

Staying Competitive

Web Features That Engage
Users & Deliver Results

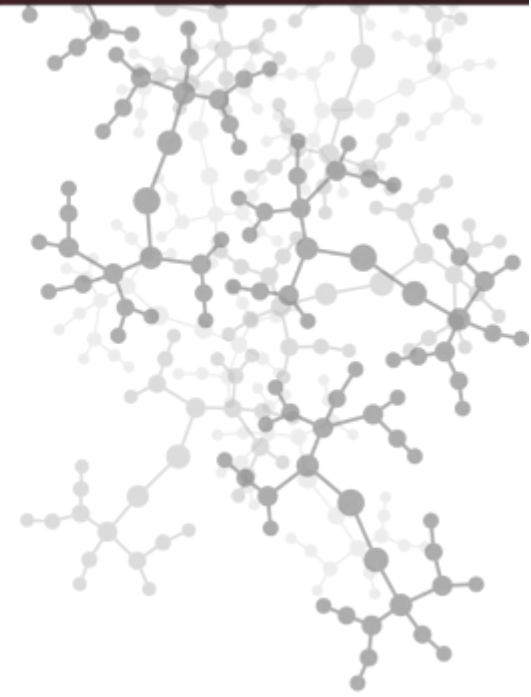
GEONETRIC[®]

Finding your focus,
knowing when to lead



Key feature areas

- Provider Ratings & Reviews
- Appointment Scheduling & Virtual Visits
- CRM
- Personalization
- Maintaining a Solid Web Foundation



Technology is not the roadblock.
The challenge is change.

Provider Ratings & Reviews



**Sharing that
five-star experience**



Reviews are widely used, influential

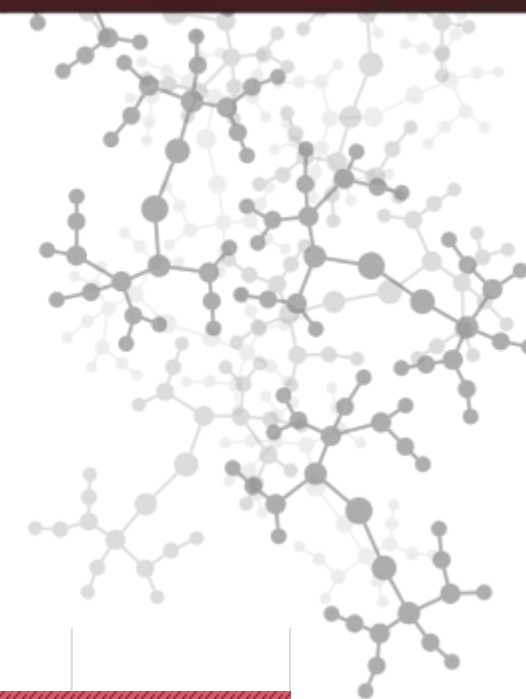
84% of patients use online reviews to evaluate physicians



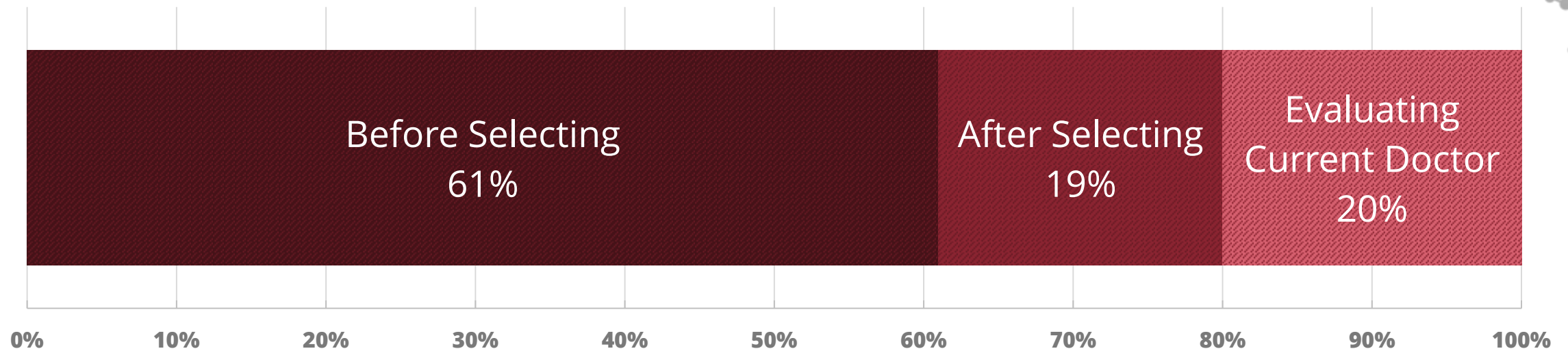
47% would go out of network for a similarly qualified doctor with better reviews



Reviews are not just for new patients

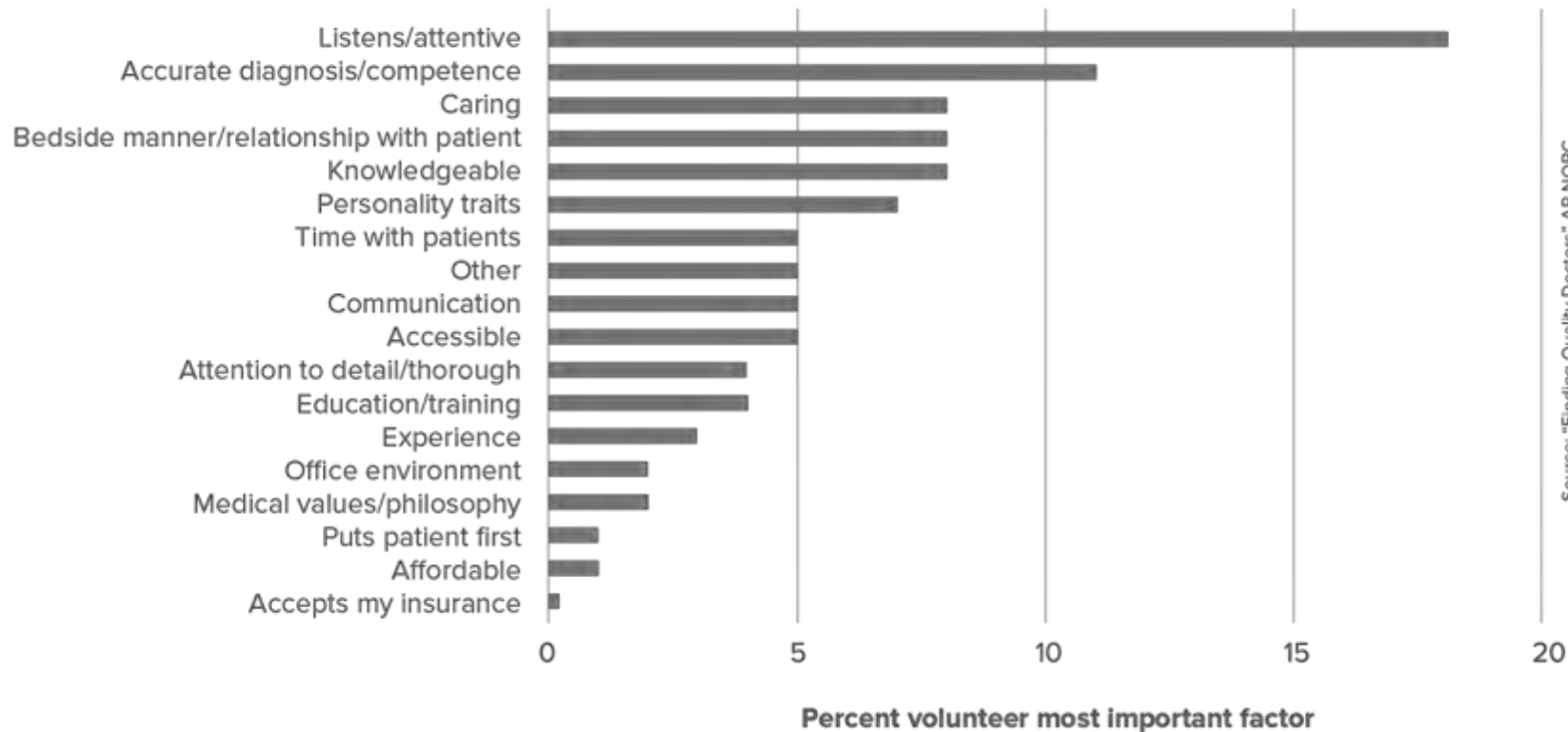


When Patients Use Online Reviews



Qualitative factors are critical

Most Important Factors That Make a High-Quality Doctor



Source: "Finding Quality Doctors" AP-NORC

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."

http://www.washingtonpost.com/national/health-science/sites-like-yelp-can-be-tough-but-hospitals-embrace-online-reviews/2015/06/03/a07a68b6-fe63-11e4-805c-c3f407e5a9e9_story.html

Wheaton Franciscan provider ratings & reviews

Home / Find A Doctor / Provider Profile

RETURN TO RESULTS



Bruce Berry, MD

Specialties: Internal Medicine

"One of the most rewarding aspects of practice is to form with my patients. I strongly believe in following medical guidelines and practices in order to earn the trust of my patients and form partnerships."

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.



Bryan Health provider ratings



Carolyn Sue Cody, MD



4.8 / 5 (Based on 51 Reviews) [Learn More](#)

Specialty: General Surgery

[Schedule Your Appointment](#)

402-483-8570

[Request Appointment Online](#)



Proud member of Bryan Health Connect

Accepting New Patients



Contact Information

Breast and General Surgical Specialties

Bryan West Campus, West Medical Plaza,
Tower A
2222 S. 16th St., Suite 430

Philosophy of Care

When you leave my office after your visit, I want you to feel that you have a medical partner who brings over twenty years of surgical experience to help you with your concerns. I do a great deal of breast surgery and breast cancer work, and am here to offer

Education & Training

Medical School

Pennsylvania State University

Residency

University of Minnesota Hospital and Clinic

Is it a fit?

- Organizational Strategies: Quality, Service, Transparency, Leadership



Building momentum

- Get familiar with the surveys in place today.
- Put legal groundwork in place around existing surveys.
- Identify champions among physicians and leadership.
- Establish baselines for physician profiles' financial impact.
- Draft guidelines and review processes.



Appointment Scheduling & Virtual Visits

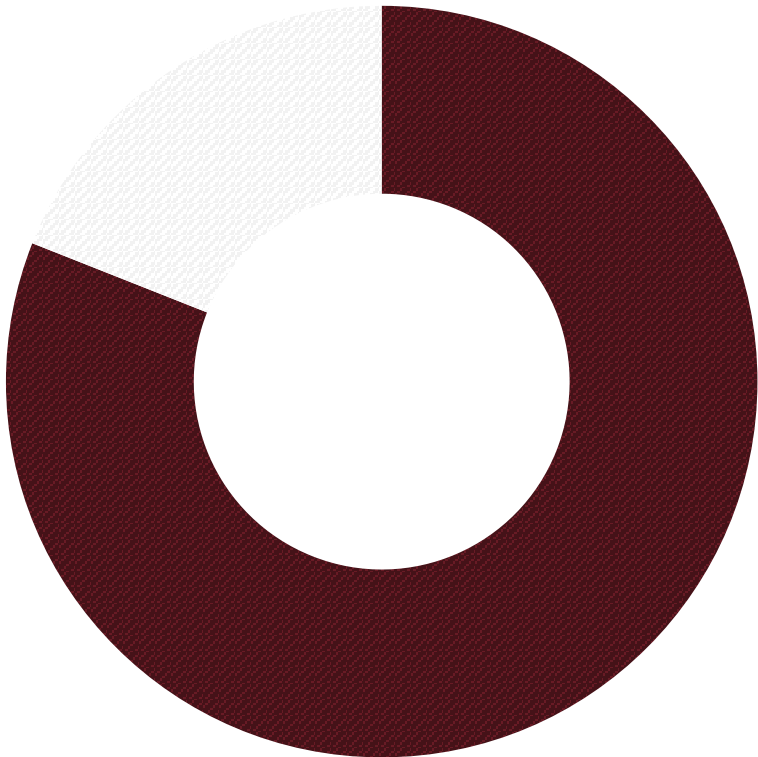


The next step
getting seen

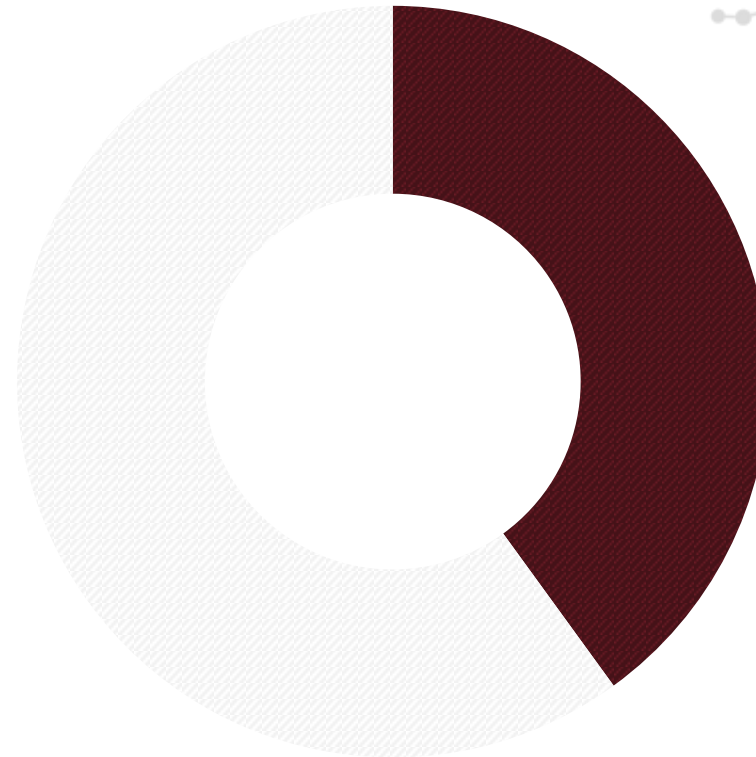


A few years ago...

81% of patients
would schedule online

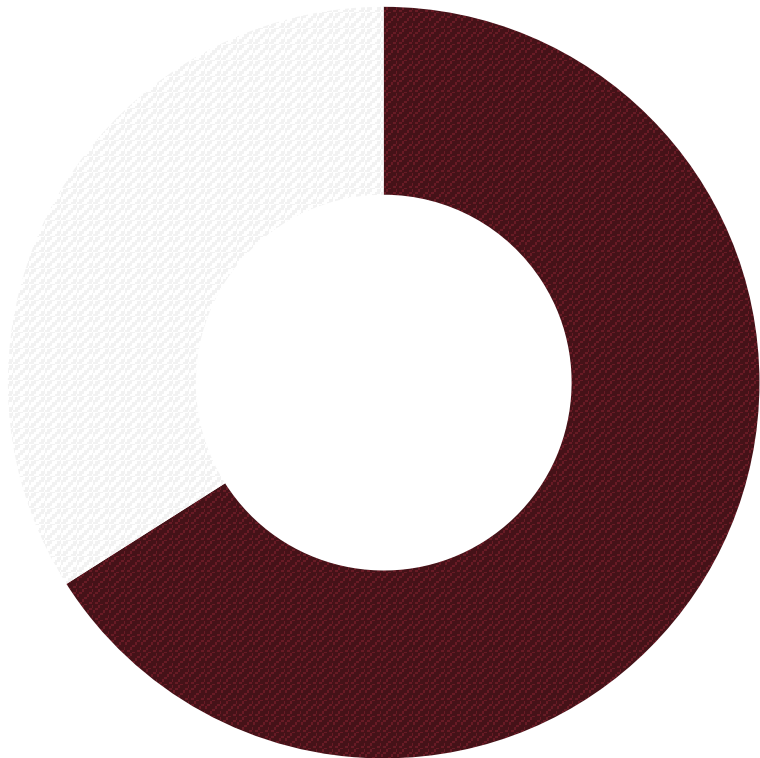


40% would consider switching
providers for online scheduling

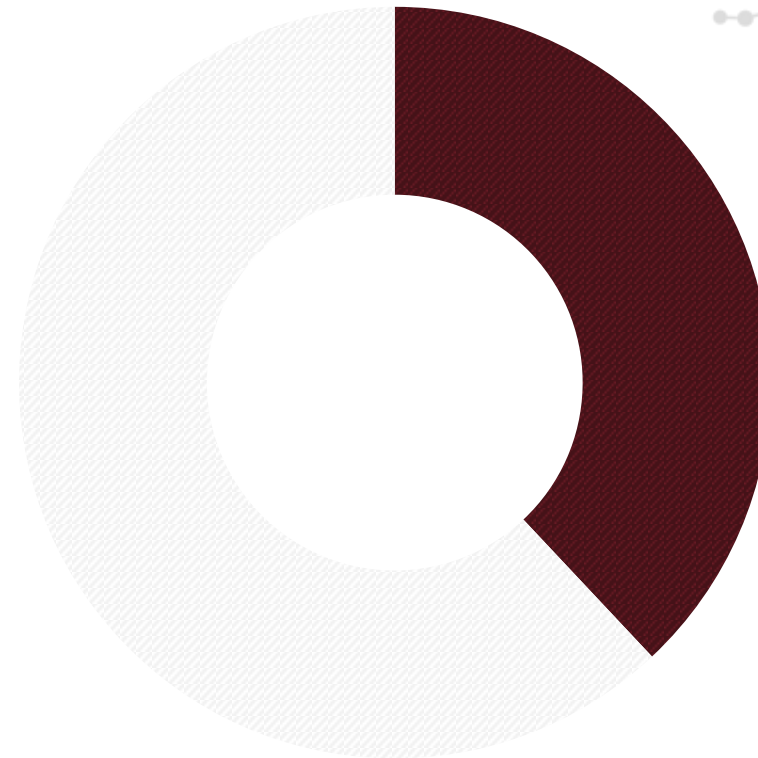


By the end of 2019...

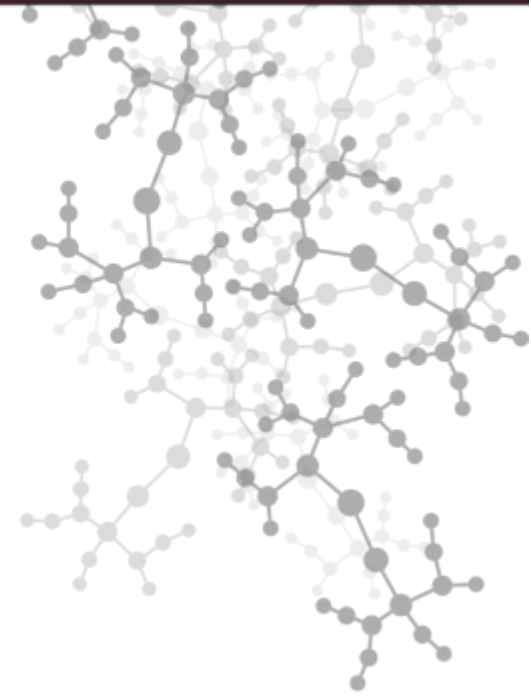
66% of health systems
will offer self-scheduling



38% of appointments
will be self-scheduled



- ZocDoc
- HealthPost
- Epic MyChart / open scheduling





Book an Appointment

Click a time below to book an appointment.



Stamford Health Medical Group

Any Procedure

1500 Post Road, First Floor, Darien, CT 06820

	Wed 09-28-16	Thu 09-29-16	Fri 09-30-16	Sat 10-01-16	Sun 10-02-16
 Dr. Amanda Collins-Baine MD Internist	No availability these days. Next: Thu, Oct 6				

Medical School

St. George's University

Residency

Stamford Hospital

Board Certifications

Internal Medicine - American Board of Internal Medicine

Booking online via ZocDoc

TEXT SIZER A A A



Member of:
Stamford Health Medical Group

Book Online

powered by ZocDoc

LOCATIONS

Stamford Health Medical Group

1500 Post Road
Darien, CT 06820

Main: 203-655-8749
Fax: 203-656-0701

Locate on Map



More about Amanda C. Collins-Baine, MD

+ BIOGRAPHY

+ LANGUAGES



About 5,800 results (0.50 seconds)

Dr. Amanda Collins-Baine, MD - Darien, CT - Internal Medicine ...

<https://www.healthgrades.com/physician/dr-amanda-collins-baine-xqmf>

★★★★★ Rating: 4.2 - 5 votes

Visit Healthgrades for information on Dr. Amanda Collins-Baine, MD Find Phone & Address information, medical practice ... Stamford Health Medical Group.

Amanda Collins-Baine - Stamford Health Medical Group

<https://www.stamfordhealthmedicalgroup.org/shmg/find.../amanda-collins-baine/>

Board Certifications: Internal Medicine - American Board of Internal Medicine. Member of: Stamford Health Medical Group. Dr. Amanda Collins-Baine - MD ...

Dr. Amanda Collins-Baine - MD (Darien, CT) - Internist - Reviews ...

www.zocdoc.com > ... > Connecticut > Westchester Doctors > Darien Doctors > Zocdoc >

★★★★★ Rating: 5 - 5 reviews

View insurance networks Dr. Amanda Collins-Baine - MD participates in, and a map of the ... Read patient reviews Practice Stamford Health Medical Group ...

Amanda Collins-Baine, Stamford Health Medical Group Primary Care ...

doctor.webmd.com/doctor/amanda-collins-baine-md-ea11d6bc-6ec7-4f2f-83...

★★★★★ Rating: 5 - 1 review

Amanda Collins-Baine is a practicing Internal Medicine doctor in Darien, CT.

Dr. Amanda Collins-Baine, MD - Internist in Darien, CT - Vitals

www.vitals.com > Find an Internist > CT > Darien Internists >

Dr. Amanda Collins-Baine, MD, Patients' Choice Award, On-Time Doctor Award, rated 3.5/5 by ... Stamford Hospital; Stamford Hospital, The, Stamford CT ...

Dr. Amanda Collins-Baine, Internist in Darien, CT | US News Doctors

health.usnews.com/doctors/amanda-collins-baine-460418

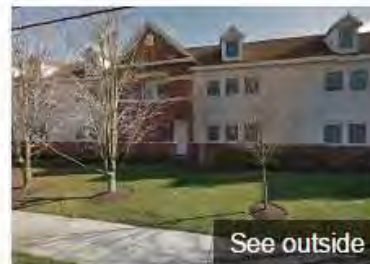
Dr. Amanda Collins-Baine is an internist in Darien, Connecticut and is affiliated with multiple hospitals in the area, including Norwalk Hospital and Stamford ...

Dr. Amanda Collins-Baine, MD – Darien, CT | Internal Medicine

www.doximity.com > States > Connecticut > Darien > Doximity >

Dr. Amanda Collins-Baine, MD is an internist in Darien, Connecticut. She is affiliated with Stamford Hospital and Norwalk Hospital.

Booking online
direct from Google



Amanda C Collins-Baine MD ★

Website Directions

Medical Group

Address: 1500 Post Rd, Darien, CT 06820

Hours: Open today - 8AM-7PM

Phone: (203) 655-8749

Suggest an edit

Make an appointment

Select a procedure (optional)

zocdoc.com

Continue booking

Reviews from the web

Healthgrades

4.2/5

5 votes

Zocdoc

5/5

5 reviews

WebMD Physician Directory

5/5

1 review

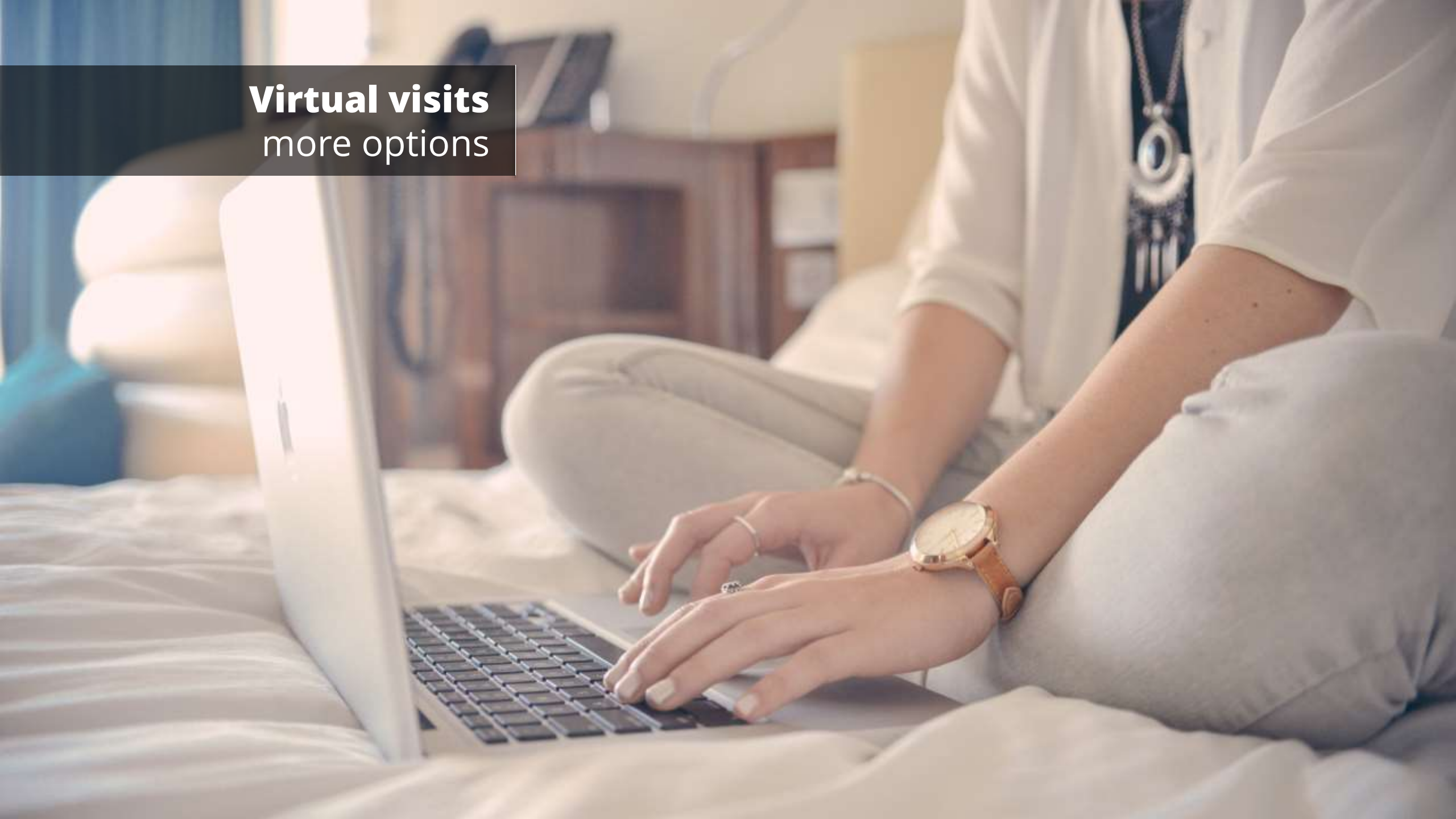
Reviews

1 Google review

Write a review

Add a photo

Virtual visits
more options



Is it a fit?

- Organizational Strategies: Service, Finance, Growth
- Is there capacity (or are providers already overbooked)?



Building momentum

- Look at the functionality available through current technology partners.
- Understand (map) the full experience from a patient's perspective.



CRM & Personalization

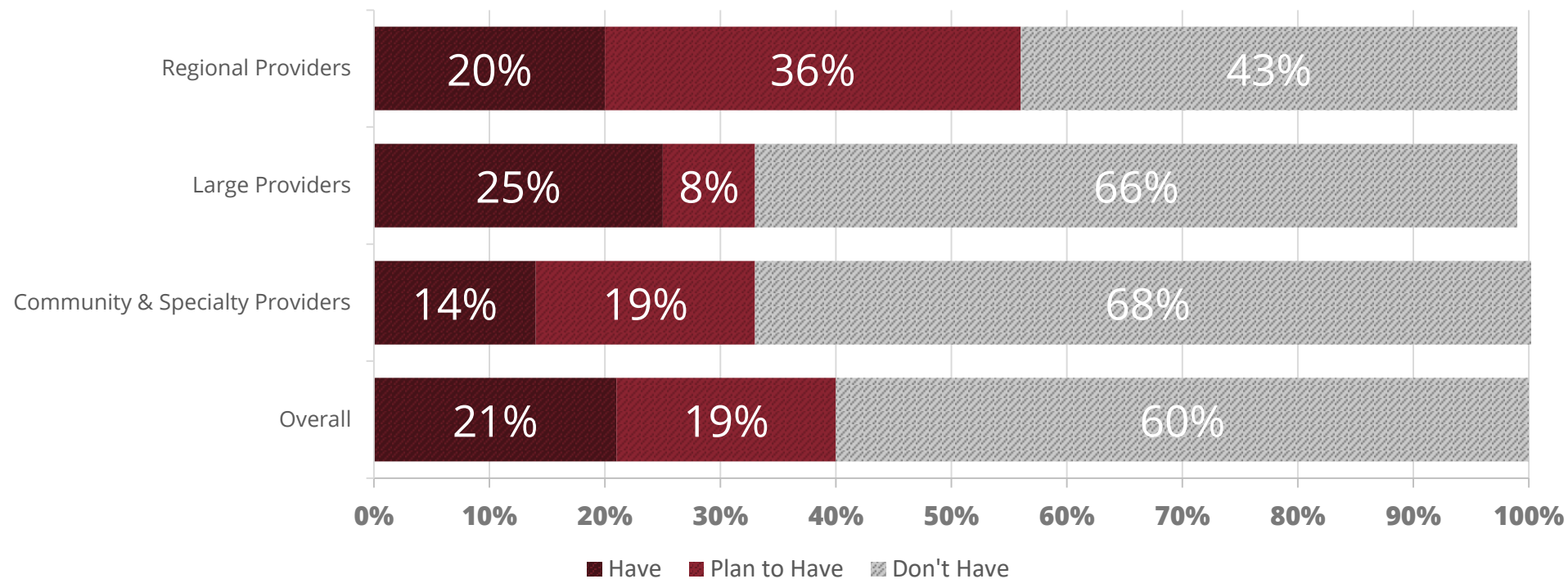


Understanding your audience

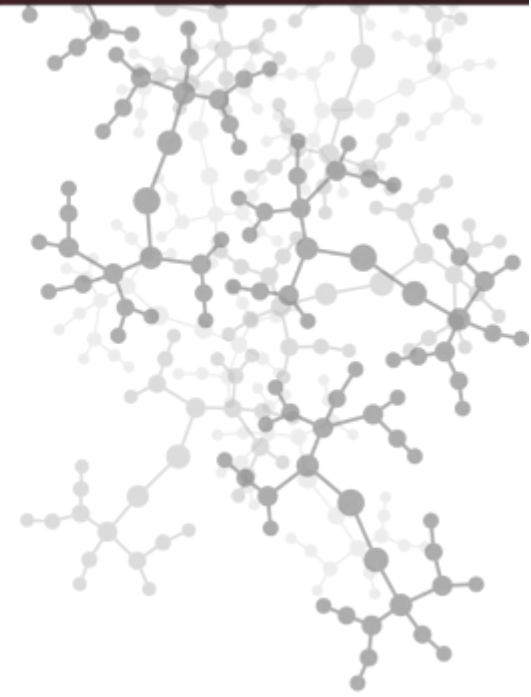
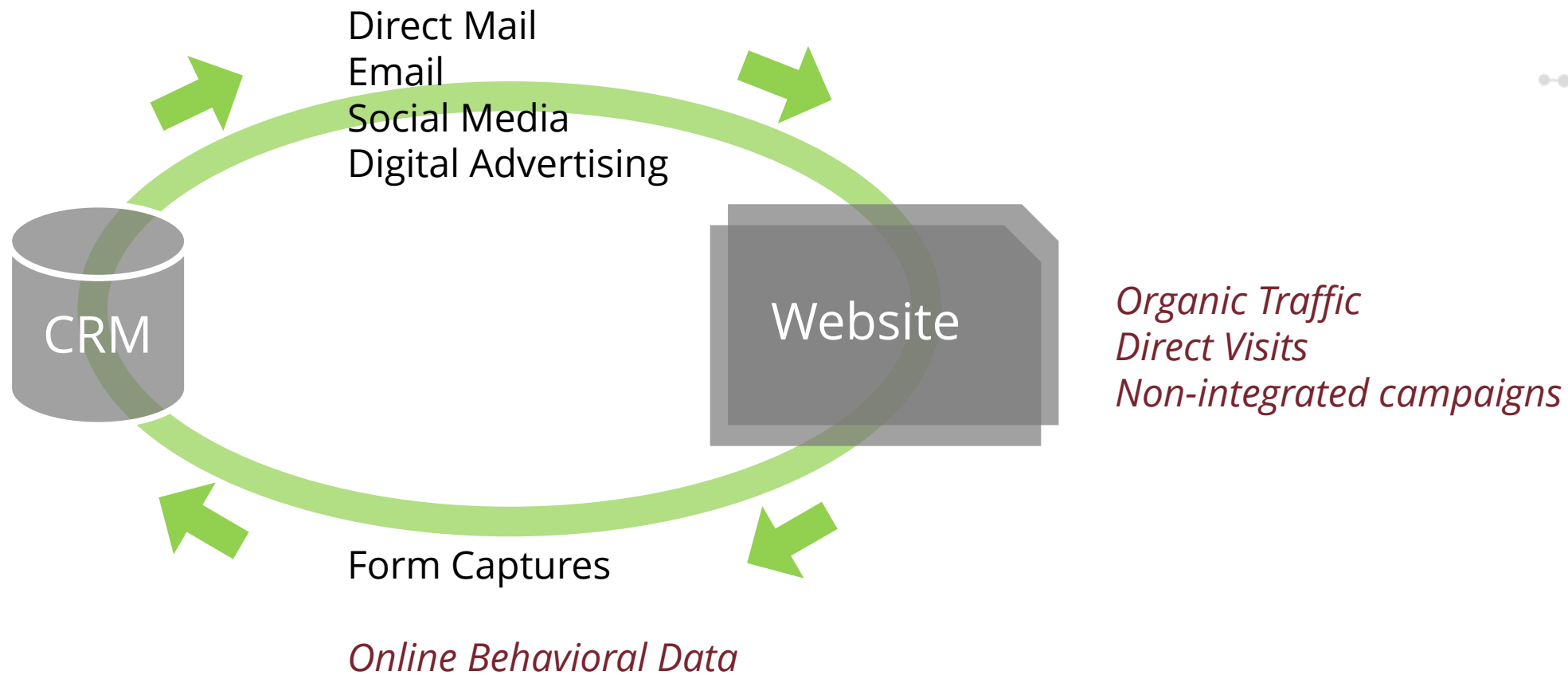


CRM + Website Integration

Healthcare organizations that have CRM integrated with website



Closing the loop



Getting personal

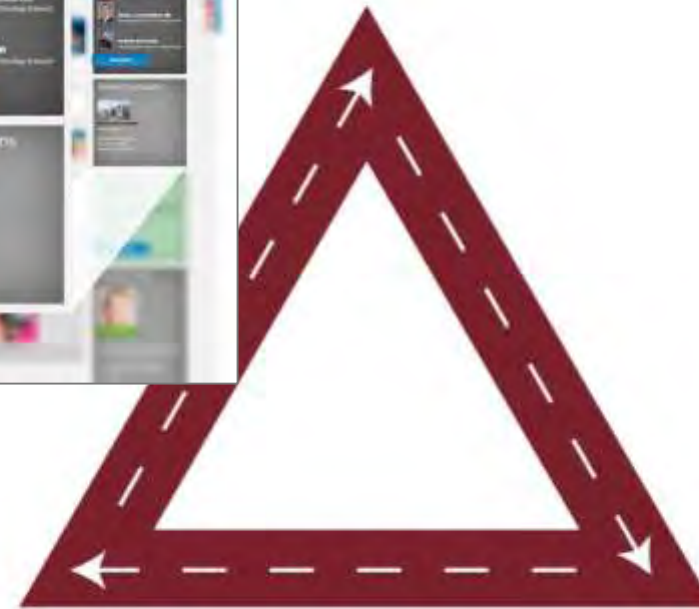
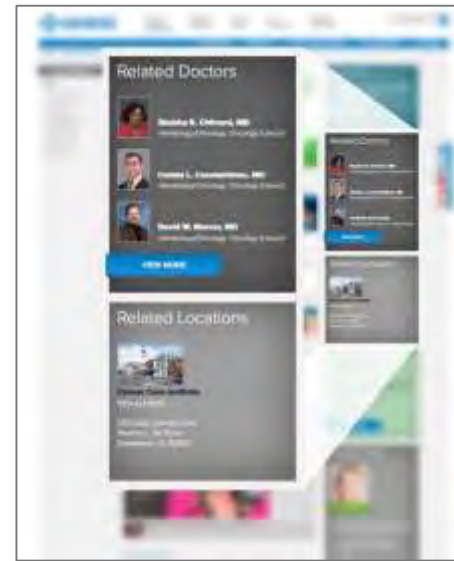
??




Delivering contextually relevant content


Based on


- Campaign targeting
- Visitor demographics
- Behaviors and actions
- Predictive algorithms





Geotargeting prioritizing local


 YOUR STORE
Cedar Rapids, IA

 EASY REORDER

 MY ACCOUNT
Please Sign In

 Cedar Rapids, IA (2431 Wiley Blvd)


 Iowa City, IA (820 South Riverside Drive)


 Waterloo, IA (1542 Flammang Dr)


Check item availability and take advantage of 1-hour pickup option at your store.

[Change Store](#)

What can we help you find?

 Your Store
Select a Store

 Sign In
or Register



Cedar Rapids #2108 Store Finder


Open until 9:00pm


47.07 mi **Waterloo #2101**
1050 Southtown Drive
Waterloo, IA 50702

4501 1st Avenue Se
Cedar Rapids, IA

(319)294-0480


[Store Details](#) [View Local Ad](#)





 Use My Location

[SET AS MY STORE](#)

[FIND MORE STORES](#)

 [Select Region](#)

 [Contact Us](#)

 [Patient Login](#)

Please Select a Location

- [Southeastern Virginia \(Hampton Roads\)](#)
- [Charlottesville, Virginia](#)
- [Harrisonburg, Virginia](#)
- [Northeastern North Carolina](#)
- [Northern Virginia](#)
- [Southern Virginia](#)

[CONFIRM](#)

Is it a fit?

- Organizational Strategies: Finance, Growth, Service
- Do you have alignment among key players in web, digital, marketing and CRM?



Building momentum

- Find out where your organization's CRM efforts are today.
- Look for opportunities to "close the loop."
- Start experimenting with A/B testing.
- Begin connecting the dots with contextual connections, content, campaigns.



Keeping the Foundation Solid

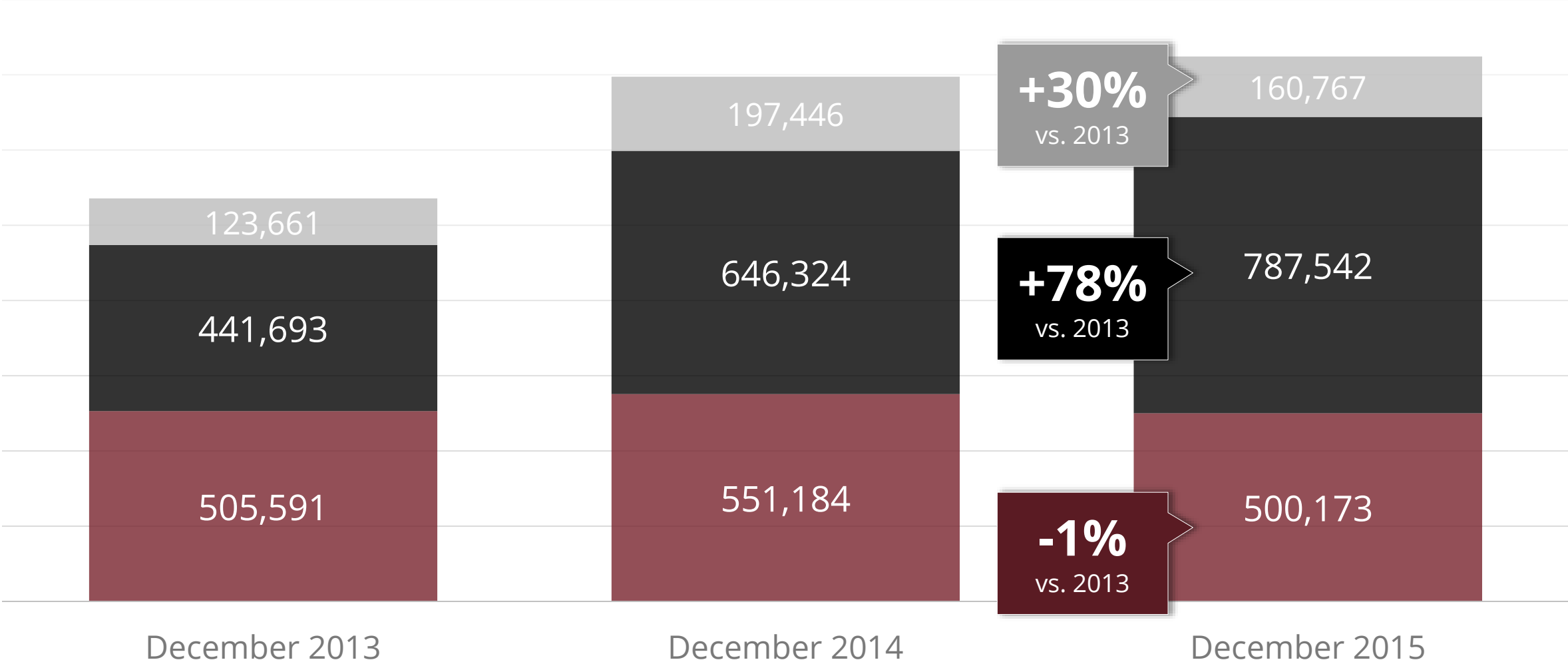


Beyond responsive
thinking mobile first



Growth in digital media time spent in minutes (MM)

■ Desktop ■ Smartphone ■ Tablet



Source: comScore Media Metrix Multi-Platform & Mobile Metrix, U.S., Dec 2015 vs. Dec 2014, vs. Dec 2013

Mobilegeddon 2.0

58% of searches performed
on a mobile device



"As a next step in our ongoing efforts to help users find more mobile-friendly content, beginning in May, we'll start rolling out an update to our algorithm that increases the effect of the ranking signal."

– Google

Building for SEO

Google

Google Search

I'm Feeling Lucky

Google.com.br offered in: Portuguese (Brazil)

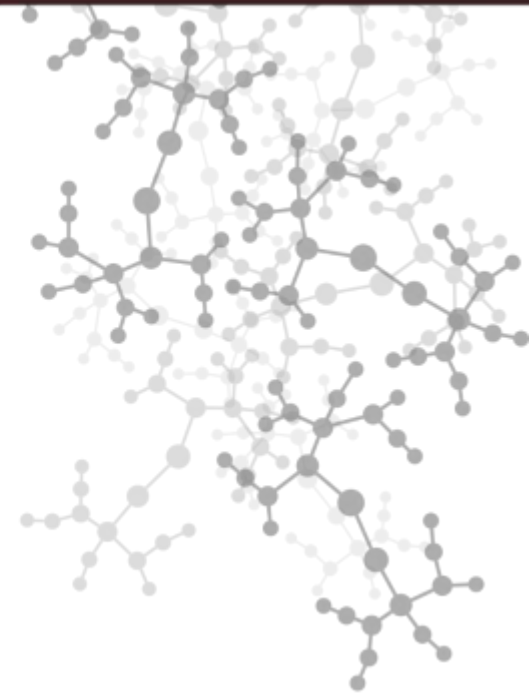
Advertising Business About

MacBook Air

Privacy Terms Settings

Use Google.com

Semantic SEO: Thinking in entities



Open Graph metadata

Without Open Graph tags

Funds Raised fo Leukemia Research - Benefit Health System

Benefit Health System (Cedar Rapids, IA) hosted its 10th Annual Dance-a-Thon over the weekend, raising \$102,124.51 for the Childhood Leukemia Foundation.

WWW.BENEFITHEALTH.ORG

Use open graph to provide customized title, description, images, URL, etc. to be used when content is shared on social media platforms.

With Open Graph tags



Benefit Health System Raises Funding for Leukemia Research with a 24-Hour Dance-a-Thon

10th annual event raises over \$100,000 for Childhood Leukemia Foundation

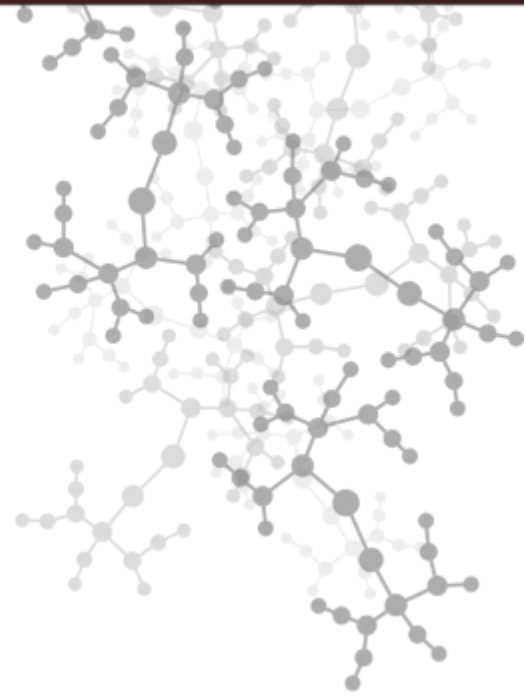
BENEFITHEALTH.ORG

Web accessibility and ACA 1557

1557 Applies to:

- Any health program or activity, any part of which received funding from HHS
- Any health program or activity that HHS itself administers
- Health Insurance Marketplaces and all plans offered by issuers that participate in those Marketplaces

Section 1557 requires healthcare organizations to take steps to ensure that communications with individuals with disabilities are as effective as those with anyone else. It incorporates existing federal guidance on these topics including the American's With Disabilities Act and the Rehabilitation Act of 1973



Is it a fit?

- Organizational Strategies: Finance, Continuous Improvement, Growth, Service
- Evaluate Mobile UX
- Look at



Building momentum

- Check out your site in Google's Search Console, Mobile Friendly Test and Structured Data Testing Tool.
- Know your mobile visit data
- Track your results.



Conclusion



The web is always
under construction



Key feature areas

- Provider Ratings & Reviews
- Appointment Scheduling & Virtual Visits
- CRM
- Personalization
- Maintaining a Solid Web Foundation



Questions?

*Type your question in the
"Ask a Question" box*



Growing Digital Reaching Health Consumers Online

October 26, 2016 – 2 p.m. EDT / 11 a.m. PDT

When it comes to your healthcare brand, it's not always easy to know where to focus your digital marketing dollars. Learn how to prioritize content marketing, SEO, local listings, social media and reputation monitoring in a constantly evolving marketing puzzle.

You'll learn:

- Which targeting techniques are most effective
- How to track campaign effectiveness (without driving yourself crazy)
- Which tactics will take your social media and reputation management to the next level
- How to rethink content creation and focus efforts on consumer engagement
- Where SEO fits into the puzzle (spoiler: everywhere)

Register at: geonetric.com/webinars

