

# Online Review Best Practices for Healthcare Professionals

## Everyone's a Critic



Winning Customers in a  
Review-Driven World

by: **Bill Tancer**

*New York Times* bestselling author of *Click*







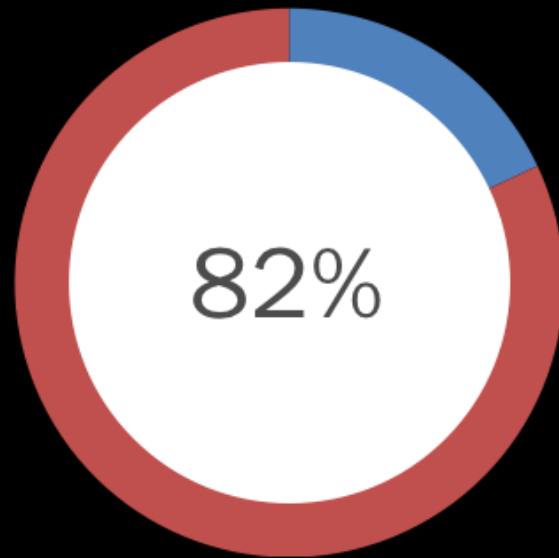




# Online Reviews and Your Practice

- **The online review landscape**
- **Bad reviews can be good for you**
- **It's not about you (at least 80% isn't)**
- **The real value of reviews**
- **Explaining the cupcake and HIPAA**

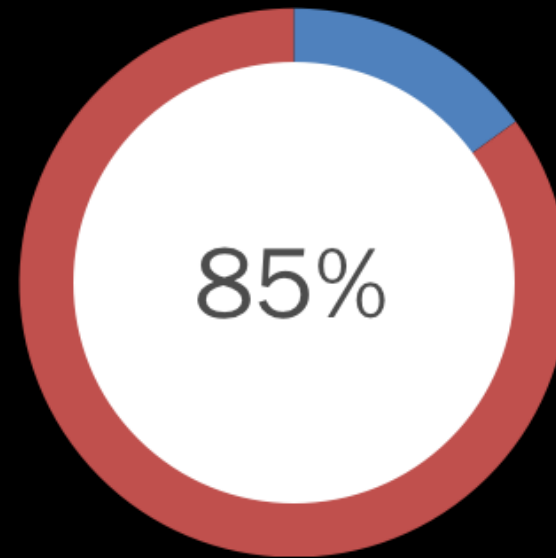
# The Online Review Landscape



## Consumer Reviews

82% of consumers say that they consult online reviews before making a purchase decision, up from 72% in 2012.

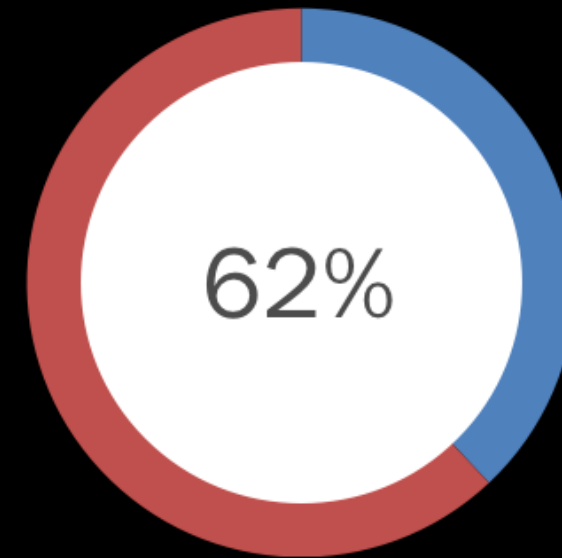
Experian Marketing Services 2015



## Doctors Read Own Reviews

85% of doctors say that they read their own reviews, while 36% say that they read their colleague's reviews.

ZocDoc 2013



## Patients First Step

62% of patient respondents use Yelp reviews as a first step in choosing a physician.

SoftwareAdvice.com



# Bad Reviews Can Be Good For You

**“...when there are specific negative comments, the reader tends to believe the reviewer. If the complaint doesn't highlight a deal breaker, it can translate into increased business.”**

**- Panagiotis Ipeirotis  
Professor, NYU Stern**

# Kindness and Communication

## What Words Are Most Common in Positive/Negative Reviews?

Words with Most Appearances Per 1000 Words in Positive/Negative Reviews

POSITIVE REVIEWS (>3 stars)			NEGATIVE REVIEWS (<3 stars)		
Rank	Word	Frequency Per 1000 Words	Rank	Word	Frequency Per 1000 Words
1	friendly	5.10	1	appointment	4.68
2	highly	4.02	2	insurance	2.29
3	thorough	3.70	3	results	1.67
4	questions	3.54	4	patients	1.57
5	excellent	2.94	5	waiting	1.44
6	comfortable	2.81	6	questions	1.40
7	knowledgeable	2.75	7	rude	1.24
8	appointment	2.72	8	waited	1.23
9	helpful	2.43	9	exam	1.10
10	dentist	2.04	10	unprofessional	1.09
11	concerns	1.94	11	doctors	1.03
12	manner	1.82	12	rushed	1.00
13	definitely	1.79	13	prescription	1.00
14	caring	1.75	14	times	0.94
15	pleasant	1.73	15	receptionist	0.88
16	wonderful	1.69	16	nurse	0.88
17	amazing	1.67	17	dentist	0.86
18	explained	1.55	18	manner	0.77
19	extremely	1.53	19	bedside	0.70
20	bedside	1.51	20	issues	0.68
21	patients	1.43	21	tests	0.67
22	answered	1.42	22	medication	0.66
23	personable	1.39	23	extremely	0.66
24	efficient	1.32	24	waste	0.65
25	informative	1.28	25	received	0.65
26	attentive	1.25	26	concerns	0.63
27	doctors	1.21	27	terrible	0.62
28	listened	1.17	28	horrible	0.61
29	awesome	1.15	29	appointments	0.60
30	quick	1.12	30	worst	0.59
31	dental	1.05	31	assistant	0.55
32	issues	1.02	32	cleaning	0.54
33	clean	0.94	33	teeth	0.54
34	super	0.93	34	spent	0.51
35	listens	0.90	35	annual	0.50
36	ease	0.83	36	lab	0.50
37	exam	0.80	37	scheduled	0.50
38	options	0.75	38	friendly	0.47
39	rushed	0.74	39	uncomfortable	0.46
40	cares	0.69	40	arrived	0.45
41	physician	0.68	41	procedure	0.45
42	pleased	0.64	42	prescribed	0.43
43	courteous	0.64	43	completely	0.42
44	waiting	0.64	44	disappointed	0.42
45	understanding	0.64	45	multiple	0.42
46	fantastic	0.63	46	hours	0.41
47	warm	0.61	47	schedule	0.41
48	glad	0.56	48	weeks	0.41
49	friends	0.56	49	due	0.39
50	welcoming	0.55	50	charged	0.38

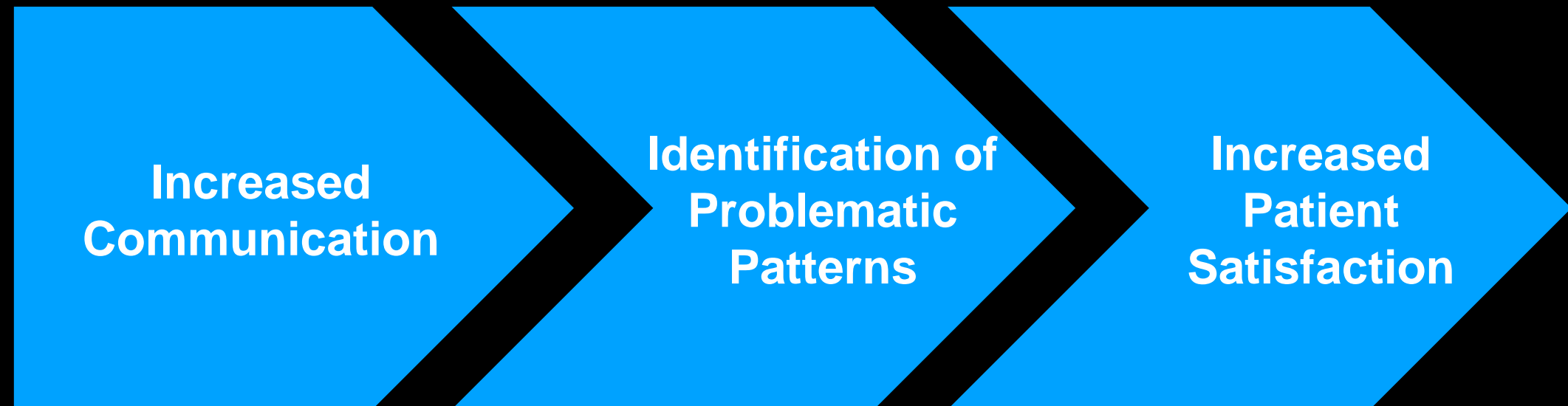
## Top Positive Words

- 1 friendly
- 2 highly
- 3 thorough
- 4 questions
- 5 excellent

## Top Negative Words

- 1 appointment
- 2 insurance
- 3 results
- 4 patients
- 5 waiting

# The Real Value of Reviews



# Explaining the Cupcake

	Hedonic	Utilitarian
Positive	Don't Explain the Cupcake	Explain the Cupcake
Negative	Explain the Cupcake	Don't Explain the Cupcake

According to a University of Alberta study focused on how people share word-of-mouth experiences, explaining why they liked a positive hedonic experience will make them like it a little less, while explaining a negative hedonic experience will make them hate the experience a little less. The opposite is true of utilitarian experiences.

# Responding to Reviews and HIPAA

*“If the complaint is about poor patient care, they can come back and say, ‘I provide all of my patients with good patient care’ and ‘I’ve been reviewed in other contexts and have good reviews’. But they can’t take those accusations on individually by the patient.”*

- Deven McGraw, U.S. Department of  
Health and Human Services

# Online Reviews and Your Practice

- **Bad reviews happen**
- **Communication and kindness**
- **Think (imperfect) diagnostic tool**
- **When appropriate, explain the cupcake**

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Thank You!

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