



Sutter Health Sees 76% Increase in Doctor Profile Page Visits with Reputation.com

Background

Sutter Health is a non-profit healthcare organization based in California, and the eighth largest in America. Stretching across 22 counties, Sutter Health encompasses 24 hospitals, 43 urgent care and walk-in care clinics, and hundreds of labs, imaging centers and outpatient clinics.

Due to growth through numerous acquisitions, Sutter Health was facing several digital marketing challenges, which prompted the organization's Head of Reputation and Engagement, Nolan Perry, to look for a partner to help ensure Sutter's online reputation reflects its brand.



Company

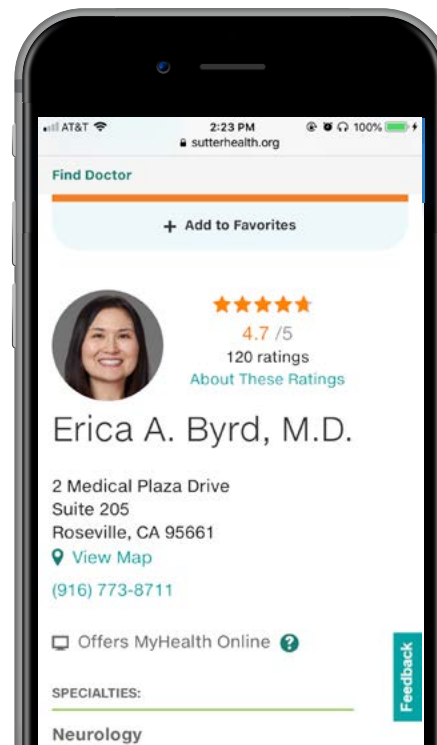
A leading U.S. healthcare system in California

Customer Since

2016

Goals

- Correct, optimize and maintain business listings to help consumers find locations.
- Respond to online reviews at scale to improve patient sentiment.
- Syndicate reviews and patient satisfaction survey data to physician pages to improve search rankings and drive efficiency in new patient acquisition.



I had an awesome experience. Dr. Byrd is caring and kind, and I will definitely be recommending her to friends.

Challenge

According to Perry, incomplete and inconsistent location and physician listings were the first challenge to tackle. “Our location listings were all over the place,” he said. “Because Sutter Health has been around for so long and has grown largely by acquiring different medical groups, hospitals and systems, no one was managing the listings data.”

Additionally, no one was responding to patient reviews or social posts. “Sutter as a whole receives thousands of reviews every month,” said Perry. “In 2017 alone, we received over 9,000 reviews, and for the most part, no one was responding to them or using that information for anything,” said Perry.

“We understood the importance of online reviews as a ranking factor for search engines, but there were no policies or processes in place to hold people accountable.”

Perry said his goals in implementing a reputation management program were primarily about improving patient experience. “Patient experience isn’t just about the in-office visit,” he said.

“It takes place throughout many touchpoints with our brand — including those experienced online. People expect continued interaction with our brand outside of the office, hospital or clinic environment — and we want that as well, because it helps us develop a loyal relationship with patients that can last throughout their lifetime.”

“People expect continued interaction with our brand outside of the office, hospital or clinic environment.”

— Nolan Perry, Head of Reputation and Engagement



Solution

Perry was referred to Reputation.com by colleagues. “We evaluated several solutions, and conducted a trial with three platforms,” he said. “Reputation.com emerged as really the only platform that could offer a complete solution.”

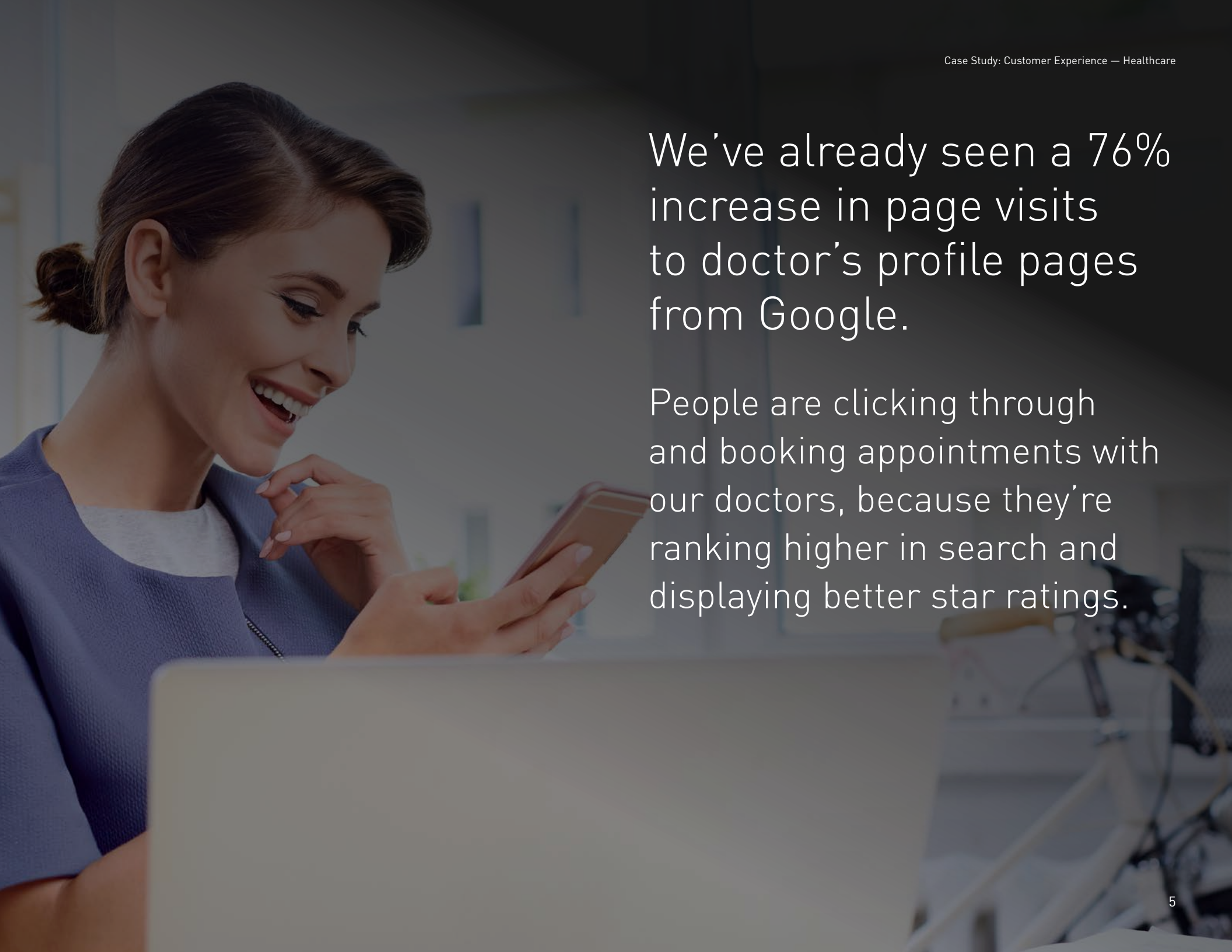
Perry’s team uses Reputation.com for managing and maintaining physician and location listings, as well as monitoring and responding to online reviews. “Responding to reviews provides a great opportunity to interact with patients and gain insights into how to improve customer experience,” he said. “Our Chief Marketing Officer is a huge proponent of taking action on patient feedback to gain operational insights for the business.”

In addition to business listings and review management, Perry’s team also streams star ratings to Sutter Health’s website on doctors’ profile pages. “Generating star ratings through the Reputation.com platform provides patients and prospects more transparency into the quality of care we provide, and drives greater consumer visibility online for our doctors because they’re ranking higher,” he said.



“Responding to reviews provides a great opportunity to interact with patients and gain insights into how to improve customer experience.”

— Nolan Perry, Head of Reputation and Engagement

A woman with brown hair tied back, wearing a blue sweater, is smiling and looking at her smartphone. In the foreground, the back of a laptop is visible. The background is a blurred office or clinical setting.

We've already seen a 76% increase in page visits to doctor's profile pages from Google.

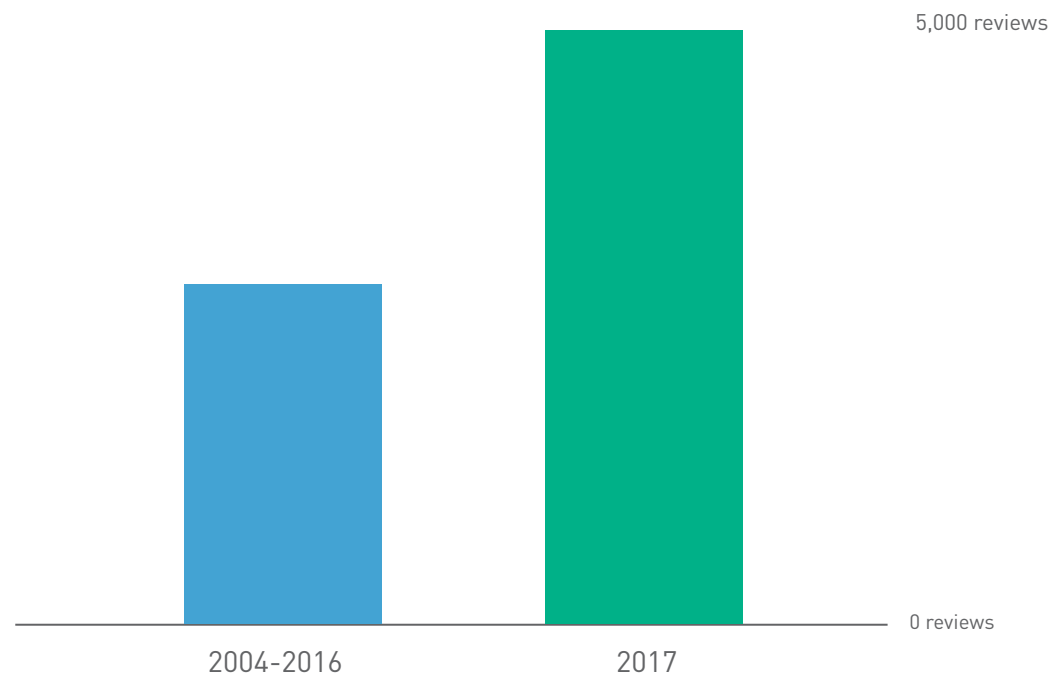
People are clicking through and booking appointments with our doctors, because they're ranking higher in search and displaying better star ratings.

Results

Reputation.com is helping Sutter Health improve patient experience by enabling the organization and its doctors to tune into what patients are saying. “In 2017, we were able to respond to over 5,000 reviews, which is more than the system has responded to in the last 13 years combined,” said Shaun Ralson, Regional Marketing Manager, Sutter Health.

Reputation.com offers built-in natural language processing that automatically tags reviews and comments with specific categories so Perry’s team can generate meaningful reports for their different geographies. For example, he can pull a report showing the number of mentions of wait times for a single clinic— both positive and negative — and provide feedback to the location.

Sutter Health Review Response 2004-2017



Listings Improvements Boost Click-through Rates and Accuracy

Sutter Health's location listings accuracy has increased from less than 57% to nearly 90%, which in turn has had a measurable impact on attracting patients. "Reputation.com is definitely driving more views and visits across our locations," said Perry. "We've already seen a 76% increase in page visits to doctors' profile pages from Google. People are clicking through and booking appointments with our doctors, because they're ranking higher in search and displaying better star ratings."



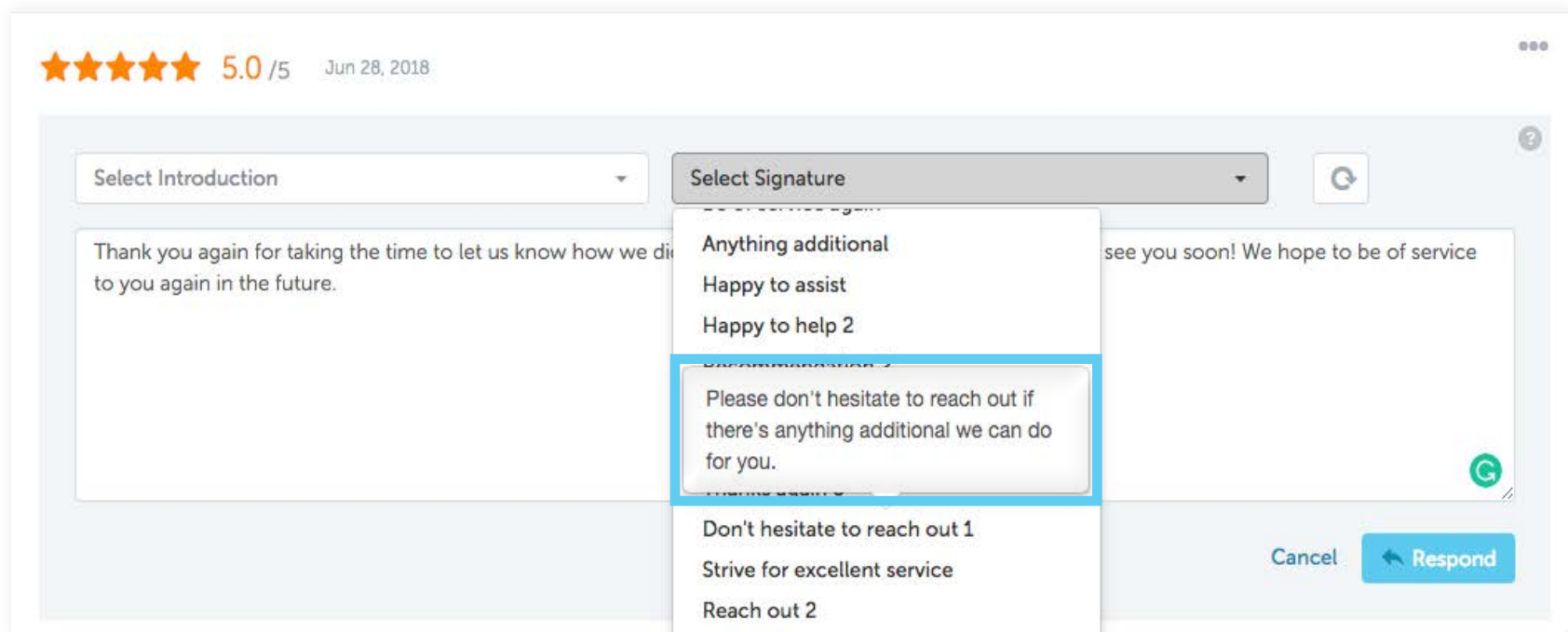
HIPAA Made Easier

Importantly, Reputation.com helps to ensure Sutter Health’s review responses are HIPAA-compliant. “We had to convince our legal team that it was going to be okay if we started responding to patients online,” said Perry. “They wanted to know those responding to reviews would not violate HIPAA regulations or put the company at risk.”

Using the Reputation.com platform, Perry’s team crafted 50+ template responses for responding to reviews. “The ability to use templates helped us get buy-in from our legal team and our risk management team, so we could start responding,” said Perry.

“The ability to use templates helped us get buy-in from our legal team and our risk management team, so we could start responding.”

— Nolan Perry, Head of Reputation and Engagement



Complete Platform Provides Competitive Advantage

Reputation.com provides competitive advantage for Sutter Health because it helps the team manage the organization's reputation as a whole. "Prior to our partnership with Reputation.com, we didn't have a single place where we could view our online reputation across all of our medical practices and facilities, across our different geographic regions," Perry said. "The platform is really powerful because it allows us to filter that view down to the local level, so when we speak with individual CEOs, the information is more meaningful to them."

Sutter's partnership with Reputation.com provides an invaluable source of knowledge to draw from as the organization explores how to optimize its online reputation and improve patient experience.

"This is all brand new for us, and we're building a foundation for how Sutter Health represents itself on the web now and into the future," he said.

“Our partnership with Reputation.com means we have the experts in our corner, and that’s very reassuring.”

— Nolan Perry, Head of Reputation and Engagement

About Reputation.com

Reputation.com delivers the category-leading online reputation management platform for large, multi-location enterprises. We help companies monitor and improve online ratings and reviews, improve customer experience, and drive traffic, visits and revenue. To learn more, contact us at sales@reputation.com or visit us at reputation.com.



More from Reputation.com



[Online Reviews and Ratings 101: A 5-Step Guide to Improve Your Healthcare Organization's Online Reputation](#)



[The Do's and Don'ts of Responding to Patient Reviews in a HIPAA-Compliant Way](#)



[How Patients Choose Healthcare Providers](#)