

Healthgrades Patient Satisfaction

Reviews, Ratings, and Digital Decision Making

The Digital Decision Maker and Why Patient Satisfaction Matters

Consumerism is now a reality in the healthcare industry. Healthcare consumers are demanding transparency from physicians and hospitals. They look for information from other patients about their satisfaction with their care, so they can make more informed healthcare decisions.

Healthgrades research confirms that patient satisfaction scores and reviews are consistently in the top 3 of what consumers look for when making healthcare decisions.

Ratings and Reviews are the First Stop in the Healthcare Journey

A physician's profile and online reputation are two of the most important pieces to the healthcare consumer's journey. It's the first stop, or digital front door, that provides care seekers the information they are looking for. If they don't find it, they quickly move on to the next physician that has complete information.

Healthgrades is the #1 trusted site for consumers researching physicians. Over 1 million consumers and referring physicians visit us each day.

Transparency Benefits for Physicians

Up-to-date profiles that include current, relevant patient satisfaction ratings and reviews provide differentiation, enhance discoverability and create preference. Active content on your profile boosts your chances of search engines like Google to find your profile and enhance your ranking in search results.

Healthgrades also helps physicians actively manage their online reputations, accept feedback from patients and promote positive reviews as testimonials.

Ratings and Reviews are Generally Positive

You've likely seen Healthgrades star ratings or even read through patient comments. These ratings and reviews are usually positive in nature, but don't take the occasional less than 5 star review personally—it strengthens the credibility of your positive reviews.

92%
of consumers now
read online reviews.¹

72%
search online
for information
about healthcare.²

1. National Research Corporation- 2015 Healthcare Consumer Trends Study

2. BrightLocal Consumer Research 2015 www.brightlocal.com/learn/local-consumer-review-survey/

Login to <https://update.healthgrades.com> to verify and complete your profile, as well as access your patient satisfaction ratings and reviews.

Please make sure your updated, accurate information includes:

1. Location(s) & contact information
2. Your specialty
3. Diseases, conditions & procedures performed
4. Photo and/or video
5. "Your voice" details
6. Insurance accepted
7. Languages you speak

Healthgrades Patient Reviews Collection & Quality Control

As a pioneer in ratings transparency, Healthgrades star ratings have been public for many years. Now, we've enhanced our patient feedback with open text reviews on the most trusted site, focused only on healthcare, for patients selecting providers.

We provide complete, objective and meaningful health information across digital platforms to help patients choose the right physician, with editorial integrity being a top concern.

Keep in mind Healthgrades is a community-driven site. All comments, both from patients and providers, are filtered for inappropriate content prior to being published. We do not publish reviews we believe violate our Editorial Policy.

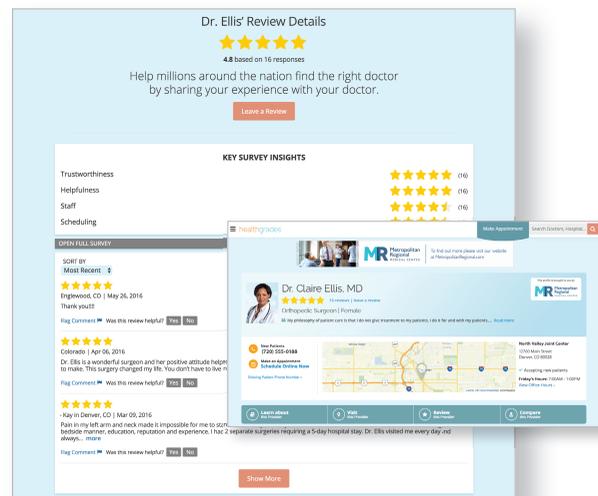
If there is a review you feel violates the Healthgrades Editorial Policy, please flag the review and our editorial team will respond with feedback, which may take several days. Read our editorial policy here: <https://www.healthgrades.com/content/editorial-policy>

Manage Your Patient Satisfaction Reviews

As your partner, Healthgrades allows physicians and practice managers the ability to login to see all reviews published and respond. Responding to your reviews is a great way to learn from and build goodwill with your most vocal patients.

Responding to reviewers should be approached with care. It can be hard to convey good intentions over the Internet. Keep in mind these points to achieve the right balance:

- First things first – keep in mind your patient review and your response are displayed publicly within your Healthgrades profile.
- Don't forget about HIPAA, and exercise due care. No names, no specifics.
- A genuine, patient-centric response goes a long way.
- Consider taking the conversation offline – offer your contact info within the response, if additional conversation is needed.



Contact Healthgrades with questions or comments at <https://update.healthgrades.com/contactus>.

healthgrades®

855.665.9276 | healthgrades.com/hospitals