

Uncovering Nuances in **Healthcare Data Analytics** to Improve the Patient Experience



Introductions



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Agenda

- Online Physician Ratings & Reviews' Impact
- How to Implement Transparency
- Approval and Appeals of Patient Feedback
- Transparency Success Stories
- Summary
- Q & A

Online Physician Ratings & Reviews' Impact

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Patients as Consumers

51%

share personal healthcare experiences online¹

91%

trust online reviews as much as a personal recommendation²



Sources:

¹[Binary Fountain 2018 Consumer Survey](#)

²[BrightLocal 2018 Consumer Survey](#)

The Consumer Journey

94%

Use online reviews to evaluate physicians¹

37%

Avoid physicians with negative reviews²

47%

Go out-of-network for physicians with better rankings³

Sources: ¹[Software Advice 2019](#), ²[AMA 2017](#), ³[Software Advice 2019](#)



Consumers Value **Honesty**

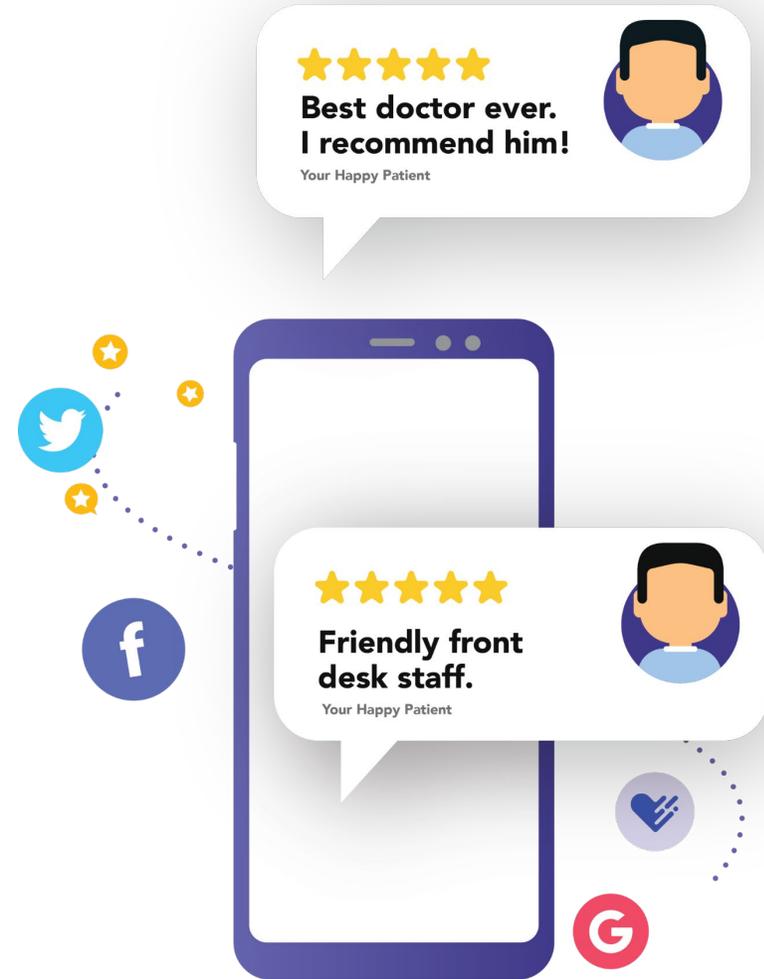
10

the average number of reviews a consumer reads before trusting a business¹

74%

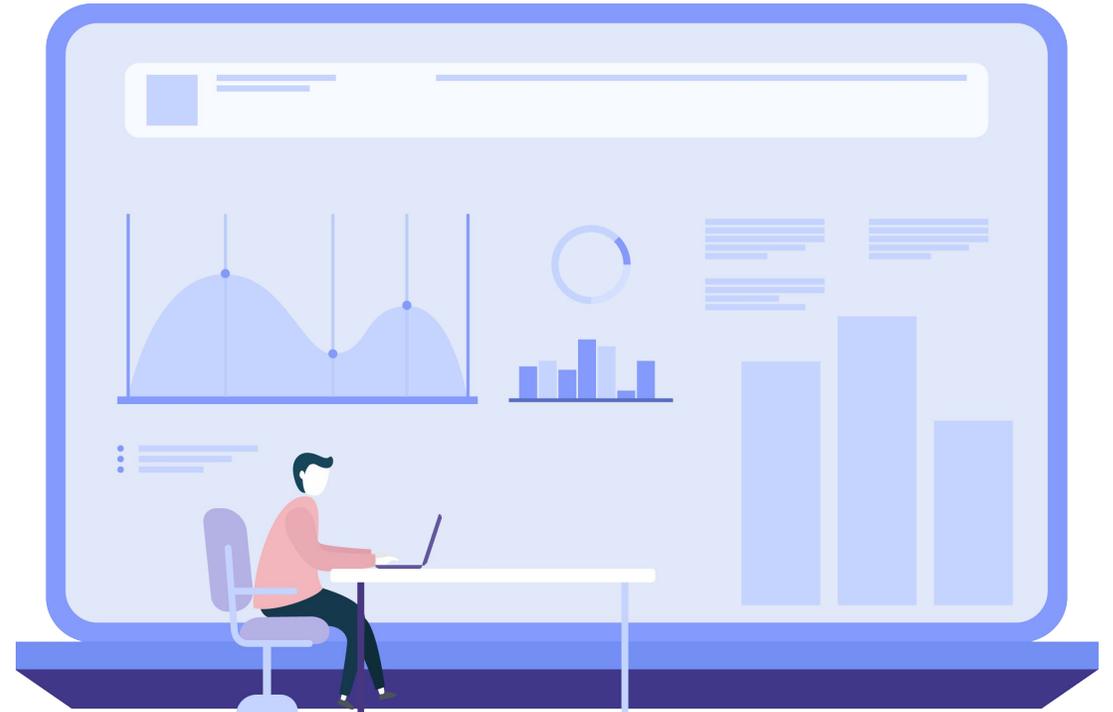
of consumers report feeling more trust for a business with positive online reviews²

Sources: ¹[BrightLocal 2018](#), ²[Software Advice 2019](#)



Impact of Transparency

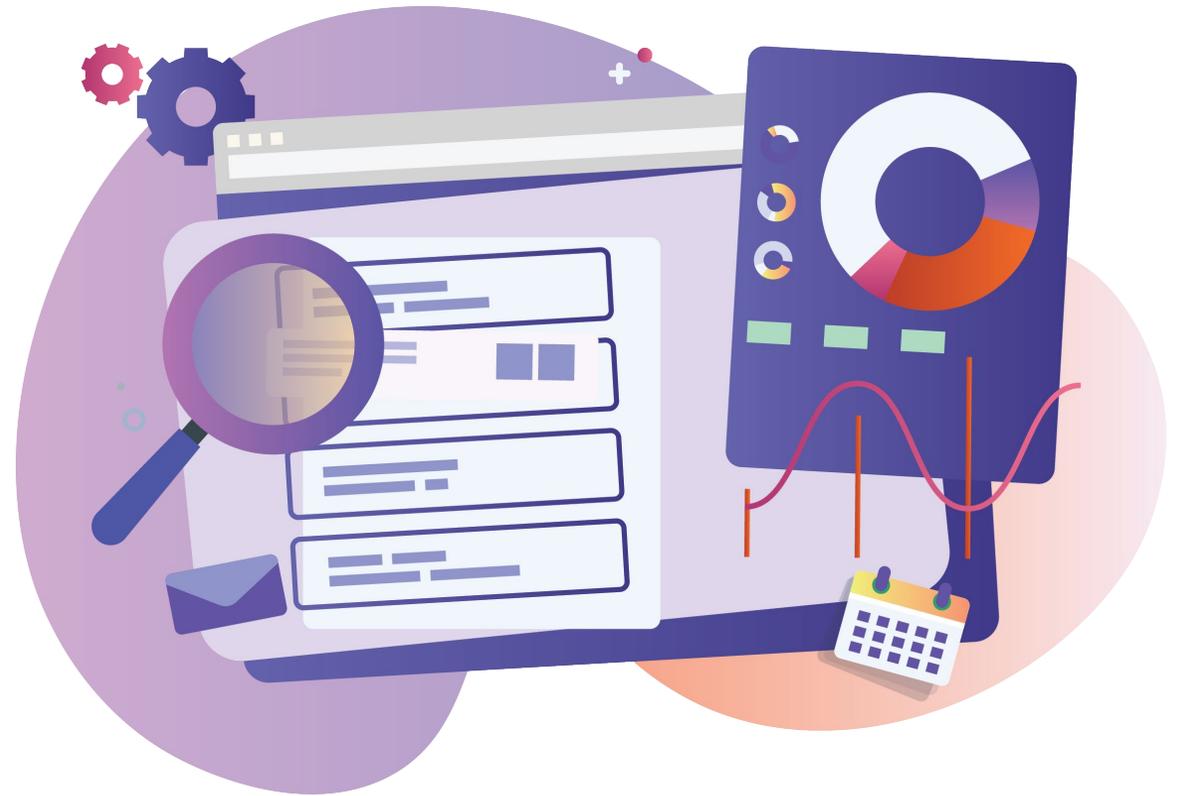
- **53%** increase in total reviews
- **51%** increase in positive reviews
- **152%** increase in Google Reviews



Source: Binary Fountain Client

The Challenge for OSF HealthCare

- Managed negative comments, but process was inefficient
- Conducted data-rich search into **37 specific categories** of care and service
- Wanted to shift power to the consumers, providing authentic reviews to win over new patients



How to Implement Transparency

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Adopting Transparency

- Get organization-wide buy-in
- Determine internal roles and processes
- Set a comment approval model for your organization



Getting Buy-in

- Work with physicians directly to review patient feedback
- Demonstrate value through case studies or research
- Give physicians an equal voice in review process



Internal Roles

- Executive Leader
- Transparency Champion
- Survey Provider
- Review Committee
- Web Service Provider



Centralized Workflow Model

Pros

- Consistent approval process
- Minimizes potential biases

Cons

- Potential for slower processes if only a few are working at a time
- Leaves “skill gap” if a manager leaves

Decentralized Workflow Model

Pros

- “All Hands on Deck” approach to get tasks done quickly
- No gap if manager leaves as approval is a shared responsibility

Cons

- Less consistency
- Introduces potential bias at local levels

The Approach for OSF HealthCare

- Binary Fountain automatically process comments online and from surveys
- “Round-robin style” review process
- Use reviews and profiles as landing pages

Find a Doctor

< BACK TO SEARCH RESULTS

 **Susan M. Wolf, APRN**
FAMILY MEDICINE

Rating: ★★★★★ (5.0/5.0)

[VIEW VIDEO](#) [DOWNLOAD PROFILE](#)

FEATURED REVIEW
★★★★★ 5.0/5 (Jul 12, 2018)
"Susan Wolf is an amazing health care specialist. She is knowledgeable, understanding, caring and so very kind. We are so happy with our care."

BACKGROUND BIOGRAPHY LOCATIONS **REVIEWS** [Is this your profile? Click here to submit changes.](#)

The Patient Rating score is based on responses given during the CGCAHPS Patient Experience Survey. Responses are measured up to a 10 point scale and then translated to a 5 point scale in order to display results for a 5 star rating.

Comments are also gathered from the same survey and displayed in their entirety with the exception of any language that may be considered slander, libel or contain private health information, which will be removed prior to publishing the comments.

5.0 STAR RATING (74 REVIEWS)

★★★★★ 5.0/5 (Jul 12, 2018)
Susan Wolf is an amazing health care specialist. She is knowledgeable, understanding, caring and so very kind. We are so happy with our care.

★★★★★ 5.0/5 (Jun 29, 2018)
Nursing staff provided excellent care! Everyone at the office is very professional & friendly! Susan provides top-notch patients care - she is thorough & has great relationships withher patients!

★★★★★ 5.0/5 (Jun 28, 2018)

★★★★★ 5.0/5 (Jun 29, 2018)
Susan, APN & the OSP Metamora office are valuable resources to a small town!

★★★★★ 5.0/5 (Jun 28, 2018)
Susan APN & the OSF Metamora team are GREAT resources to the area!

★★★★★ 5.0/5 (Jun 25, 2018)

Approval and Appeals of Patient Feedback

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Workflows for Approval



Workflows for Appeals



Transparency Success Stories

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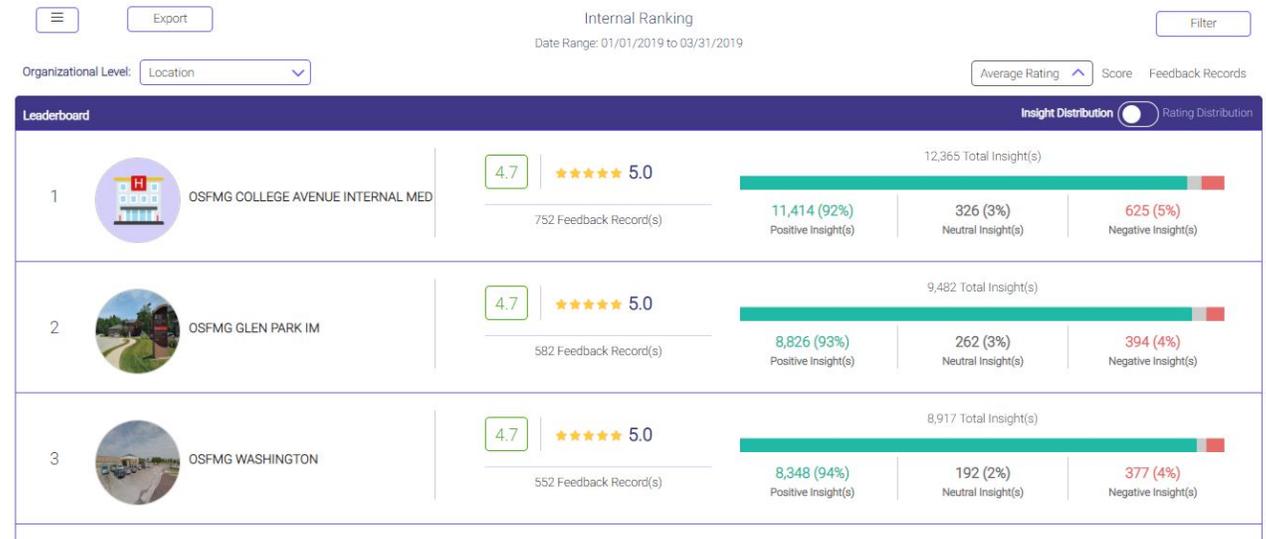
The Results for OSF HealthCare

- **264%** increase in average time on page
- **17%** increase in total web traffic
- **5%** increase in organic web traffic



The Results for OSF HealthCare

- Updates provided in quarterly reports
- Responding to comments takes a fraction of previous workload



Another Transparency Success Story

29%

Increase in page views for specialty care providers with star ratings

25%

Increase in page views for primary care providers with star ratings

Source: Binary Fountain Client



Another Transparency Success Story

75%

Increase of appointments for providers with star ratings

50%

Increase in average time on page for provider profiles

Source: Binary Fountain Client



Summary

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Key Takeaways

- **Don't limit your ability to be discovered**—optimize ways for patients to find you
- Communal feedback is valuable to younger patients searching online. **Be proactive in reaching out** to your community and manage conversations around your brand
- The presence of negative reviews actually generates **positive credibility** with consumers who see a perfect rating as untrustworthy

Q & A



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Thank You

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