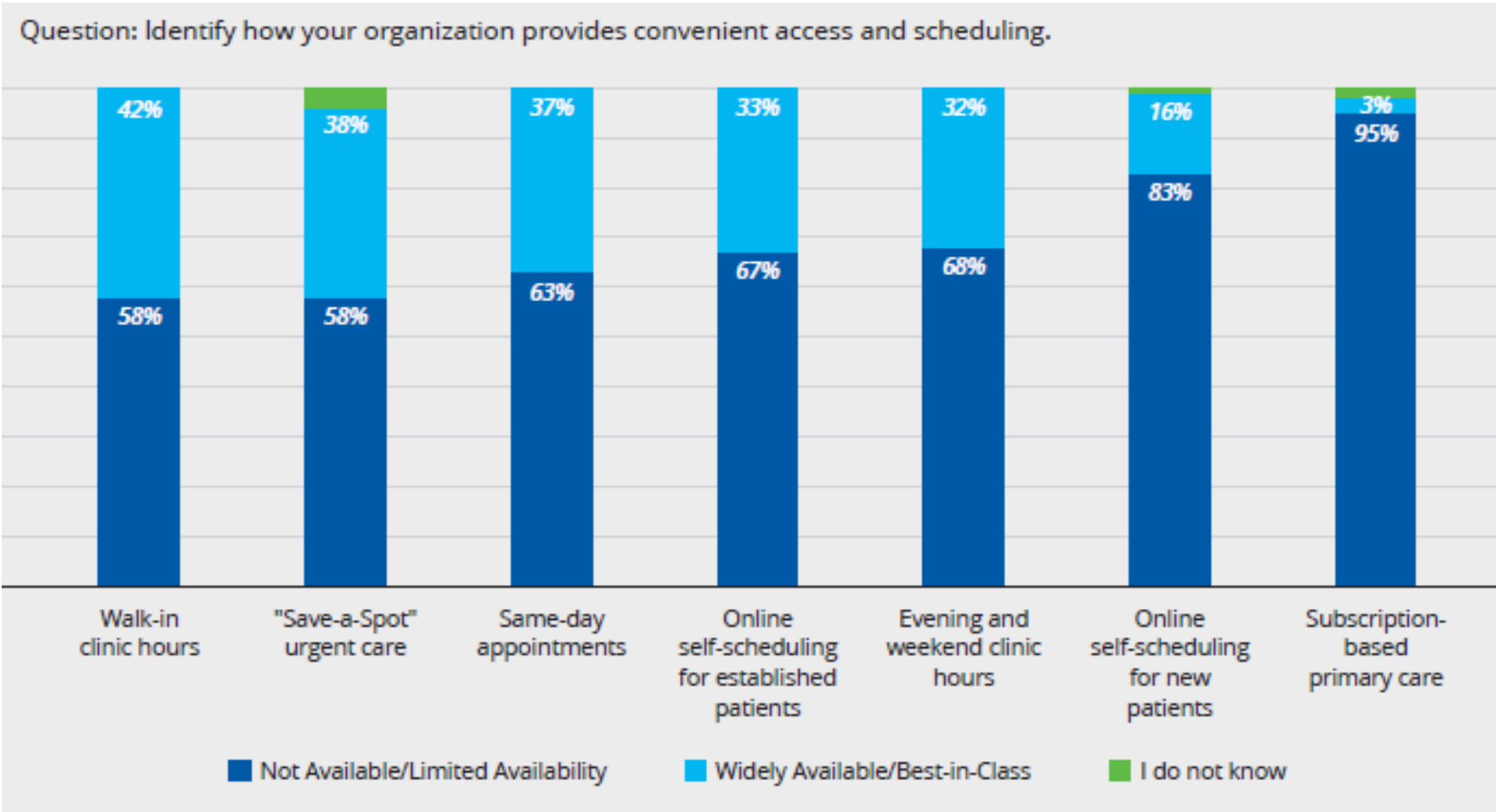
Financial fit



# Patient Access

*Enabling healthcare consumers to find and receive appropriate, timely, and convenient care.*

# Connect convenience initiatives to the provider directory





# Transparency

## Experience

## Price

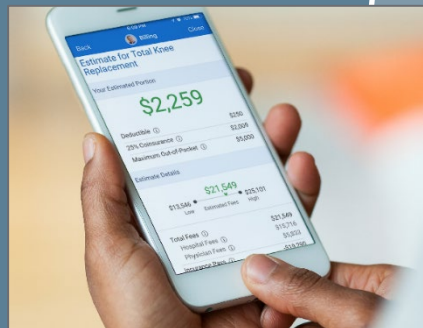
## Quality

[Dr. Jonathon Adams - Cardiovascular Disease ... - Avera Health](https://www.avera.org/doctors/profile/jonathon-adams)

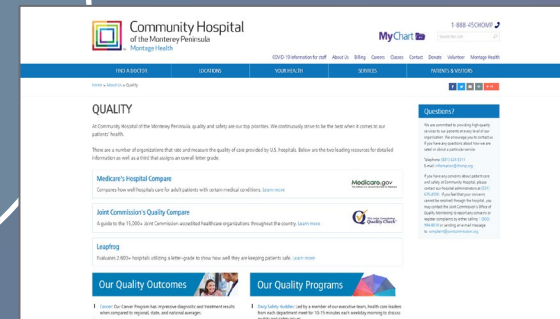
<https://www.avera.org> › [doctors](#) › [profile](#) › [jonathon-adams](#) ▼

★★★★★ Rating: 4.8 - 344 votes

Jonathon C. Adams, MD, FACC, FHRS. Electrophysiology and Cardiovascular Disease. Read Reviews. 4.8 / 5 (Based on 344 Ratings) [Learn More](#).



**Epic**



Access and transparency are central to the emerging competitive landscape.





# How healthcare consumers evaluate providers

## Qualification Criteria


- Pass/fail criteria
- Filters providers in/out of consideration
- *Do they accept my insurance?*
- *Can I get to them?*
- *Are they accepting new patients?*
- *Can they treat my conditions?*

## Selection Criteria

- More nuanced evaluation
- Ranks providers according to preferences
- *Will I like them?*
- *Do others trust them?*
- *Are they good?*
- *Are they convenient?*

# Address consumer needs.

- ✓ Conditions
- ✓ Expertise
- ✓ Likability
- ✓ Convenience
- ✓ Endorsement
- ✓ Patient Access





**Patient Ratings**

★★★★☆ 4.6 / 5 (Based on 174 Ratings)

[Read Comments](#) | [About Ratings](#)

**Specialties:** Primary Care and Family Medicine


 **EVERGREENHEALTH MEDICAL GROUP**


 **EASTSIDE HEALTH NETWORK**

[Call 425-898-0305](#)

[Request an Appointment](#)

[Insurance Accepted](#)

 **Leena Chacko, MD** is accepting new patients.

 **Telemedicine Visits Available**

Dr. Leena Chacko provides care for the entire family.

**Conditions Treated** + **Procedures Performed** +



# Create a narrative.

- ✓ Humanize the professional
- ✓ Display a sense of commitment to their work
- ✓ Help to begin a relationship with the patient
- ✓ Focus on the user
- ✓ Keep it simple
- ✓ Make it easy to take action

The screenshot shows a physician profile for Erika May Abueg DO, a Family Medicine specialist. The page includes a navigation bar with links for Health Services, Find a Doctor, Find a Location, Patients & Visitors, Wellness Resources, and Patient Portals. The profile features a photo of Dr. Abueg, her name, specialty, a 'View Location' link, a 4.6/5 star rating based on 272 reviews, and a 'View 55 Comments' link. A prominent 'MAKE AN APPOINTMENT' button with the phone number 562.789.5420 is displayed. Below the profile, there is a 'VIEW MY VIDEO' button and the PIH Physicians Group logo. The main content area contains a bio paragraph, a quote about her career choice, and a paragraph about her strengths as a family medicine practitioner. At the bottom, it mentions her hobbies: hiking with her dogs, exercising, and playing board games with friends.

Home / Find a Doctor / Physician Profile Advanced

Return to Results

**Erika May Abueg DO**  
SPECIALTIES: Family Medicine

[View Location](#)

★★★★★ 4.6 / 5 (based on 272 Reviews)  
[View 55 Comments](#)

[VIEW MY VIDEO](#)

**PIH HEALTH** Physicians Group

MAKE AN APPOINTMENT  
562.789.5420

Erika Abueg DO is a family medicine practitioner with subspecialties in women's health and geriatrics. After earning her medical degree, she completed her residency at PIH Health Whittier Hospital, where she completed an academic track in the treatment of tropical diseases that consisted of extra training in Sierra Leone. At the conclusion of her residency, Dr. Abueg received the 'Above and Beyond the Call of Duty' award from the PIH Health Family Medicine Residency Staff.

Born to parents who both worked in healthcare, Dr. Abueg felt a natural draw toward a career in medicine. She says she also wanted to educate others on the value and importance of health and wellness.

"I chose family medicine as a specialty so I would have the opportunity to build lasting relationships with my patients," she explains. "I also want to be able to care for multiple generations within a family."

One of Dr. Abueg's strength is her ability to build trust and rapport with patients. Family medicine allows her to see a variety of patients and concerns throughout the day, making every day interesting and fulfilling. She loves solving acute problems and managing chronic diseases to help her patients get better. She also likes to see patients gain more confidence in taking care of their own health.

In her free time, Dr. Abueg enjoys hiking with her dogs, exercising and playing board games with friends.

*"Born to parents who both worked in healthcare, Dr. Abueg felt a natural draw toward a career in medicine. She says she also wanted to educate others on the value and importance of health and wellness."*

# Think beyond the bio.

- ✓ Videos
- ✓ Blog posts
- ✓ Interviews
- ✓ Podcasts
- ✓ Patient stories
- ✓ Infographics
- ✓ News articles
- ✓ Webinars
- ✓ Images
- ✓ Presentations

## Avera Balance articles featuring Sally Williams

### [Natural Tools Can Stop New Aches, Chronic Pain](#)

by Sally Williams, DO - September 14, 2017

If you've got a new ache or a chronic pain, there are many natural tools that you can try. With our...

### [Shelve the Pain](#)

by Sally Williams

The holiday season often comes with aches and pains.

[View More](#)

### Patient Stories

"Every step was just as expected if not better"

I wanted to give my feedback for the hip replacement surgery i receive outstanding care, and i just don't know how it could have gone any be

[Read this story](#)

"I was treated with remarkable kindness during every hour of my

From snow skiing to mountain biking, Mark Wrench has always had a c put on hold when he started to experience hip pain. Mark spent over t he [...]

[Read this story](#)

"I would certainly recommend this team of experts to everyone"

From weeks before my left knee surgery by Dr. David Christ I received t

### PODCASTS



Wrist Injuries  
3/11/2017



Common Hand Injuries  
10/8/2016



March Madness: Basketball  
3/5/2016



### Videos



Anterior Approach to Hip Replacement



Mark - Anterior Hip Replacement Testimonial



Do You Have Joint Pain? Radio Chat with Dr. David Christ



Anterior Hip Replacement Surgery Radio Chat with Dr. David Christ



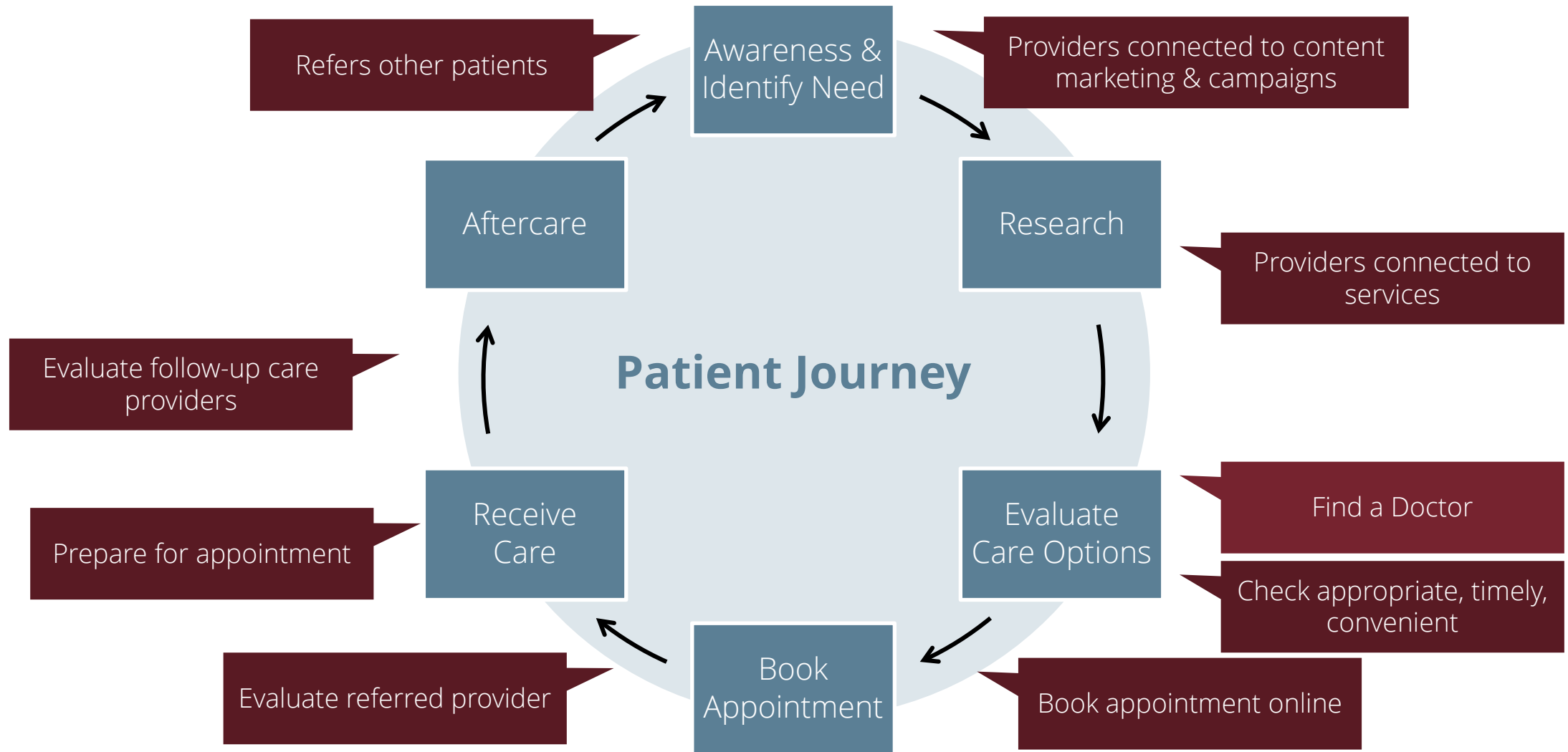
Building on the patient journey



**Finding the right  
care provider**



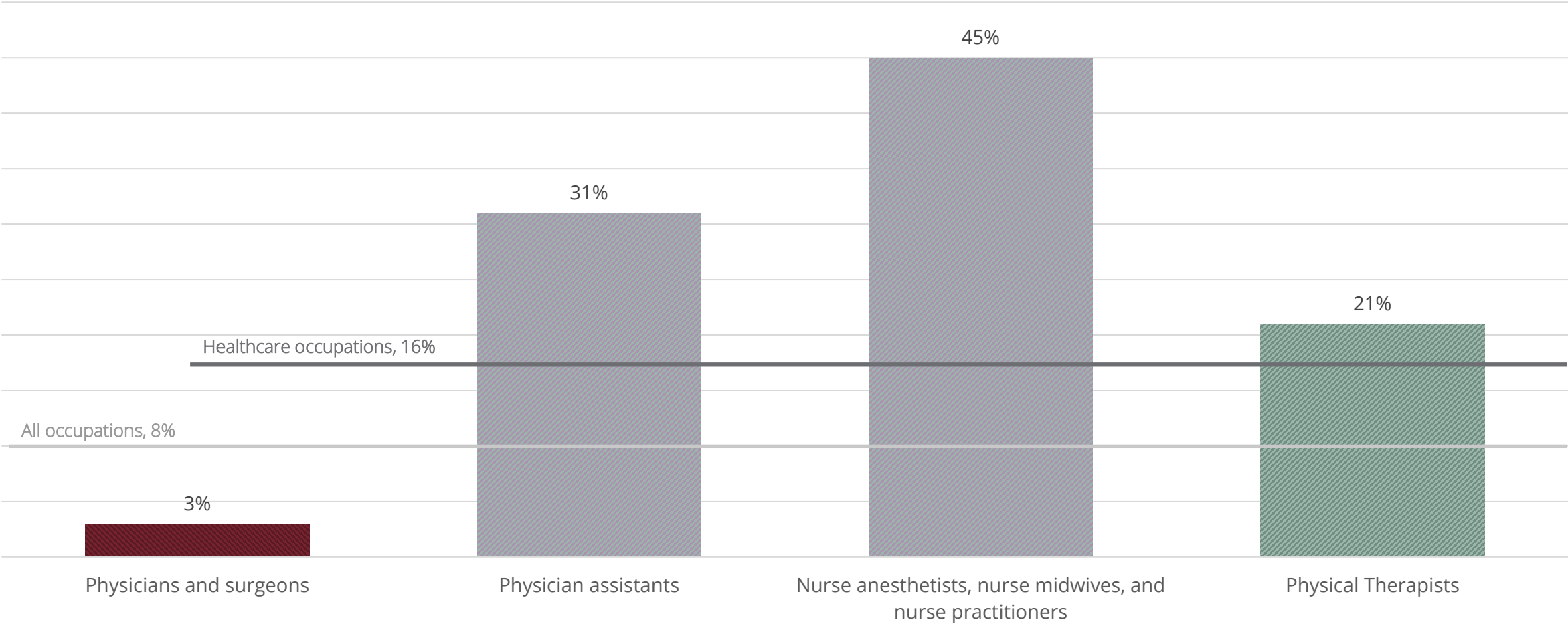
# Provider directory is not a single point in the patient journey



# Who is a “provider”?

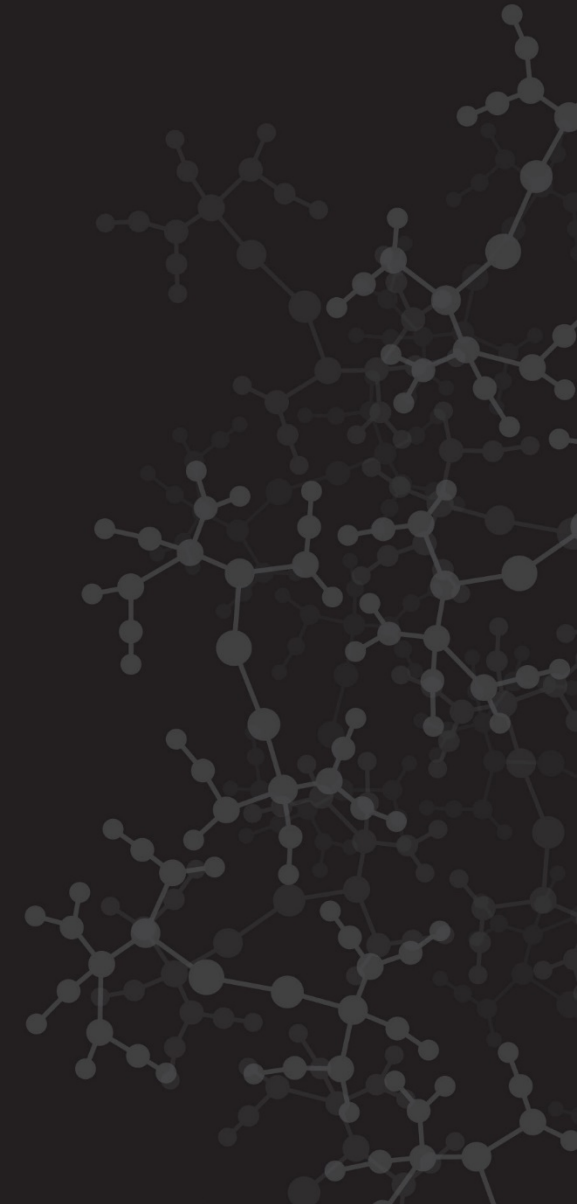
Significant growth expected for other types of clinicians

Percent change in employment, projected 2020-2030

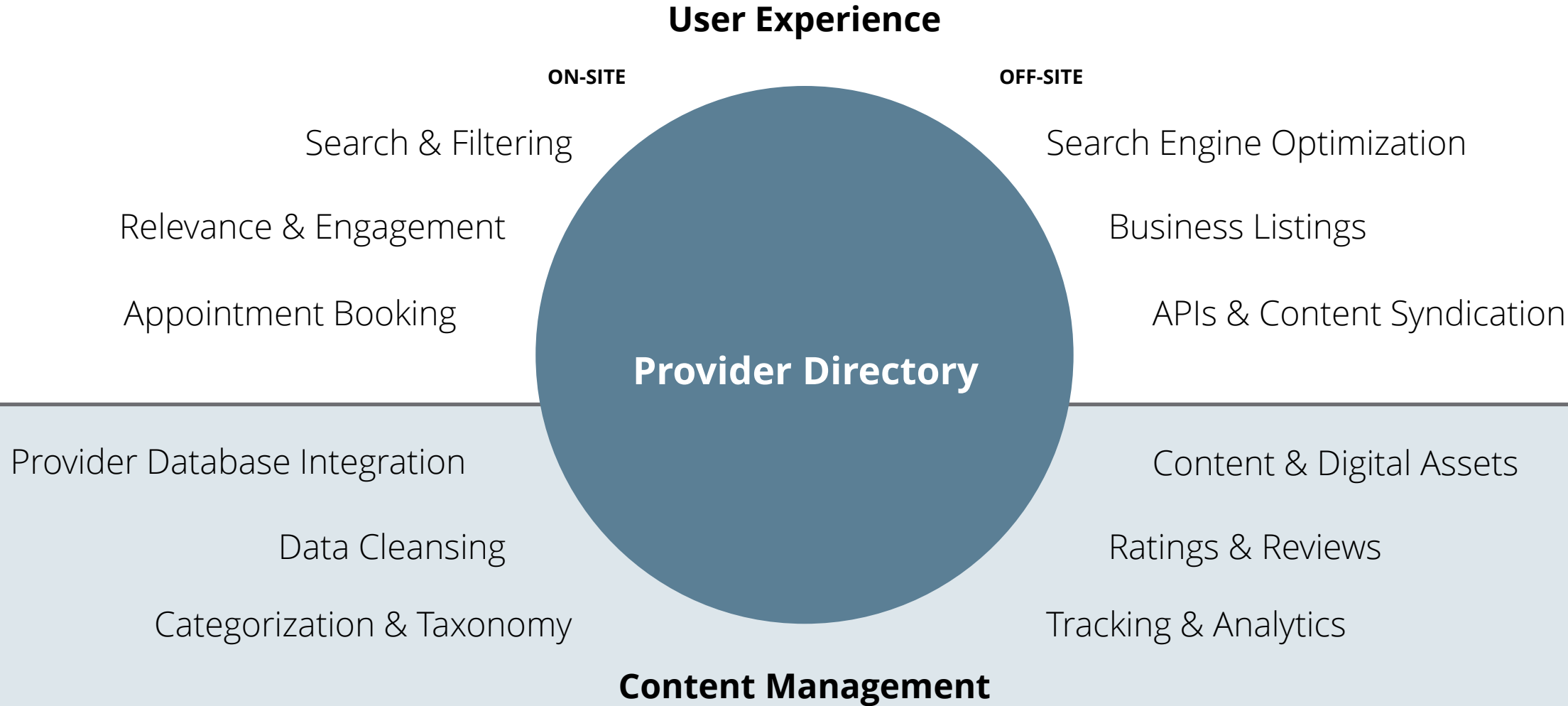




# Features & functionality



# Key provider directory features and functionality







# Putting access to care front and center

**CONE HEALTH** Classes & Events Careers For Referring Physicians/Providers MyChart Set My Location

Your Well-Being ▾ Care & Treatment ▾ Find A Doctor ▾ Find a Location ▾ Patient & Family Resources ▾ 🔍

**We're w/you**

[Make An Appointment](#)

- Wellness
- Primary Care
- MyChart eVisit
- Connected Care
- InstaCare
- Urgent Care
- Specialty Care
- Emergency Care

**I want to**

- Schedule online
- Pay a bill
- Get medical records
- Find a job
- Make a donation
- Volunteer

[How can we help you?](#)





# Navigating through care options

Your Well-Being ▾ Care & Treatment ▾ Find A Doctor ▾ Find a Location ▾ Patient & Family Resources ▾


I want to ⊕

## Make An Appointment

Save time and money by choosing the right place for your care. Schedule your appointment online to access convenient, affordable and high quality health care whenever you need.

W/You - Wherever You Are

Cone Health offers both **in-office** and **virtual care** options for many of our services. We are happy to assist in finding the right care option for you and your family.



Primary Care

MyChart e-Visit

Connected Care

Instacare

Urgent Care

Emergency Care

How can we help you?

Facebook 15, Twitter, Print, Email, + 46

## Primary Care

Schedule with a primary care provider for preventative care, general health concerns and referrals to specialists.

**Time:** 60 minutes  
**Cost:** \$  
**Who:** All ages  
**What:** [Conditions Treated](#)  
**How:** In-Office, Phone or Video

Schedule Today

# Search and search refinement



Adventist HealthCare

FIND A DOCTOR HEALTH SERVICES LOCATIONS CLASSES & EVENTS PATIENTS & VISITORS

## Doctor Search Results

The following doctors matched your search.

[New Search](#)

### Refine Search

Specialty  
Primary Care

Hospital Affiliations  
Any Hospital Affiliations

Languages  
Any Languages

Gender  
Any Gender

Address, City or ZIP Code  
Address, City or ZIP Code

[USE YOUR CURRENT LOCATION](#)

Radius  
Any








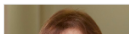
Show only Adventist Medical Group providers

[SEARCH](#)

Showing 1-10 of 16

Sorted By: A-Z [Z-A](#)

Page 1 of 2, showing doctors 1-10 of 16 [Next](#)

 <p><a href="#">Ogechi Anyaoku, MD</a> Internal Medicine Call for Appointment 240-724-6018</p>	 <p><a href="#">Hector Asuncion, MD</a> Family Medicine <a href="#">BOOK AN APPOINTMENT</a> Call for Appointment 301-972-6444</p>
 <p><a href="#">Anoma Bandara, MD</a> Internal Medicine <a href="#">BOOK AN APPOINTMENT</a> Call for Appointment 301-948-0098</p>	 <p><a href="#">Melissa Bandele, CRNP</a> Family Nurse Practitioner <a href="#">BOOK AN APPOINTMENT</a> Call for Appointment 301-251-9503</p>
 <p><a href="#">Jose Bonelli, MD</a> Internal Medicine <a href="#">BOOK AN APPOINTMENT</a> Call for Appointment 301-608-3833</p>	 <p><a href="#">Sandrine Happi, CRNP, RN</a> Family Nurse Practitioner <a href="#">BOOK AN APPOINTMENT</a> Call for Appointment 301-608-3833</p>
 <p><a href="#">Nazaninsadat Hashemi</a></p>	 <p><a href="#">Mitra Hashemi, MD</a></p>

Hello! Can I help answer your questions about Coronavirus (COVID-19) or another topic?

Showing 1-10 of 16

Page 1 of 2, showing doctors 1-10 of 16 [Next](#)

### Refine Search

Specialty  
Primary Care

Hospital Affiliations  
Any Hospital Affiliations



Languages  
Any Languages

Gender  
Any Gender

Address, City or ZIP Code  
Address, City or ZIP Code

[USE YOUR CURRENT LOCATION](#)

Radius



# Finding provider by symptom



Set Your Location

Your Healthiest Best About Us Careers Data Breach Notice Ways to Give My Navigator LOG IN SIGN UP

EvergreenHealth

Find a Doctor Health Services Locations Patients & Visitors

Home \ Find a Doctor I Want To... +

Find a Provider SHARE THIS PAGE

Symptom Search

Do you have symptoms of an illness? Or are you wondering about a certain medical procedure? Simply enter your symptom or procedure in the box below. A menu of choices will auto-populate- **select the one that best matches** your symptom or procedure and we'll share with you a provider(s) with expertise in your condition. **When you find an option, click or hit 'Enter' or 'Go' on your device.**

Type and select a Symptom or Procedure

high b|

**Condition**

- high blood pressure
- high blood pressure during pregnancy
- high blood pressure medication management
- high blood sugar
- high blood sugar medication management

Address, City or ZIP Code

Address, City or ZIP Code

Type and select a Symptom or Procedure

high b|

**Condition**


- high blood pressure
- high blood pressure during pregnancy
- high blood pressure medication management
- high blood sugar
- high blood sugar medication management

Address, City or ZIP Code

Address, City or ZIP Code



# Direct appointment scheduling with providers

 **PROHEALTH CARE** Call us Email us

[Find a provider](#) [Locations](#) [Medical services](#) [Patients & families](#) [Classes & events](#) [Schedule now](#) [MyChart](#)


## LINDSEY MCGOWAN, MD

Pediatric medicine

### SCHEDULE AN APPOINTMENT

[262-363-1900](#) OR [Schedule online](#)

Accepting new patients [Insurance accepted](#)



[About me](#) [My locations](#) [Medical education](#) [Schedule online](#)

### About me

#### PHILOSOPHY OF CARE

"My goal is to work with patients and their families as a cohesive team, focusing on the child's overall well-being. By working together to make decisions and through continuous follow up, my role is to be there every step of the way. I will provide open communication and act as a trusted resource throughout the child's growth and development."

#### GENDER

Female

#### HOBBIES AND PERSONAL INTERESTS

### Schedule online

Select a visit type:

[Office visit](#) [Physical](#)

Start search on: 09/29/2021

Day / Time: All

Person: Lindsey J...

Location: All

**Wednesday September 29, 2021**

ProHealth Medical Group, Inc. Mukwonago Pediatrics  
240 Maple Ave Mukwonago WI 53149-8475

[1:20 PM](#) [2:40 PM](#)

**Thursday September 30, 2021**

ProHealth Medical Group, Inc. Waukesha Big Bend Rd Pediatrics  
2130 Big Bend Rd Waukesha WI 53189-7624

[8:30 AM](#) [9:50 AM](#)





**Friday October 1, 2021**






ProHealth Medical Group, Inc. Mukwonago Pediatrics  
240 Maple Ave Mukwonago WI 53149-8475

[8:30 AM](#) [9:50 AM](#) [11:10 AM](#) [1:00 PM](#) [2:30 PM](#)




# Navigating direct scheduling by service or specialty

Call us  Email us  

Find a provider  Locations  Medical services  Patients & families  Classes & events  Schedule now MyChart

### OFFICE VISITS



You can use our **provider directory** to find a new provider. Search by specialty or city to review profiles, watch videos and schedule office visits online. Or use the links below to find the first available appointment by specialty. Virtual visits may also be available by calling 262-928-2745. When you choose a ProHealth Medical Group provider, you secure a trusted health care partner.


**Primary care**

- [Family medicine >](#)
- [Internal medicine >](#)
- [Pediatrics >](#)

**Specialty care**

- [Allergy & immunology >](#)
- [Cardiology >](#)
- [Dermatology >](#)
- [Ear, nose & throat \(ENT\) >](#)
- [Electrophysiology >](#)
- [Endocrinology >](#)
- [General surgery >](#)
- [Podiatry >](#)
- [Pulmonology >](#)
- [Sleep medicine >](#)
- [Urogynecology >](#)

### URGENT CARE VISITS



We know you're busy, so we make it easy for you to make a reservation at any ProHealth Urgent Care location. When you do, you'll reserve your spot in line, online. You'll know when you need to arrive so you can continue to work or rest comfortably at home and save yourself time.\*

We'll send a text message to remind you of your reservation as well as updates if we need to adjust your arrival time.

ProHealth Urgent Care is open from 8 a.m. to 8 p.m. Monday through Friday and from 8 a.m. to 4 p.m. on Saturday and Sunday. You'll find us in Brookfield, Delafield, Mukwonago, New Berlin, Oconomowoc, Pewaukee, Watertown and Waukesha.

Anyone can make a reservation online, or just walk in and receive care.

[Make a reservation >](#)

\*On average, patients who make online reservations spend nine minutes or less in the waiting room upon arrival. Actual wait



# Integrating telemedicine into the profile

Set Your Location Your Healthiest Best About Us Careers Data Breach Notice Ways to Give **My Navigator** LOGIN SIGN UP

## EvergreenHealth


Find a Doctor Health Services Locations Patients & Visitors

Home \ Find a Doctor \ Find a Doctor Profile I Want To... +

### Leena Chacko, MD


SHARE THIS PAGE


[New Search](#)





**Patient Ratings**  
★★★★☆ 4.6 / 5 (Based on 174 Ratings)  
[Read Comments](#) | [About Ratings](#)


**Specialties:** Primary Care and Family Medicine


 **EASTSIDE HEALTH NETWORK**

 Call 425-898-0305

 Request an Appointment


 Insurance Accepted


 Leena Chacko, MD is accepting new patients.


 Telemedicine Visits Available


Dr. Leena Chacko provides care for the entire family.


Conditions Treated + Procedures Performed +

 Call 425-898-0305

 Request an Appointment

 Insurance Accepted

 Leena Chacko, MD is accepting new patients.

 Telemedicine Visits Available



# “Save-a-Spot” & Wait Times

Select your arrival time:

Showing... **Person** **Location** **Day / Time**  
**All** **All** **All**

**Friday November 8, 2019**

**MercyCare Hiawatha Urgent Care**  
MercyCare Hiawatha Urgent Care  
1195 Boyson RD STE 101 Hiawatha IA 52233-2214

**2:15 PM** **3:00 PM** **4:00 PM** **5:00 PM** **6:00 PM** **7:00 PM**  
more... more... more... more... more...

**MercyCare Marion Urgent Care**  
MercyCare Marion Urgent Care  
3701 Katz Drive Marion IA 52302

**2:15 PM** **3:00 PM** **4:00 PM** **5:00 PM** **6:00 PM** **7:00 PM**  
more... more... more... more... more...

**MercyCare North Liberty Urgent Care**  
MercyCare North Liberty Urgent Care  
1765 Lininger Lane Ste 1 North Liberty IA 52317-2336

**2:15 PM** **3:00 PM** **4:00 PM** **5:00 PM** **6:00 PM** **7:00 PM**  
more... more... more... more... more...

MercyCare North Urgent Care

**QUICK LINKS** **WAIT TIMES** **SITE SEARCH** **MAIN MENU**


**M** | **MidMichigan Health**  
UNIVERSITY OF MICHIGAN HEALTH SYSTEM

<b>Alma</b> 30 min as of 8:36 AM on 8/26/2020 <a href="#">Book Online</a>	<b>Clare</b> 30 min as of 11:04 AM on 8/26/2020 <a href="#">Book Online</a>
<b>Freeland</b> No Wait as of 11:08 AM on 8/26/2020 <a href="#">Book Online</a>	<b>Gladwin</b> 30 min as of 9:32 AM on 8/26/2020 <a href="#">Book Online</a> <a href="#">Save My Spot</a>
<b>Houghton Lake</b> Now Closed. Opens Wednesday at 9 a.m. as of 8:59 PM on 08/25/2020 <a href="#">Save My Spot</a>	<b>Midland</b> 30 min as of 10:50 AM on 8/26/2020 <a href="#">New Location!</a> <a href="#">Book Online</a>
<b>West Branch</b>	<b>About wait times</b>





# Appointment requests & care navigation

 CAPE COD HEALTHCARE

[Medical Services](#) [Find a Doctor](#) [Find a Location](#) [Wellness Wise](#) [Patients & Visitors](#)

[COVID 19 | Coronavirus Updates: Resuming Care, Expanded Testing and Resources](#)

[Home](#) > [Medical Services](#) > [Appointment Request](#)

## Medical Services

### Request an Appointment

Required fields are marked with \*

Please fill out this form to request a routine screening mammogram or bone density test. A member of our staff will contact you to confirm your appointment. Please do not use this form to cancel or reschedule an existing appointment. Thank you!

**First Name:\***

**Last Name:\***

**Date of Birth:\***

**Email:\***

**Preferred Phone Number:\***

**Preferred Day(s) of the Week:\***

Monday  Tuesday  Wednesday  Thursday  Friday

*Select one or more days which work best for you.*

**Preferred Time of Day:\***

Early Morning  Late Morning  Early Afternoon  Late Afternoon

*Select one or more times which work best for you.*

[Top](#)

#### Prefer to call?

To schedule an appointment by phone, call:

**508-957-1700** for Cuda Women's Health Center in Hyannis or Fontaine Outpatient Center in Harwich

**1-877-224-2009** for Seifer Women's Health and Imaging Center in Falmouth

*Online forms and workflows can support a wide variety of needs for care navigation – closing the user experience gap.*





# Using relevance to connect providers throughout your site

Your Location: ▲ Set Your Location

About Us | Education & Research | Careers | Classes & Events | Pay a Bill | Donate | Contact Us

 **Essentia Health**

Search Site

Services & Specialties | Doctors & Providers | Locations & Facilities | Symptoms & Conditions | Patients & Visitors



Home > Services & Specialties > Primary Care > Family Medicine

**Primary Care**

- > **Family Medicine**
- Family Medicine with OB
- Internal Medicine
- Pediatrics
- Midwifery
- Medicare Annual Wellness Visits
- Well-Child/Teen Visit

**Family Medicine**

Count on the family medicine doctors at Essentia Health for compassionate and comprehensive medical care for your whole family.

**What's a Family Medicine Doctor?**



A family medicine doctor, sometimes called a family practice doctor, provides comprehensive health care to people of all ages.

**General & Preventive Care**

Depend on your family doctor for routine care, including:



- Vaccinations
- Screening tests
- Family planning/birth control
- Health education on nutrition and exercise
- Male- and female-specific health concerns
- Preventative Care Visits
- Diagnosing and treating illnesses, infections, and injuries
- Managing chronic conditions
- Preventive care, such as well-child checkups and routine screenings

**Make an Appointment**




-  **Schedule Online**  
Next available appointments >
-  **Schedule by Phone**  
Monday - Friday: 8 am - 5 pm  
**844-663-1068**

 **Update Your Location**

**Related Providers**

-  Gretchen Adams, DO  
Family Medicine, Birthing Center, Family Medicine with OB
-  Dave Akkerman, MD  
Family Medicine
-  Jay Allen, MD  
Family Medicine, Birthing Center, Family Medicine with OB

**Related Providers**

-  **Gretchen Adams, DO**  
Family Medicine, Birthing Center, Family Medicine with OB
-  **Dave Akkerman, MD**  
Family Medicine
-  **Jay Allen, MD**  
Family Medicine, Birthing Center, Family Medicine with OB

[View All Providers](#)

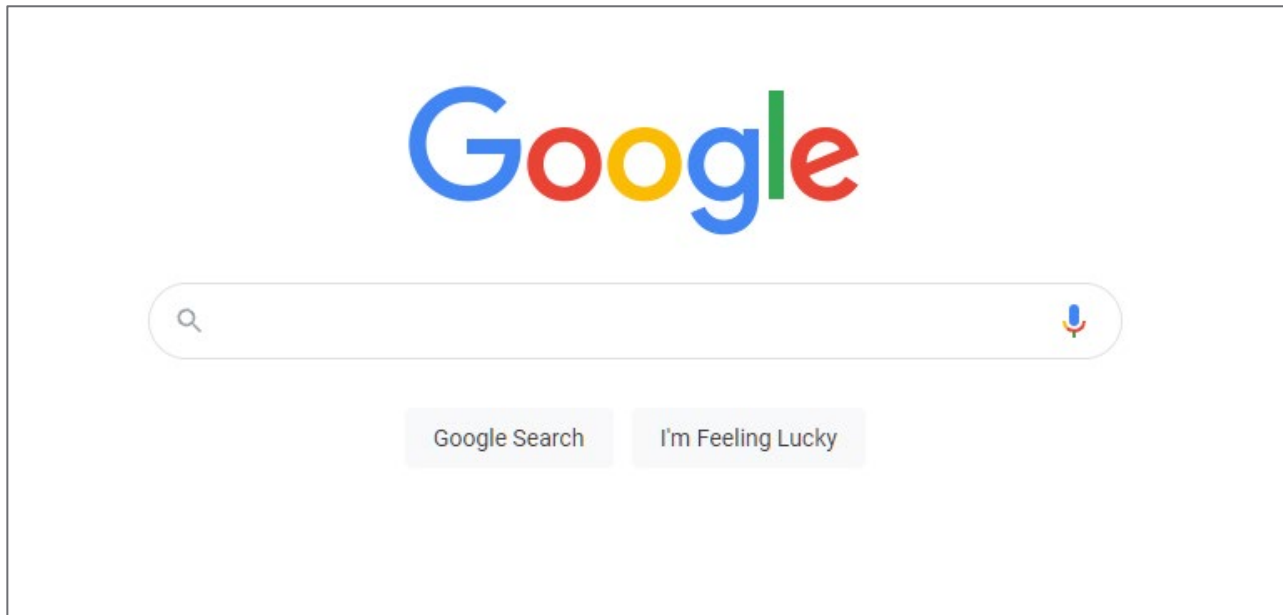


# Boosting search optimization



# Get your providers found.

- ✓ Indexable
- ✓ Substantive content
- ✓ Page titles, metadata & friendly URLs
- ✓ Schema.org
- ✓ Navigation & linking
- ✓ Domain & canonical URL strategy
- ✓ Business listings, inbound links & social signals





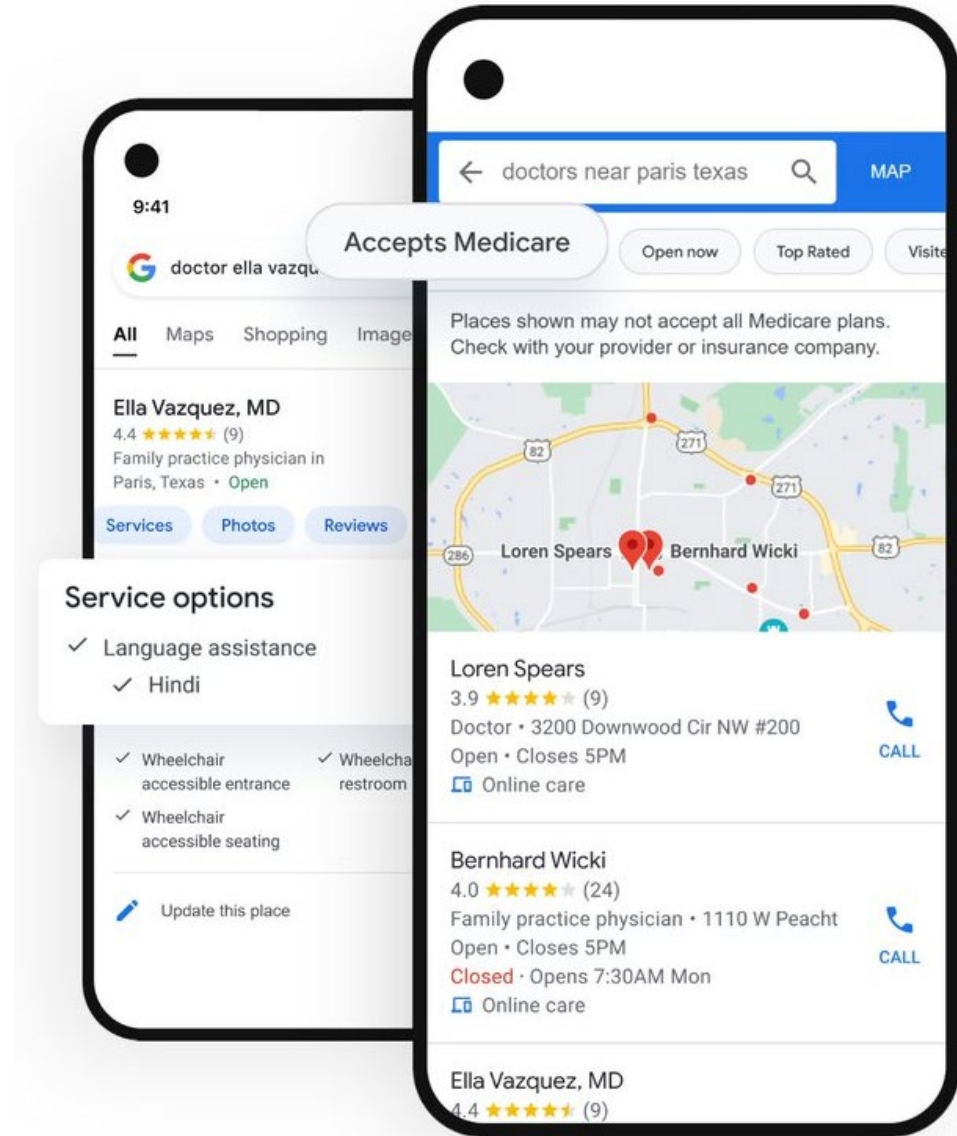
Over half of Google searches  
now end without a click.

*Zero-click searches must be part of your SEO strategy.*



*In the US, we've updated healthcare providers Business Profiles to make it easier to find the right care with new features on Search & Maps that can show the insurance a provider accepts, the language assistance provided at an office & more. Search "Doctor near me" on Google.*

**Google Health**





# What does listings management entail?

Creating &  
Building  
Out Listings

Identifying &  
Resolving Errors

Identifying &  
Removing  
Duplicates

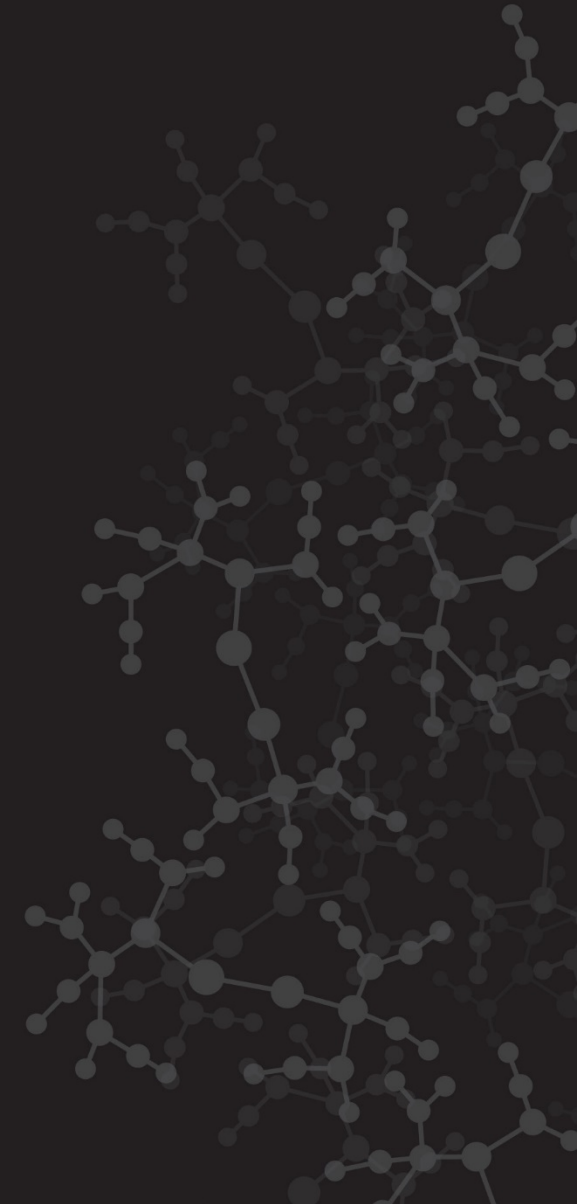
Maintaining &  
Updating Over  
Time



Delivering ongoing strategic guidance to identify new and emerging opportunities, recommend areas to prioritize, track, report, and more.



Final thoughts







# Common challenges to provider directory efforts

Why invest now?  
Our providers are at capacity.

Consumer behaviors and  
brand loyalties are changing.

Patients don't find us online,  
they're coming to us through referrals.

The provider directory has relevance  
for retention and satisfaction  
throughout the patient journey.

What we have works,  
what more do we need?

Many directories have gaps in user  
experience and content management that  
negatively impact performance.

Why are we promoting providers  
who aren't employed here?

With the right strategy, a broad provider  
directory can help to drive SEO results.



Questions?

# Download

## Choosing the Right Healthcare Provider Directory

[geometric.com/choosing](http://geometric.com/choosing)



# Upcoming Webinar

## The State of Digital Marketing in Healthcare in 2021

*Join us Wednesday, October 27, at 2 pm EST/11 am PST*

As you navigate digital marketing post-pandemic, the results of this survey will shed light on how COVID-19 impacted everything from digital transformation efforts to telehealth adoption to digital ad spend.

**Register at: [geonetric.com/webinars](https://geonetric.com/webinars)**

*You'll learn:*

- 1. How the pandemic shifted priorities and investments*
- 2. Where organizations are investing when it comes to virtual care capabilities*
- 3. What leading organizations are doing differently than others in terms of goal setting, digital marketing tactics and spending*



Thanks for attending today's webinar!