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

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OSF HealthCare

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 online[1]

91%
trust online reviews as much as a personal recommendation[2]

Sources:
[1]Binary Fountain 2018 Consumer Survey
[2]BrightLocal 2018 Consumer Survey

The Consumer Journey

94%
Use online reviews to evaluate physicians[1]

37%
Avoid physicians with negative reviews[2]

47%
Go out-of-network for physicians with better rankings[3]

Sources: [1]Software Advice 2019, [2]AMA 2017, [3]Software Advice 2019
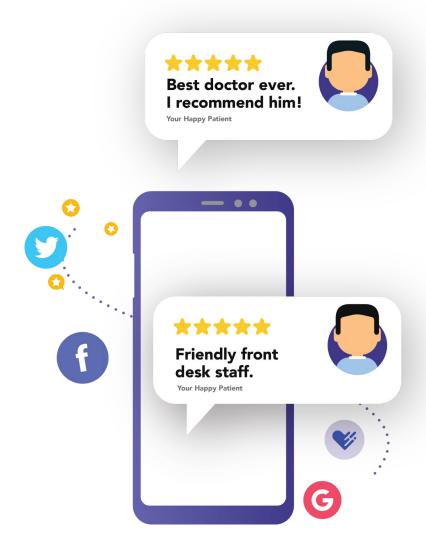
Consumers Value Honesty

10

the average number of reviews a consumer reads before trusting a business[1]

74%

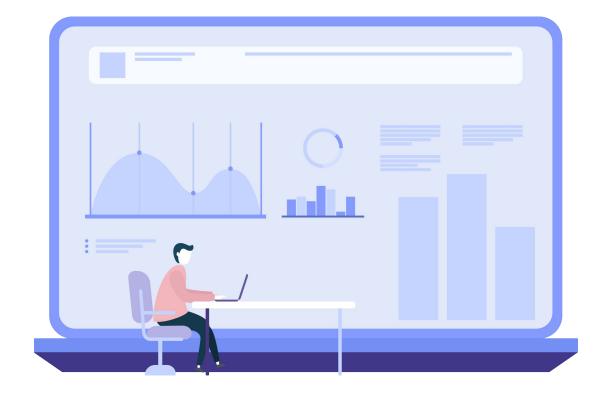of consumers report feeling more trust for a business with positive online reviews[2]

Sources: [1]*BrightLocal 2018*, [2]*Software Advice 2019*

Impact of Transparency

- **53%** increase in total reviews

- **51%** increase in positive reviews

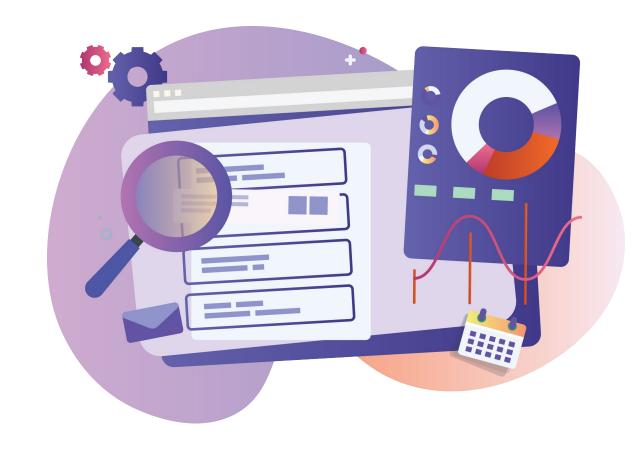- **152%** increase in Google Reviews

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

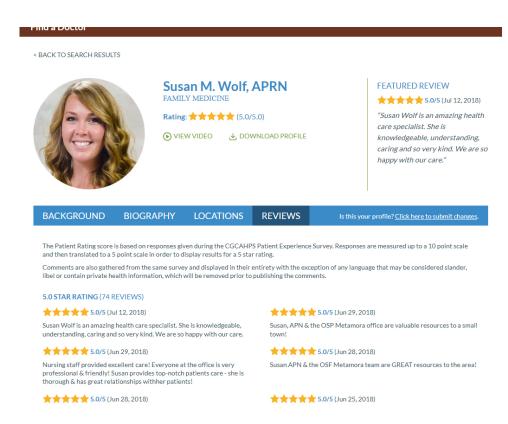- No gap if manager leaves as approval is a shared responsibility

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

Approval and Appeals of Patient Feedback

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Workflows for Approval

Survey Data is Uploaded → 1st Team Member Reviews → 2nd Team Member Reviews → Comment is Approved → Comment is Live

Workflows for Appeals

Transparency Success Stories

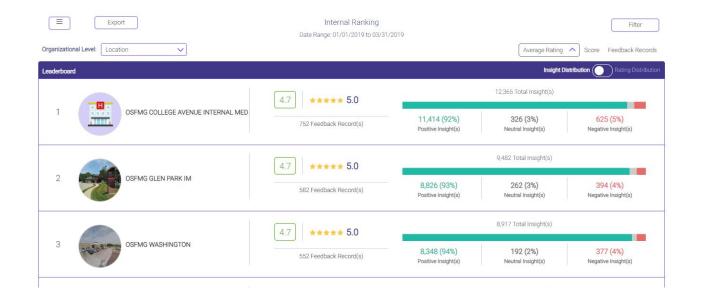binaryfountain

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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