

Provider Directories: Promoting Physicians On The Web



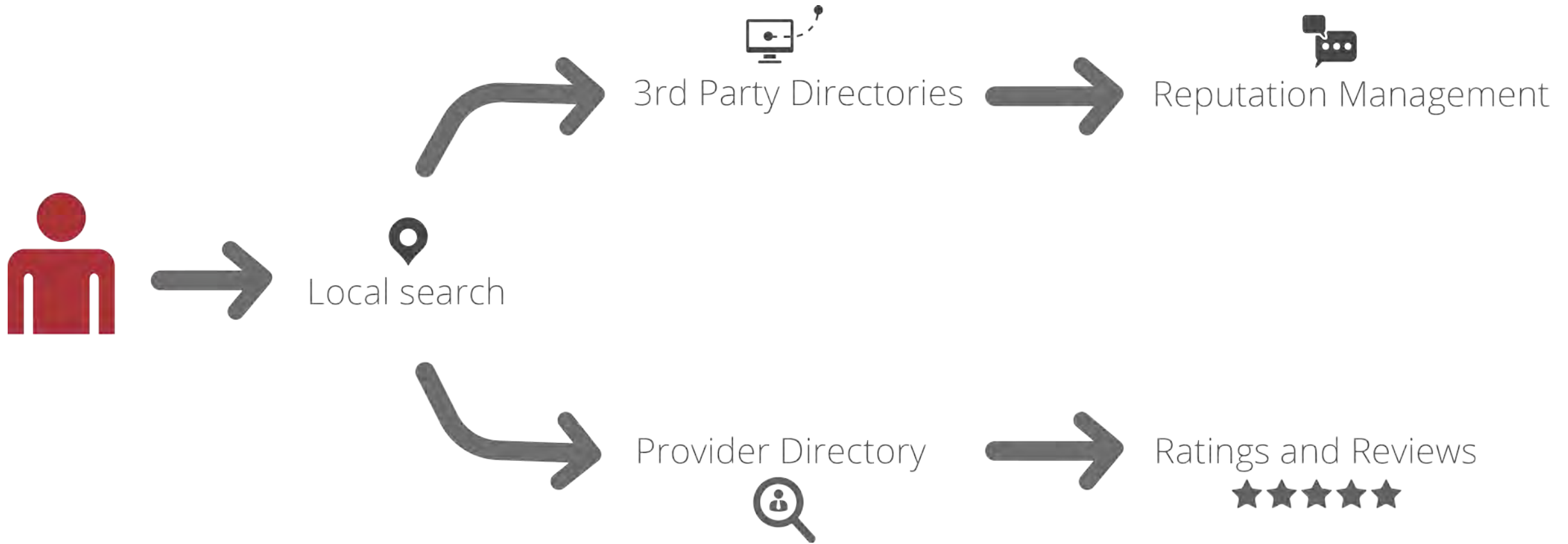
Today's presenter



Provider Directories: Promoting Physicians On The Web



Understanding the patient journey...



Local Search



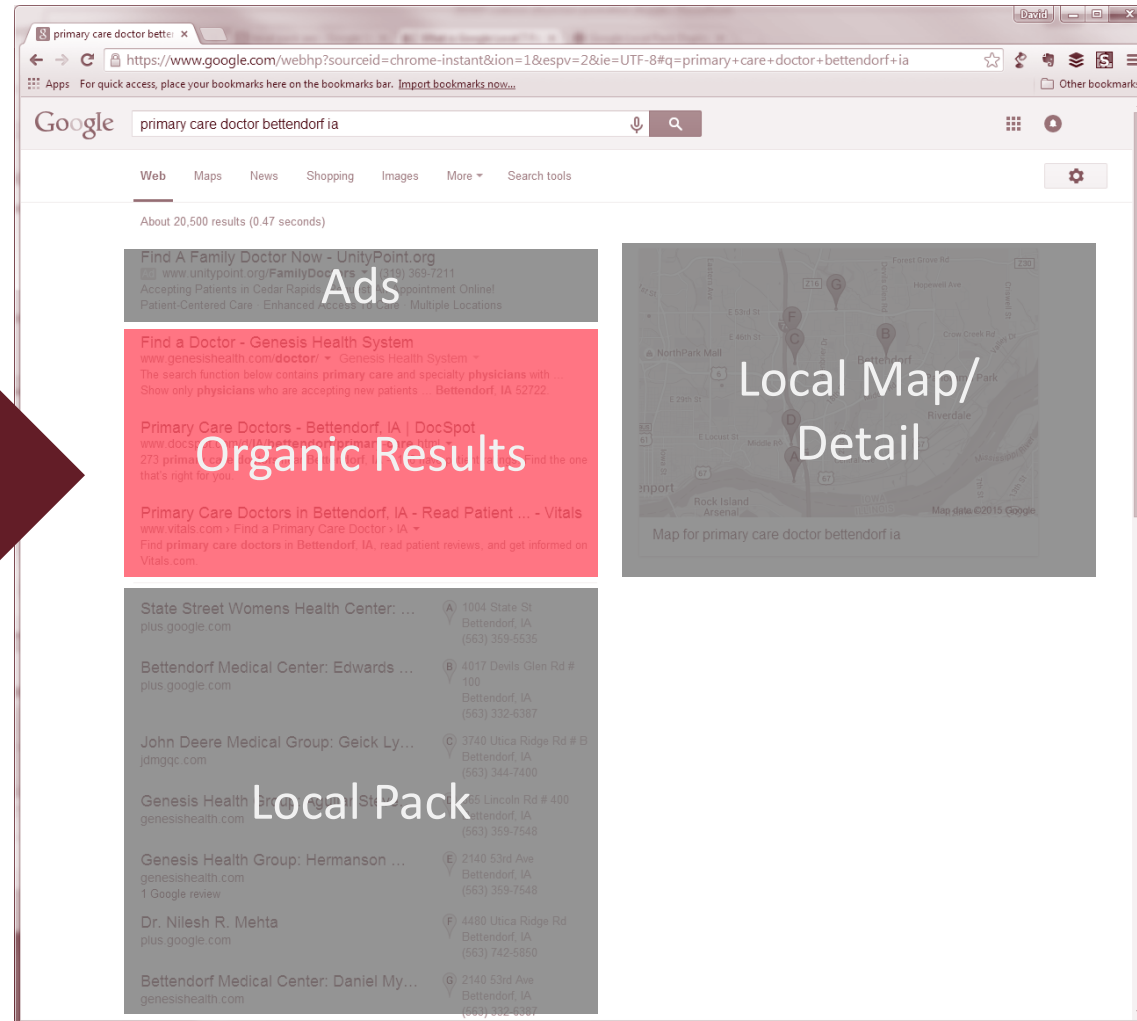
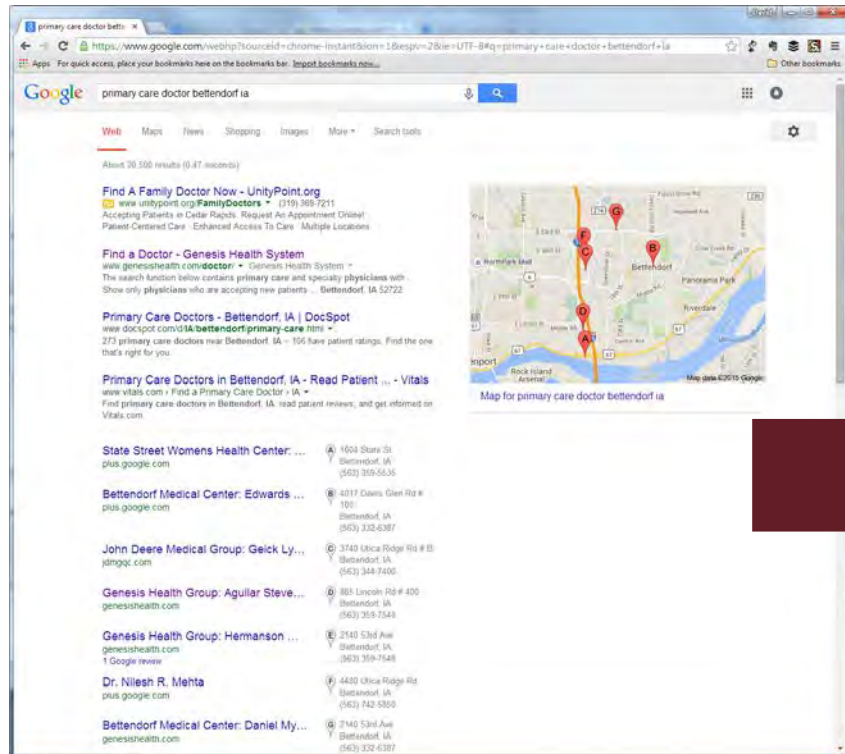
Health consumers rely on search

72% look online for health information

77% begin with a search engine

50% look for local results on mobile

Organic search space is disappearing





"Hello Siri"



"Okay Google"

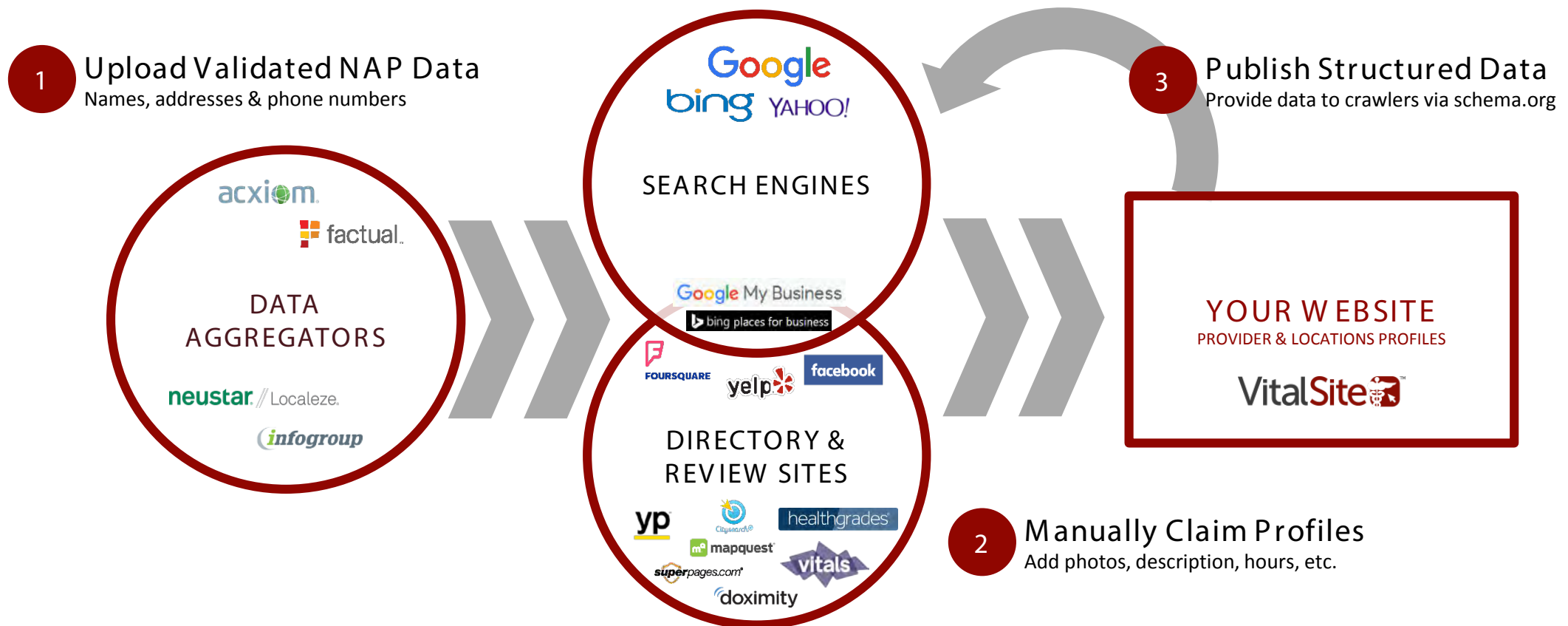


"Hi Cortana"



Search is more than web browsers

Local search is a multi-step process



Don't forget to monitor listing health

- Ensure data is aligned
- Find and fix problems



Local Search: Getting Started

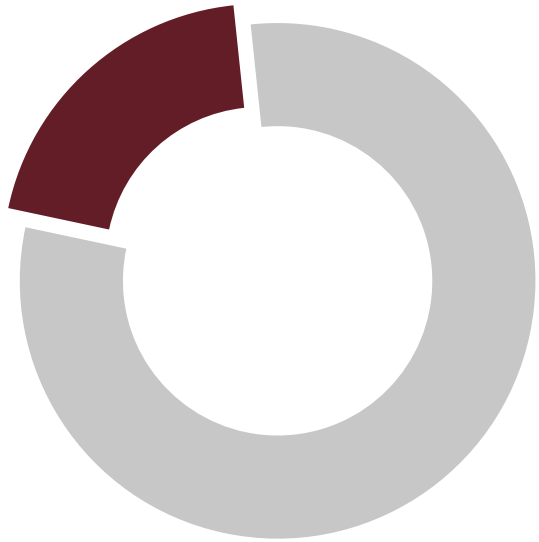
- Identify consistent location and provider data
- Manually claim listings on Google My Business
- Add structured data (schema.org) to your location and provider pages
- Maintain and update information in your “source of truth” as it changes

Next steps...

- Identify high priority listings for more in-depth effort

Provider Directory





Up to

20%

of inbound traffic arrives
to provider directory



Up to

25%

of overall page views
occur in the provider
directory

Information Patients Need & Want

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?

Provider Bios: Qualification + Selection

conditions

qualify



Kimberly Wycoff
Bickell MD

[▶ View my video](#)

Dr. Bickell excelled at science and loved people. She found her passion in a profession that married both. "As a dedicated breast imager, I get tremendous satisfaction from meeting and talking to patients, hearing their stories and providing comfort during what can be a scary time. I also find it rewarding that routine annual screening can detect tiny breast cancers before they grow," she says.

Dr. Bickell enjoys spending time with her two young daughters. She supports the American Cancer Society and local organizations that provide services to disadvantaged children. Her hobbies include reading, playing piano, skiing and sailing.

likability

select

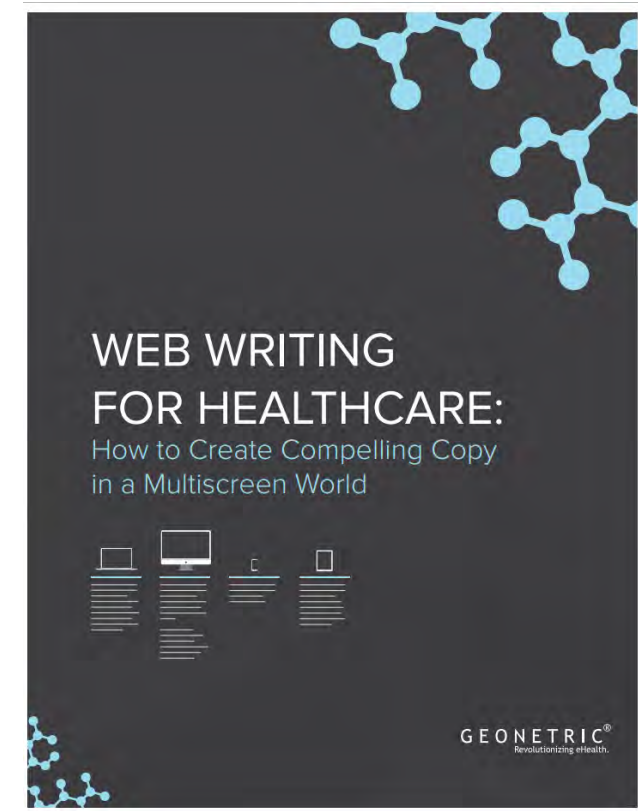
Writing Compelling Provider Bios

Narrative unique to each provider that:

- Humanizes the professional
- Displays a sense of commitment to their work
- Helps to begin a relationship with the patient

Use web writing best practices:

- Focus on the user
- Keep it simple
- Make it easy to take action





Finding the Right Doctor for Your Care

When you need healthcare, Noble encourages you to think of your Primary Care Physician (PCP) first. Your PCP can handle most of your or your family's healthcare needs and can connect you with the right specialist when you need one. Your PCP can also coordinate your overall health needs, and can help you live a healthy lifestyle.

Noble has built its Physician Directory to make it easy for you to find the right PCP or specialist. Choose one of the three options below.

Remember, selecting a caregiver associated with the health system where you work will identify Tier One providers—your lowest cost option.

Option A. Find a PCP

Select your options below to find a Noble PCP right for you.

Patient's Age

Child (0-17) Adult (18+) **Any**

Health System

Any Health System ▼

Zip Code

Search

Option B. Find a Specialist

Select your options below to find a Noble Specialist.

Patient's Age

Child (0-17) Adult (18+) **Any**

Health System

Any Health System ▼

Zip Code

Specialty

Any Provider Specialty ▼

Search

Option C. Search By Name

Want to see if your doctor is part of Noble? Search for his or her name here.

Provider Name

Search

Option C. Search By Name

Want to see if your doctor is part of Noble? Search for his or her name here.

Provider Name

A. Mitchell Smith
Asmita Joshi
Buster Smith
Colleen Burkhart-Smith
Dale Bryansmith
David Smith
Joanne Smith
Karen Smith (Hartnett)
Kristin Smith
Laurance Smith
Lisa Smith
Michael Smith
Michelle Smith
Ryan Smith
Steven Smith
Timothy Smith
Viviana Smith



Provider Search Results

Search by Name, Specialty, City, or ZIP Code



Printer Friendly List

Showing 1-8 of 8 CHMG providers

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

Mark A. Bird, MD, FACS



General Surgery

Ely Surgical Associates
Mebane, NC

Errol Britto, MD



General Surgery

Cone Health Wound Care and
Hyperbaric Center
Greensboro, NC

Wound Healing Center at
Alamance Regional
Burlington, NC

Jeffrey William Byrnett, MD



General Surgery

Alamance Surgical Associates
Burlington, NC

Richard Cooper, MD, MD, FACS



General Surgery

Ely Surgical Associates
Mebane, NC

Ralph L. Ely, MD



General Surgery

Ely Surgical Associates
Mebane, NC

Christopher Lundquist, MD, PhD



General Surgery

Ely Surgical Associates
Mebane, NC

William "Buddy" Marterre, Jr., MD



General Surgery

Ely Surgical Associates
Mebane, NC

Seeplaputhar Ganapat Sankar, MD



General Surgery

Alamance Surgical Associates, PA


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[Schedule a Test](#)
[Find a Location](#)
[Your eHealth Record](#)

[Home](#) > [Find a Doctor](#) > [Doctor Details](#)


Radka Angelova, MD

[Print Doctor Profile](#)

Dr. Radka Angelova specializes in family medicine. Taking care of an entire family, from infants to toddlers to teenagers along with their parents and grandparents is a special and rewarding privilege for Dr. Angelova. She also understands that all patients are different and some require more time, information and reassurance about their condition. Her interests include children's and women's health.

[Request an Appointment](#)
1-630-898-3700

Appointment Scheduling



Office Information



Family Medicine Aurora

Rush-Copley Medical Center Campus - Prof Office Building 2040

2040 Ogden Ave., Ste. 303

Aurora, Illinois 60504

• Office: 630-898-3700


• Fax: 630-898-3681

[Locate on Map](#)

What Patients Are Saying

Profile


Gender: Female



SEAN C. TRACY, MD

SPECIALTIES: SHOULDER, KNEE, SPORTS MEDICINE, HIP, JOINT RESTORATION

"As a sports trained orthopedic surgeon, I focus on restoring my patients to their optimal functional ability as quickly as possible."

 **REQUEST AN APPOINTMENT**

midwest orthopedic
SPECIALTY HOSPITAL

BIO

Dr. Tracy specializes in arthroscopic surgery of the shoulder, elbow, wrist, hip, knee and ankle. He strongly believes that patients should be active participants in making health care decisions and emphasizes patient education and comfort in all aspects of care.

MEET DR. TRACY

Dr. Tracy is passionate about the patient relationship and wants to return you to the activities you want to do as quickly as possible. He'll listen to your wants and needs and tailor an individual treatment plan for you. Watch this video to learn more about Dr. Tracy.



AFFILIATIONS

- Elmbrook Memorial
- Midwest Orthopedic Specialty Hospital
- Midwest Spine and Orthopedic Hospital
- Wheaton Franciscan - Wauwatosa Campus

LOCATIONS

Wisconsin Bone & Joint SC

2500 N. Mayfair Road
Suite 500
Wauwatosa, WI 53226
Phone: 414-257-2525

[Locate on Map](#)



BLOG POSTS

PODCASTS

BLOG POSTS



Partnership with Milwaukee Wave
Connects Sports Medicine Experts
with Players
10/22/2015

Midwest Orthopedic Sports Medicine
physicians are proud to be the official
healthcare providers for the
Milwaukee Wave.

[View More Blogs](#)

Provider Directory: Getting Started

- Decide (or reevaluate) who is included
- Determine how various relationships (employed, community, etc.) and terminology will be presented
- Write and edit content to meet users' needs for qualification and selection
- Identify a clear call to action

Next steps...

- Take it deeper with enhanced content and calls to action

A person's hands are holding a white smartphone. The screen shows a navigation menu with several options: 'Main Navigation', 'Find a Doctor', 'Care & Treatment', 'Locations & Directions', 'Patients & Visitors', 'Classes & Events', 'I Want To', 'For Patients', 'For Employees', and 'G. Patient Portal'. The background is a blurred image of a person's legs in a patterned skirt, overlaid with a semi-transparent red filter.

Publishing Provider Ratings & Reviews

Ratings and reviews drive patient choice

60%

Look at ratings

35%

Select due to ratings

37%

Avoid due to ratings



88%

Trust online reviews as much as a personal recommendation

44%

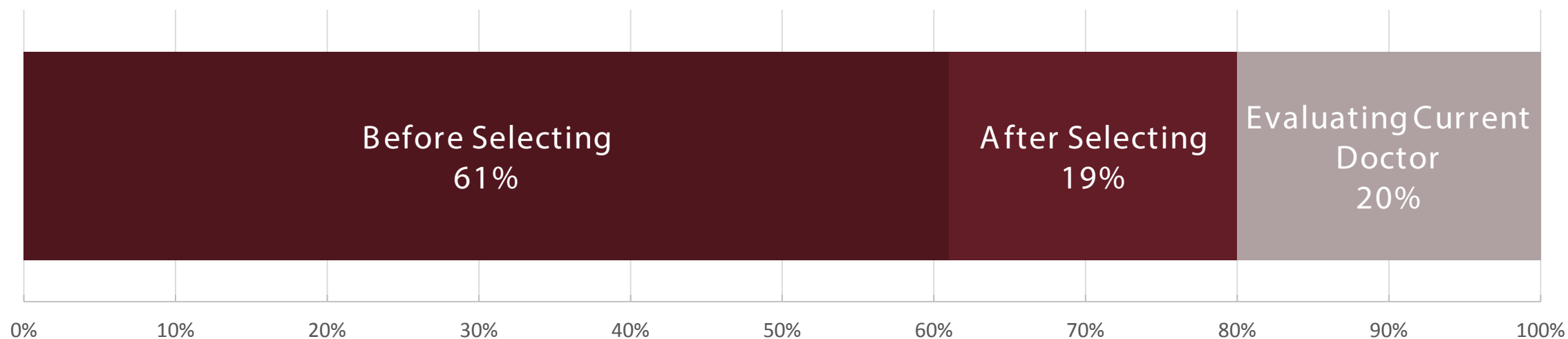
Would consider going out-of-network if their reviews were better



February 2014 JAMA Study Public Awareness, Perception and Use of Online Physician Rating Sites

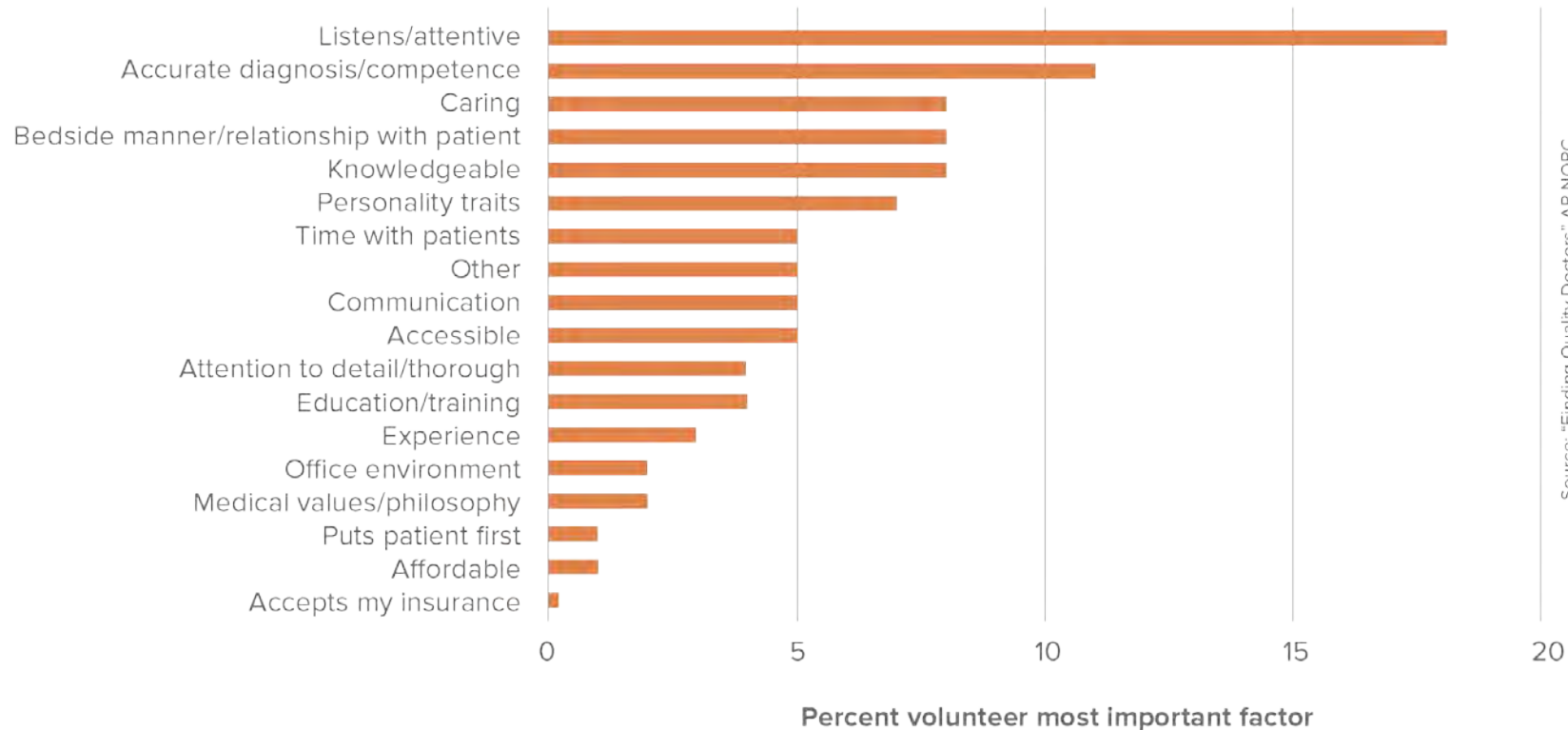
Patients use reviews both before and after decision making

When Patients Use Online Reviews



Qualitative factors are important to patients

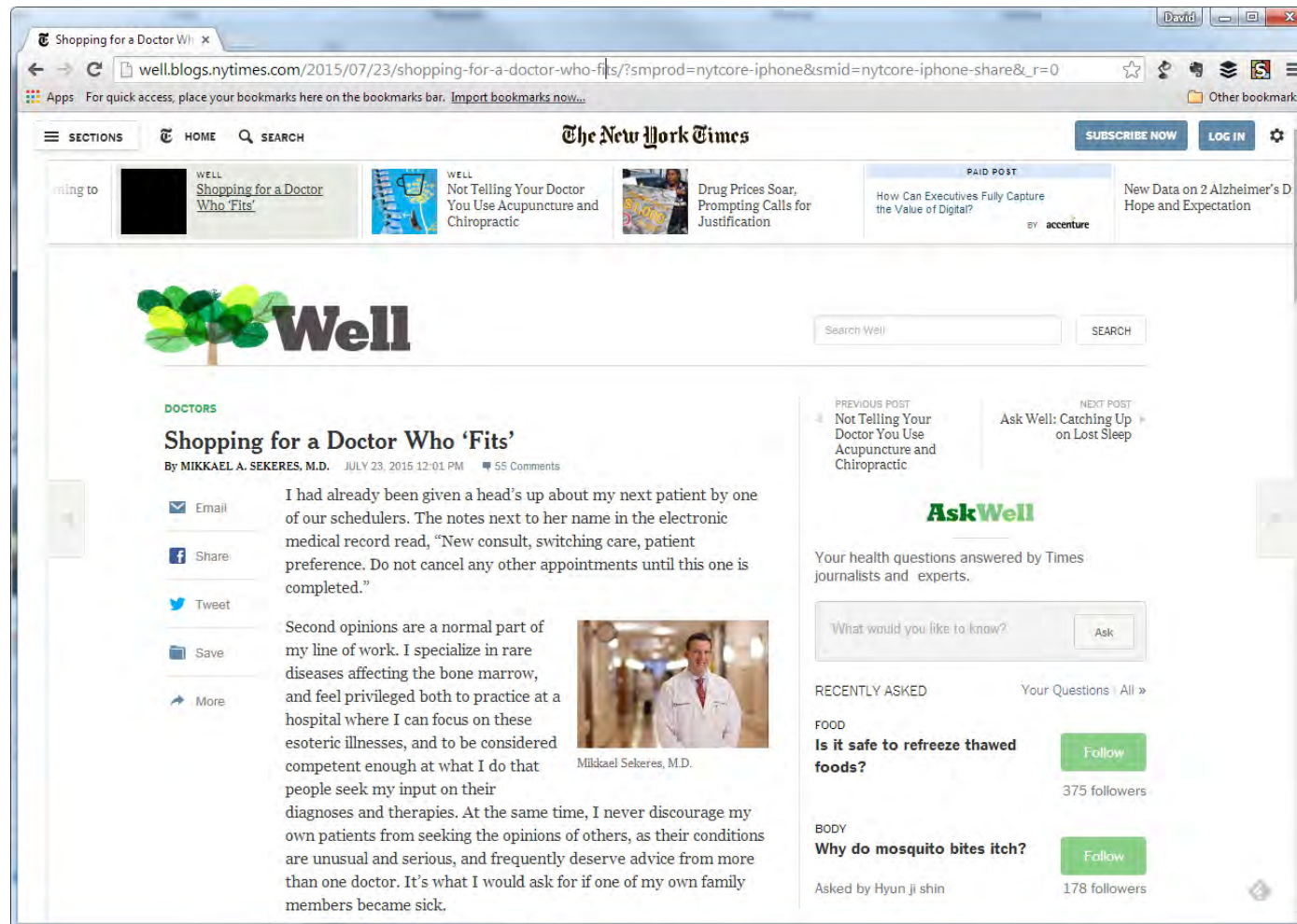
Most Important Factors That Make a High-Quality Doctor



The Washington Post

"When patients are asked to rate how doctor quality should be measured, clinical outcomes, such as getting cured of a disease, rarely come up... Physicians, on the other hand, go straight to the clinical."

Patient-provider relationships are changing



“...patients have become more empowered to demand both good care, and a good attitude.”

<http://well.blogs.nytimes.com/2015/07/23/shopping-for-a-doctor-who-fits/>

Why publish ratings & reviews?

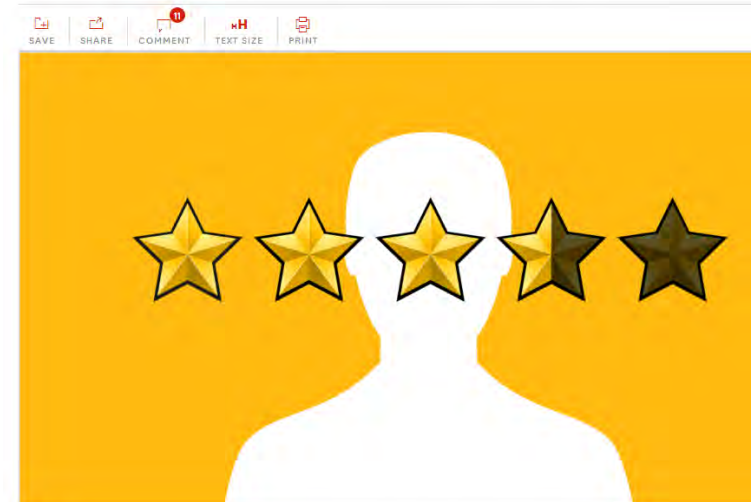
- Providers will build trust by empowering patients to shape the quality of care.
- Providers will get to define the terms of transparency.
- Physician culture will change.
- Providers' own data will affect how other ratings outlets operate.

Harvard
Business
Review

Health Care Providers Should Publish Physician Ratings

by Ashish K. Jha, MD

OCTOBER 23, 2015



HBR STAFF

Early efforts to publish performance data about doctors and hospitals usually required a strong external force, such as pressure from a state department of health. But that's changing. Some leading health care systems are now pub



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[Home](#) / [Find A Doctor](#) / [Provider Profile](#)

◀ [RETURN TO RESULTS](#)



Bruce Berry, MD

Specialties: Internal Medicine

"One of the most rewarding aspects of practicing to form with my patients. I strongly believe in the medical guidelines and practices in order to provide trust of my patients and form partnerships with them."

[REQUEST AN APPOINTMENT](#)

414-389-2790

Accepting new patients.

🕒 [Extended office hours](#)

Patient Rating



4.8 / 5

(Based on 179 Reviews)

[Read Patient Comments](#)

Patient Reviews [Learn more about these ratings](#)

August 18, 2015

Dr. Berry is a good listener and responds to questions/statements appropriately and in a helpful manner. I feel confident in his care.

September 02, 2015

Dr. Berry is a very knowledgeable, caring physician. He listens and offers sound advice. He is a 5 star doctor.

September 25, 2015

*Dr. Berry is MY doctor, I won't share.

September 30, 2015

Inability to get a written prescription from physician for an over the counter medication he prescribed. The result is that this over the counter medication can't be claimed and paid through the medical flexible spending account. This over the counter medication cost will need to be paid at my own expense. Physician/medical staff should understand the need to get the prescription for prescribed over the counter medications to be covered by medical flexible spending accounts.

The results...

- Rank improvements
- Increased organic traffic
- More appointment requests

Why?

- Larger quantity of reviews
- Expanded page content
- More 'clickable' listings

Bruce Berry - Wheaton Franciscan Healthcare

www.mywheaton.org/...doctor/.../bruce-b... ▼ Wheaton Franciscan Healthcare ▼

★★★★★ Rating: 4.8 - 179 votes

Dr. Bruce Berry was recognized as one of The Business Journal of Milwaukee's Best Doctors for 2011 and has been recognized by M Magazine as one of the ...

Dr. Bruce Berry, MD - Healthgrades

www.healthgrades.com > ... > Wisconsin (WI) > Milwaukee ▼

★★★★★ Rating: 3.4 - 14 votes

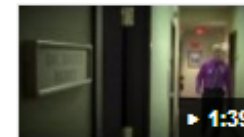
Visit Healthgrades for information on Dr. Bruce Berry, MD. Find Phone & Address information, medical practice history, affiliated hospitals and more.

Dr. Bruce Berry, MD Internal Medicine - Healthgrades

www.healthgrades.com > ... > Wisconsin (WI) > Milwaukee ▼

Dr. Bruce Berry, MD, Appointments, Milwaukee, WI, Internal Medicine.

Meet Dr. Bruce Berry, Internal Medicine - YouTube



<https://www.youtube.com/watch?v=ykGET77wYLU>

Oct 13, 2014 - Uploaded by Wheaton Franciscan Healthcare

Dr. Bruce Berry is an Internal Medicine physician with Wheaton Franciscan Medical Group in Milwaukee ...

Dr. Bruce Berry MD - US News Health - US News & World ...

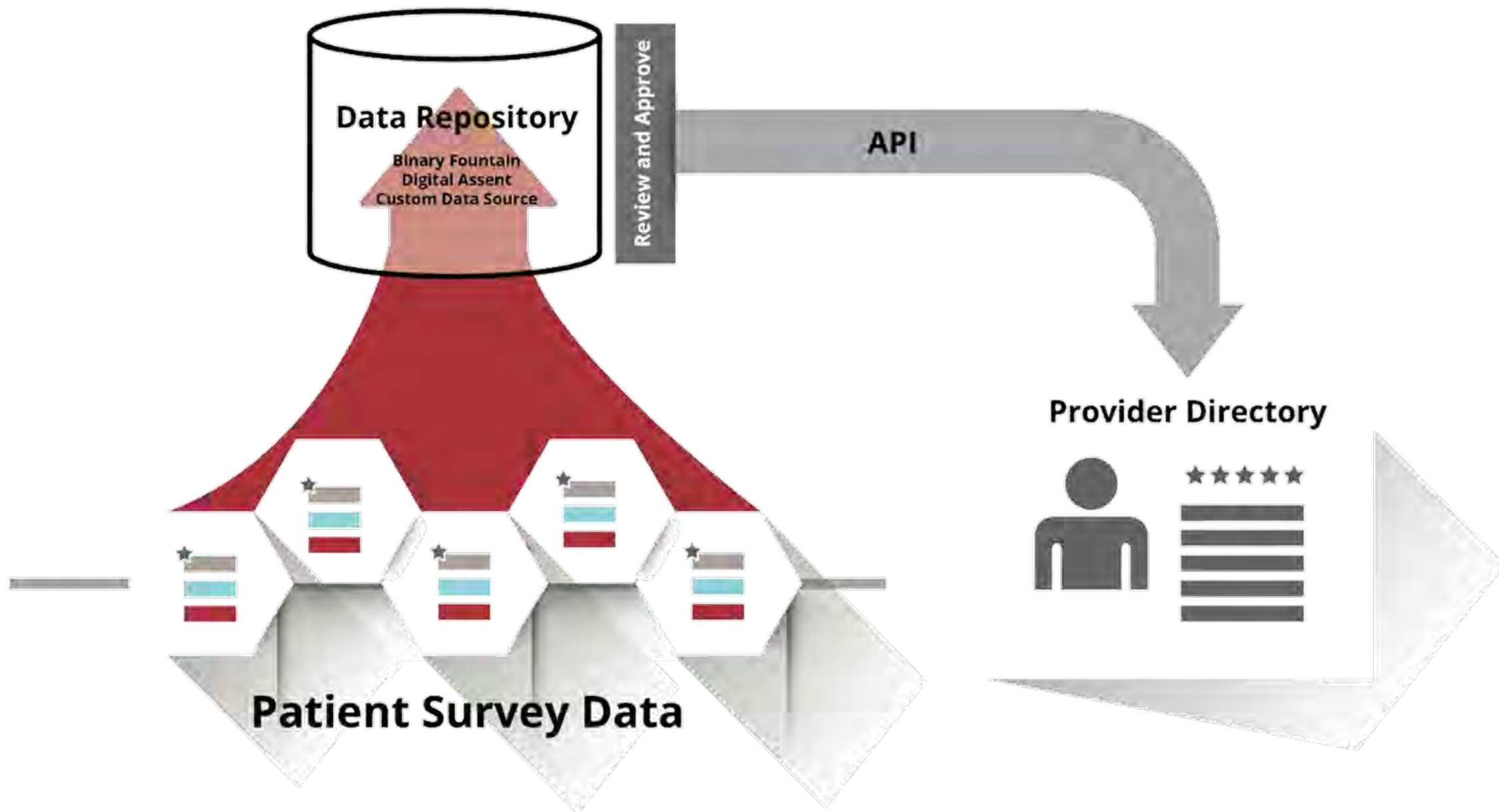
health.usnews.com > Doctors ▼ U.S. News & World Report ▼

Dr. Bruce Berry is a Internist in Milwaukee, WI. Dr. Berry admits patients at Wheaton Franciscan Healthcare-St. Francis.

Dr. Bruce Berry, MD - Internist in Milwaukee, WI - Vitals

www.vitals.com > Find an Internist > WI > Milwaukee Internists ▼

Dr. Bruce Berry, MD, Compassionate Doctor Recognition, On-Time Doctor Award, rated 3.5/5 by patients. 13 reviews, Phone number & practice locations, ...



What are the risks?

- **'Unfair' or biased data**
 - Policies for when ratings and reviews are displayed
 - Procedures for requesting removal
- **Disclosure of PHI or other sensitive data**
 - Approval process prior to publication
 - Legal language review
- **Consumer visibility into operational challenges**
 - Be transparent about how you're addressing these

Provider Ratings: Getting Started

- Review the actual survey(s) that you collect today, including legal language. Decide what info you will share online.
- Establish the rules for what will/won't be shared.
- Agree on language that will be published on the website to represent these rules.
- Select internal physician champion(s) to assist with communicating to other providers
- Soft launch on staging site for 2+ weeks

Ratings & reviews will be published:

For Providers employed by the system

Who have been employed > 6 months

Ratings will be shown if more than 15 ratings

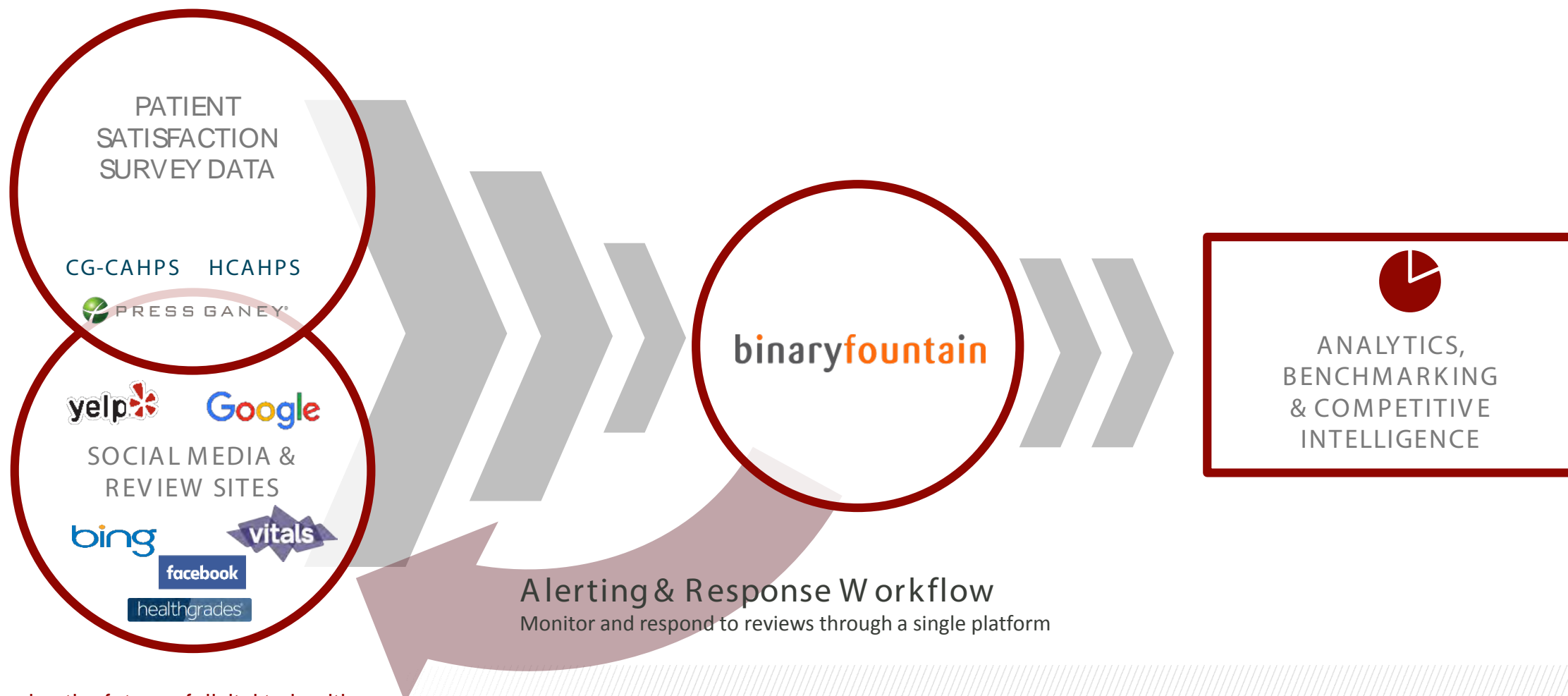
Reviews will be shown if more than 10 reviews

Reviews will only be edited or blocked for PHI, profanity, libelous or defamatory language

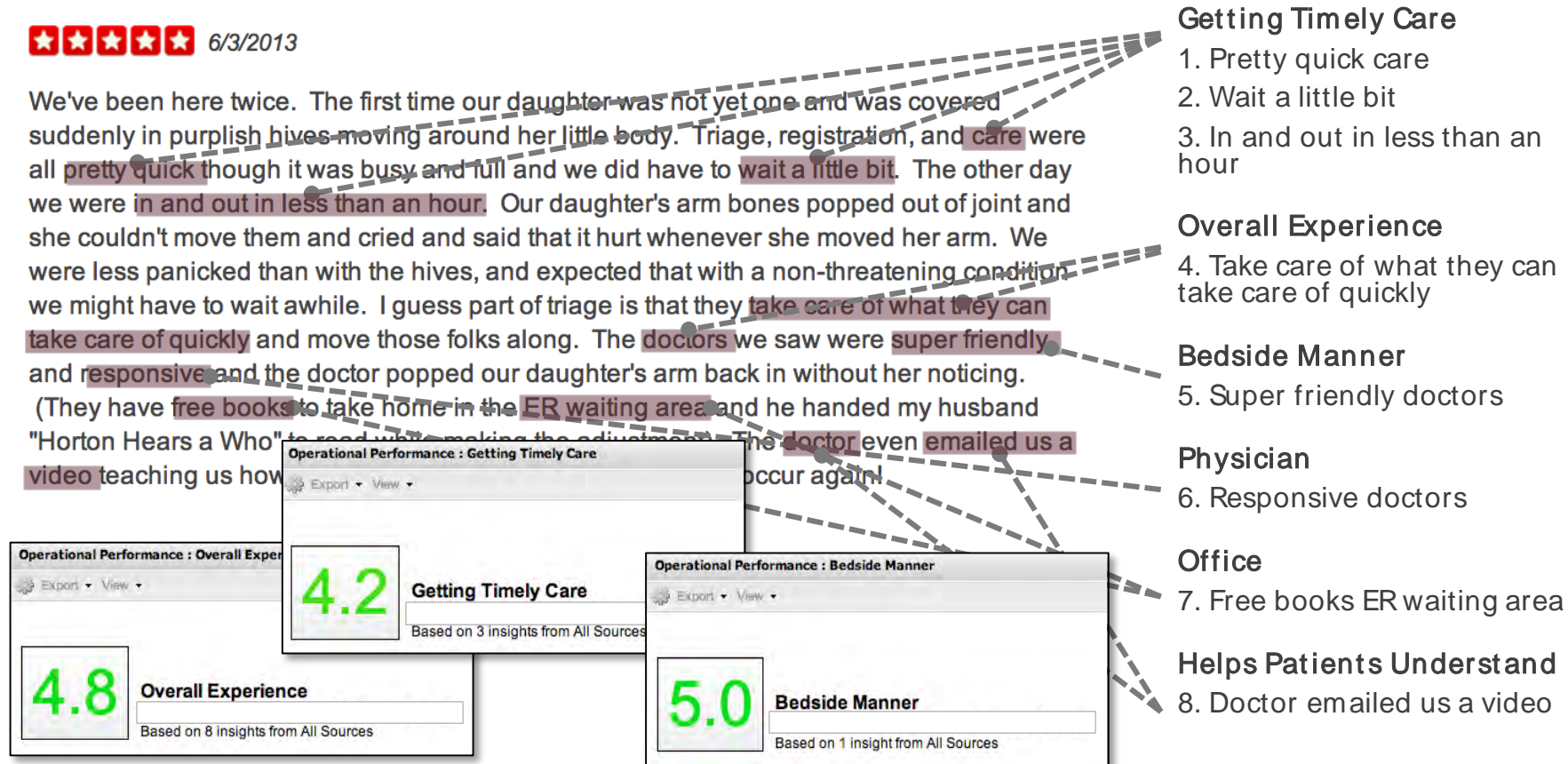
The background image shows a person's hands holding a white smartphone. The phone's screen displays a healthcare application with a blue header and white text. The app's menu includes options like 'Find a Doctor', 'Locations & Directions', 'Patients & Visitors', 'Classes & Events', 'I Want To', 'For Patients', 'For Employees', and 'G. Patient Portal'. The entire image is covered with a semi-transparent red filter. Overlaid on this filter is the main title text in a large, white, sans-serif font.

Reputation Management & Patient Experience Analytics

Reputation Management & Patient Experience Analytics



Making actionable data from freeform text



Reputation Management: Getting Started

- Coordinate efforts with patient experience teams
- Identify the locations and providers you need to monitor
- Establish the data sources and sites you will include
- Set response guidelines, responsibilities and workflows

Next steps...

- Incorporate social and third-party data into your internal transparency initiatives

A person's hands are holding a white smartphone. The screen shows a mobile application interface with a dark blue header and a list of white text options. The options include 'Main Navigation', 'Find a Doctor', 'Care & Health', 'Locations & Directions', 'Patients & Visitors', 'Classes & Events', 'I Want To', 'About', 'Careers', 'For Patients', and 'For Employees'. At the bottom, there is a small text '© 2014 UnitedHealth Group'. The background is a blurred, textured surface, possibly a wall or a floor, with a warm, reddish-brown tint.

Questions?

Takeaway: Physician Promotion eBook

Fill out the survey at the end of today's webinar for this free eBook!

- Packed with information that will help you develop effective tactics for driving qualified visitor to your physician profiles
- See examples of physician promotion in practice

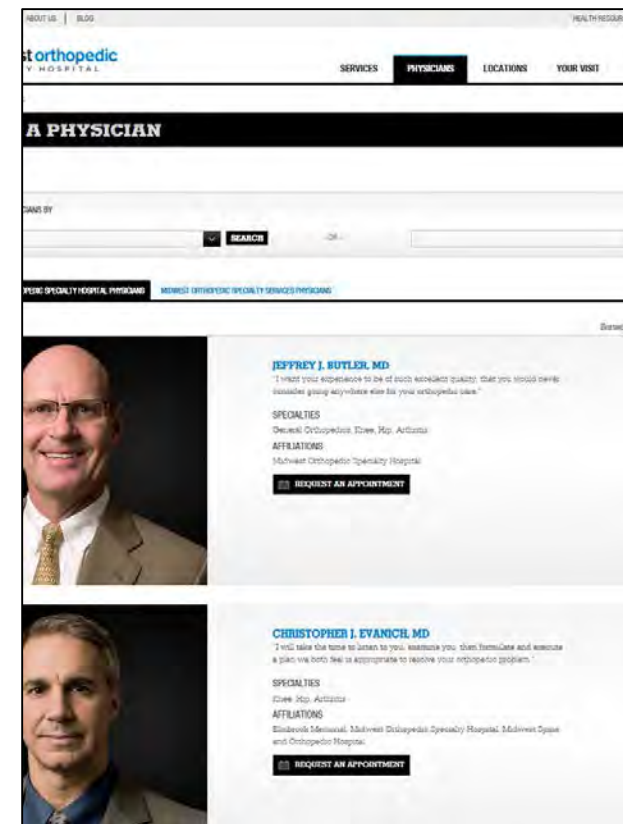


Get Started with a Provider Directory Audit

How does your physician promotion stack up?
Find out with a focused audit.

Our healthcare marketing experts will:

- Review the overall user experience
- Evaluate content against web writing best practices
- Identify opportunities to increase search engine optimization
- Deliver actionable recommendations for improvement





Thank you.

The background image shows a person's hands holding a white smartphone. The phone's screen displays a mobile application with a 'Main Navigation' menu. The menu items visible on the screen are: 'Find a Service', 'Locations & Directions', 'Patients & Visitors', 'Classes & Events', 'I Want To', 'About', 'Careers', 'For Patients', and 'For Employees'. At the bottom of the screen, there is a small text link that says 'G. Eugene Burch'. The entire image is covered with a semi-transparent red overlay.