

Your story. Your way.

Patients compare many providers before choosing. Share your story on Healthgrades.com.

*Register for
your provider account:*

update.healthgrades.com

Questions? Find answers at:

helpcenter.healthgrades.com

Connect on Healthgrades

According to recent research,¹ **nearly half of all American healthcare patients visit healthgrades.com** seeking trustworthy information to give them **confidence in choosing** a new physician or provider.

What patients want to know about you

In a ranking¹ of 10 factors, patients ranked these at the top:

1. **Physician experience**
2. **Insurances accepted**
3. **Patient reviews**

Other factors ranked included: Physician Ratings, Education, Availability, Awards, Languages Spoken, Hospital Reputation and Referrals from family and friends.



You can highlight numerous indicators of quality, including the care your practice provides, with your free Healthgrades account. Our data shows that **patients are twice as likely to make an appointment with a doctor whose profile is complete.**

When you register for your free account you receive all the tools you need to manage your online reputation:

- **Tell your story**
- **Engage more patients**
- **Monitor/Respond to patient feedback**

¹Stax web survey and analysis, March 2017

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Your Healthgrades Account

To build your profile, Healthgrades obtains information from public data sources, and while we make every effort for accuracy **the best information comes directly from you!**

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Quick Start

Register for your Free Account at update.healthgrades.com

For support with your existing account, email physiciansupport@healthgrades.com

Keep these sections accurate and up-to-date:

- Insurance carriers and plans accepted
- Conditions treated
- Procedures performed
- Availability
- Contact information

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Tell your story

Use these sections to personalize your profile:

- Photo
- Biography
- Care philosophy
- Provider responses to patient reviews

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Engage more patients

84% of patients check reviews before choosing a doctor.²

The Healthgrades Patient Satisfaction Survey lets patients share their opinion of their experience, and other details about their interactions with you and your staff.

Being proactive in seeking feedback from your patients results in a more balanced review of you and your practice. You can use our **free Patient Engagement Resources** (accessible through your Healthgrades account) to collect feedback from satisfied patients:

- Printable cards with link to your Healthgrades survey
- Your custom survey link, to share in email communications
- HTML code to link your Healthgrades survey directly from your website



Your patients' stories promote you and your practice

Health Stories, true stories submitted by your patients, are a compelling way to promote you and your approach to care. Urge your patients to share their stories by clicking **'Share Your Story' at healthgrades.com/health-stories.**

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Monitor and respond to patient feedback

We ensure **maximum editorial integrity and protection for providers** with multiple verification and validation steps; automated and human auditing of content; review flagging; and the ability for providers to respond to reviews publicly.

You can monitor your reviews 24/7 with your free Healthgrades account. Select the Patient Experience tab to sort through all reviews.

You can respond to any patient review by clicking "Reply" next to any review shown in the Patient Experience summary of your Healthgrades Account. Note that **HIPAA regulations do apply.**

Approximately **77% of ratings on Healthgrades are 4 or 5 stars** and whether you are responding to a positive or negative review you are leveraging another opportunity to promote your approach to care, as well as your professionalism and attentiveness. Patients report that a few negative reviews—and providers' responses—increase the credibility of on-line feedback.

When responding to a negative review, consider providing contact information for the reviewer to reconnect with you. If the issue is resolved, the patient can submit a new review that will automatically replace their old one.