



Managing Physician Online Reviews

January 13, 2015

Internet

- 85% of U.S. adults use the Internet
- Roughly 75% of U.S. adults search for health information online
- Estimate that 1 out of 5 patients use online health information to choose a PCP
- Recent U-M study – of those who sought online physician ratings
 - 35% selected physicians based on good ratings
 - 37% avoided physicians based on bad ratings



Internet

- Reality
 - Both friend and foe
 - Useful information
 - Tool used by patients
 - ACA bringing more people online to search for health insurance
 - Public domain
 - Difficult to control posting or sharing of inaccurate information



Online Review Sites











Online Review Sites

- Common fields
 - Likely to recommend
 - Responsive
 - Accessible
 - Bedside manner
 - Knowledge & skill
 - Waiting time
 - Time to appointment
 - Time spent with patient
 - Courteous staff
 - Follow-up



DrScore.com Online Review

Share Your Score of Dr. Eric Lewandowski

Share your experience as a patient of **Dr. Eric Lewandowski**. The survey only takes 2 to 3 minutes and you can stop at any time. If you are the parent or caregiver who attended the visit with the patient, please answer the survey questions on behalf of the patient.

Please agree to DrScore's Terms of Use:

Your confirmation of these terms of use state your agreement that you will not post false or malicious

I Agree to DrScore's Terms of Use

Start the Survey

DrScore.com Online Review

SCORE THIS DOCTOR:

On a scale of '0' to '10', where 0 is the worst possible care and 10 is the best possible care, how would you rate **Eric A Lewandowski, DO**?

worst care											best care
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
0	1	2	3	4	5	6	7	8	9	10	

Add any additional comments about **Eric A Lewandowski, DO** here. Please identify any particularly good things you noted about the visit, as one of the best ways to encourage people is to give them positive feedback on what they do well. Please also identify anything about the visit that could have been better. (40 word maximum).

RateMDs.com Online Review

Top 10 Family Doctors / G.P.s in East Lansing, MI

[What is a Family Doctor / G.P.?](#)



Dr. Janine Kohler

Family Doctor / G.P.

★★★★★ 8 reviews

#1 Family Doctor / G.P. in East Lansing, MI

Dr. Janine Kohler's Latest Rating

Dr. Kohler is the best doctor I've ever had. I couldn't possibly recommend her more highly. She has a warm, friendly personality, she's a great listener, and is ... [Read more](#)

Dr. Janine Kohler's Ratings



5

Staff



5

Punctuality



5

Helpfulness



5

Knowledge



Healthgrades.com Online Review

There's a Right Way to Find the Right Doctor.

There's more to choosing a doctor than insurance plans and office hours. Let us show you how to find the *right* doctor for you.

[Get Started](#)



Now you can choose a doctor based on knowledge. Not chance.

To get the right care, you need the right doctor *and* the right hospital. Now there's a way to find them.



Medicare - Physician Compare

Medicare.gov | **Physician Compare**

The Official U.S. Government Site for Medicare

Physician Compare Home

About Physician Compare

About the Data

Resources

Help

Physician Compare Home

Share

Find Physicians and Other Healthcare Professionals

Find Group Practices

Search Another Way

A field with an asterisk (*) is required.

* **Location**

ZIP Code/City, State/Address/Landmark

* **What are you searching for?** ⓘ

Doctor Last Name or Specialty or Medical Condition

Search

[Additional Search Options](#) ▶

Medicare - Physician Compare

About the data

You can find out which physicians, other healthcare professionals, and group practices take part in our quality programs including:

- ◆ [Physician Quality Reporting System \(PQRS\), including the Group Practice Reporting Option \(GPRO\)](#)
- ◆ [PQRS Maintenance of Certification Program Incentive](#)
- ◆ [Electronic Prescribing \(eRx\) Incentive Program](#)
- ◆ [Electronic Health Record \(EHR\) Incentive Program](#)
- ◆ [Million Hearts®](#)

Physician Compare now includes quality of care performance scores for a small number of group practices. You can find quality of care performance scores for Accountable Care Organizations (ACOs) [here](#). We'll add scores for individual healthcare professionals in the future.

Download the Physician Compare database

A database of information currently on Physician Compare is now available on <https://data.medicare.gov/>.



Medicare - Physician Compare

Add to My Favorites

Is this you?
Update your information here

General Information

Locations

Quality Programs:

[View information about Medicare quality reporting programs](#)

Gender:

Male

Education:

Graduated: 1999
School: MICHIGAN STATE UNIVERSITY COLLEGE OF OSTEOPATHIC MEDICINE



Group Affiliations:

MASON INTERNAL MEDICINE

Hospital Affiliations:





EDWARD W SPARROW HOSPITAL

Medicare Assignment:

 Accepts Medicare Assignment 

Physician Compare

Quality Programs:

 Electronic Prescribing (eRx) Incentive Program 
 Electronic Health Records (EHR) 

[View information about Medicare quality reporting programs](#)


Gender:

Female

Education:

Graduated: 1978
School: UNIVERSITY OF SOUTH FLORIDA COLLEGE OF MEDICINE

Residency:

Maine Medical Center, Obstetrics and Gynecology, 1978-1982 



Group Affiliations:

ALLIANCE OBSTETRICS and GYNECOLOGY, PLC

Hospital Affiliations:

EDWARD W SPARROW HOSPITAL
MCLAREN - GREATER LANSING

Medicare Assignment:

 Accepts Medicare Assignment 

Board Certification: 

Obstetrics & Gynecology

BCBSM Online Review

- Via BCBSM's *Find a Doctor or Hospital* search function and directory.
- Members must log in to Member Secured Services, agree to the *Terms of Use* and *User Agreement*, and attest that they have seen the doctor
- Members answer a set of standard questions on a scale of one to five and may leave comments



15

BCBSM Online Review



Nonprofit corporations and independent licensees
of the Blue Cross and Blue Shield Association

[My Favorites \(0\)](#)

What do you want to do?

+ I want to find a doctor or hospital by name

+ I want to find a Primary Care Physician in my plan

+ I want to find doctors or hospitals in my plan

+ Advanced Search

What are you
looking for?

Start your search by
choosing a section
on the left.



BCBSM Online Review

DOHM, JOHN P DO



Add to Favorites

LANSING
CARDIOVASCULAR
CONSULTANTS PC

3413 WOODS EDGE DR
Okemos, MI - 48864
517-349-3303

2 Miles
[Map](#) | [Directions](#)
[See Other Offices](#)

Reviews: ★★★★★ (1) [Log in to review](#)

Specialties: Family Practice (Board Certified)

Plans Accepted

Accepts new patients

Secondary Languages: German

Patient-Centered Medical Home: No

NPI: 1770507741

BCBSM Online Review

DOHM, JOHN P DO

- [Profile](#)
- [Offices and Hospitals](#)
- [Reviews](#)

DOHM, JOHN P DO

LANSING CARDIOVASCULAR CONSULTANTS PC
Address:
3413 WOODS EDGE DR
Okemos, MI 48864
[Map](#) | [directions](#)
Phone: 517-349-3303

Summary of Reviews

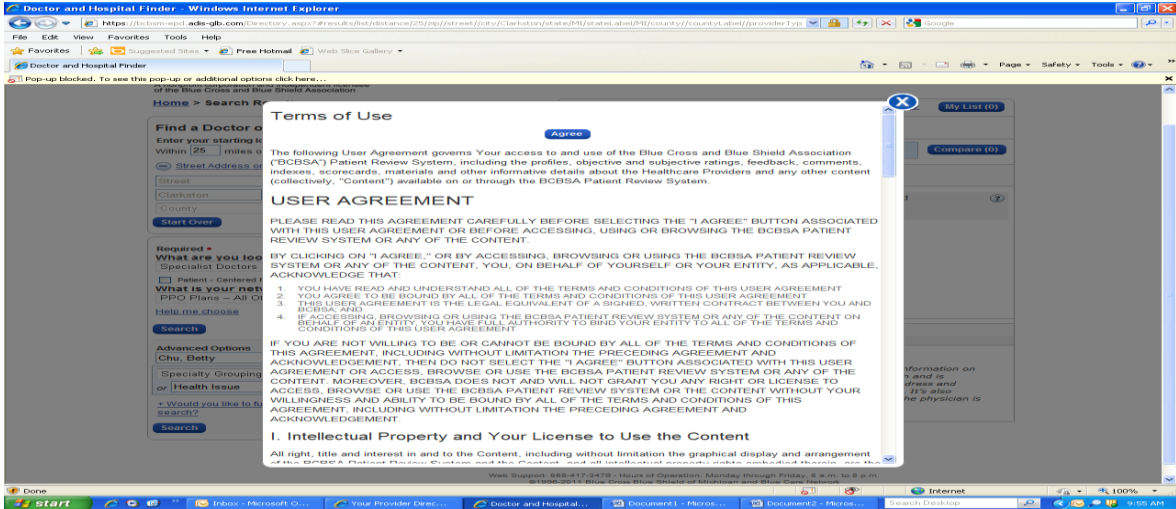
100 % of reviewers would recommend this doctor
1 total review

Overall Experience	★★★★★
Communication	Not Rated
Availability	Not Rated
Office Environment	Not Rated

1 Reviews for DOHM, JOHN P DO

★★★★★ An excellent family doctor. (Anonymous - 1/31/2013 11:20:00 PM) (1) (0)
Dr. Dohm has effectively assisted our family for many years. He and his staff has always been responsive to our needs. He is congenial and professional.

BCBSM Online Review



BCBSM Online Review

* required to submit review reset ratings

* By checking this box, I verify that I have received services from this provider

* Experience:
How would you rate your overall experience and satisfaction with this doctor? ★★★★★

* Recommend:
Would you recommend this doctor to your friends/family? yes no

Communication:
How well did the doctor communicate with you about your health concerns? ★★★★★

Availability:
How would you rate the doctor's availability for your appointment? ★★★★★

Office Environment:
How would you rate the doctor's overall practice environment? ★★★★★

Additional Comments:
Please don't use any personal information (i.e., name, address, member number, etc.) in your review. We're unable to post reviews that contain personal information.

Headline for review:
Please don't use any personal information (i.e., name, address, member number, etc.) in your headline. We're unable to post reviews that contain personal information.

BCBSM Online Review

 Profile

 [Offices and Hospitals](#)

 Reviews

 Quality

MSMS 

BCBSM Online Review

Physician Quality Measurement (PQM) [?]

Measure	Rating	Local Benchmark
Asthma		
Use of appropriate Medications for People with Asthma	★★★ 95%	93%
Back Pain		
Use of Imaging Studies for Low Back Pain	★★★★ 84%	72%
Cancer Screening		
Cervical Cancer Screening	★★★ 72%	76%
Depression		
Antidepressant Medication Management	★★★ 58%	56%

BCBSM Online Review

Designations

Patient-Centered Medical Home: Yes

Blue Physician Recognition:

Blue Physician

RECOGNITION



The BPR icon appears for physicians that have chosen to participate in Blue Cross Blue Shield of Michigan's Physician Group Incentive Program (PGIP), which is central to engagement in quality based initiatives in this state. Note that participation is updated twice throughout the year and Physicians without the icon may be participating in other quality improvement programs outside of the PGIP program which BCBSM is not tracking at this time. See [Blue Cross Blue Shield of Michigan](#) for further information.



Priority Health Online Review

- Priority Health "apple" doctor quality ratings
 - Each year, Priority Health measures the quality of the health care that primary care doctors and other primary health care providers (PCPs) give to our members. These quality ratings are shown in "apples." Four apples is the highest score for each kind of care measured.



Priority Health Online Review

- How scoring works
 - We look for the percentage of a PCP's Priority Health patients who received the services targeted for measurement this year.
 - Some scores are based not on the individual doctor's patients, but on the patients of all doctors who practice together.
 - We use medical claims data, audits of medical records, Michigan Department of Community Health data, and other sources to tell us that percentage.
 - Physicians earn a score of 4 apples if they meet a target. PCPs who score in the highest 1/3 of performance below the target rate earn three apples on a measure; the middle 1/3 score 2 apples; and the lowest 1/3 earn one apple. When PCPs don't have enough Priority Health patients for us to score them fairly, their information shows an "N/A" instead of apples.



Priority Health Online Review

Karen D. Kerridge, NP ID: 7001220871 Female Family & General Practice (616) 965-8200 Add to MyList	Yes* <input type="checkbox"/> Compare	 Not rated	0.29 mi	Cherry Street Health Services - Heart of the City Health Center - Pediatrics 100 Cherry St SE Grand Rapids, MI 49503
Jennifer C. Ramsey, NP ID: 7001349521 Female Family & General Practice (616) 965-8200 Add to MyList	Yes* <input type="checkbox"/> Compare	 Not rated	0.29 mi	Cherry Street Health Services - Heart of the City Health Center - Adult 100 Cherry St SE Grand Rapids, MI 49503
Maha Ayashi, MD ID: 7000392271	Yes* <input type="checkbox"/> Compare		0.31 mi	Mercy Health Physician

Priority Health Online Review



Impact

- Venue for venting
- More positive comments than negative
- Referral source
- Forced to play defense
- Opportunities
 - Assessment
 - Improvement
 - Marketing
 - Playing offense

Managing Online Reputation

- Self assessment
 - Patients leaving practice?
 - Patient load decreasing?
 - Inquiries about negative posts?
- Google yourself
 - At least monthly
 - Set alerts (e.g., alerts.google.com)



Managing Online Reputation

- Claim your profile
- Correct mistakes and false information
 - Biographical information
 - Education history
 - Professional achievements, awards, etc.



Managing Online Reputation



healthgrades[®] Need Assistance? [Live Chat](#) [Sign In](#)

Nearly One Million People a Day Visit Healthgrades to Find a Provider
Update your profile now to attract more patients and referrals

Already have an account? [Sign In](#)

Increase Your Online Reach
Complete your profile to make your practice more relevant and discoverable online for consumers and referring physicians.

Engage Patients
More than half of our visitors make an appointment within a week. They're twice as likely to do so when your profile is complete.

Drive Physician Referrals
Over 100,000 providers visit Healthgrades monthly to make more informed referrals.

It's Simple, Secure & Free
Personalize Your Profile Now.

Ensure that your profile is accurate, comprehensive, and differentiated from others in your specialty, and connect with patients who can benefit most from your care.

Register to update your profile

Provider's Name:

City, State or ZIP:

I am the provider
 I am authorized to manage the provider's profile

Your Email:

Re-type Your Email:

Create Password:

I agree to the Healthgrades [User Agreement](#)

[Register Now >](#) [It's Free](#)

MSMS 

Managing Online Reputation

- Improve your online profile
 - Inform patients how to post online to trusted rating sites
 - Do not coerce or suggest positive reviews
 - Do not provide products or services in exchange for posting a review
 - Do not publish fake reviews (“astroturfing”) or deceptive endorsements
 - No gag orders
- Maintain own website, blog, etc.
- Don't expose protected health information

Managing Online Reputation

Google

Web Maps News Shopping Images More Search tools


About 99,900 results (0.48 seconds)

West Front Primary Care | Family Practice Physicians ...
www.westfrontprimarycare.com/
 West Front Primary Care. is a family practice group servicing the greater Traverse City area. We emphasize preventative care and health management by ...
[Google+ page](#) · [Be the first to review](#)

3537 West Front Street, Traverse City, MI 49684
 (231) 935-8930
[Our Providers - Patient Portal - Details](#)

Bradley P. Goodwin, MD | West Front Primary Care ...
www.westfrontprimarycare.com/doctor.../Bradley_P_Goodwin_MD.htm
 Memberships: American Academy of Family Physicians; Michigan State Medical Society. Brad Goodwin, MD Traverse City, Michigan ...

Dr. Bradley P. Goodwin, MD - Traverse City, MI - Family ...
www.healthgrades.com > ... > Michigan (MI) > Traverse City
 ★★★★★ Rating: 4 - 7 votes
 Visit Healthgrades for information on Dr. Bradley P. Goodwin, MD. Find Phone & Address information, medical practice history, affiliated hospitals and more.



Managing Online Reputation

- Tune-in to what patients are saying
- Embrace constructive criticism
 - Most will have some negative reviews
 - Look for patterns in reviews
- Address actionable items
 - Opportunities to improve future care experience
 - Know “hot button” items
 - Long waits
 - Lack of or slow response
 - Not feeling heard or respected



Defense/Damage Control

- Don't overreact and don't react impulsively
- Differentiate opinion from false factual statements
- Review from patient's perspective
- Determine whether response is necessary
- Consider no response
- Avoid aggressive response
- Don't let disputes play out online



Defense/Damage Control

- Contact website's administrator re: removal of information that
 - Violates website's terms and conditions
 - Contains PHI
- Consider reputation management firm
- Seek legal counsel
- Pick battles carefully



Play Offense

- Patient experience impacts patient satisfaction
 - Convenient/flexible/more hours
 - Limited waiting time
 - Online information
 - Knowledgeable and helpful staff
 - Comfortable waiting room
 - Keep patients informed in a timely manner
 - Patient education opportunities
 - Thank you letter after first visit



Play Offense

- Make sure your patient feels heard, seen, and accepted
 - Communicate in a respectful and friendly manner
 - Listen attentively
 - Answer questions
 - Show empathy
 - Clarify reasons for the office visit
 - Use eye contact
 - Use patient's language and limit medical jargon



Play Offense

- Provide a forum for patients to express their concerns and encourage utilization
 - Ask if patient or family member has any questions or concerns
 - Place a suggestion box in a convenient location
- Develop a policy for handling complaints
 - Review and respond in a timely manner
- Communicate your philosophy to staff and what you want the patient experience to be



Play Offense

- Utilize patient satisfaction surveys
 - Discuss results among staff
 - Address patient concerns
 - Use data to build satisfied and loyal patients
- Share survey results and related action steps



Play Offense

- Maintain own Web site
 - Showcase physicians' and other team members' education, experience, certifications, etc.
 - Information about the practice and the practice philosophy
 - Services offered
 - Generalized statements of satisfaction based on your patients' experiences



Thank You!

Stacey Hettiger
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advocacy and support since 1866.

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