

TOPIC: ORGANIC SOCIAL MEDIA BEST PRACTICES

SOCIAL MEDIA AND CUSTOMER SERVICE



Now more than ever, patients are more willing than ever to reach out to healthcare providers through social media and comment on their experiences. They are also ready to walk away from providers/practices that aren't meeting their expectations. Regularly engaging with your patients and followers and listening is a must in social media.

Today's patients read online reviews and consider a provider's reputation before scheduling an appointment. If your care center has positive reviews/testimonials/satisfaction scores, share that message on the website, social media and even in-office signage. For example, you can promote that "Our patients rate us 4.9 stars consistently". Good reviews/ratings mean a better online reputation, which can help attract and retain patients.



Navigating patient feedback/reviews

Reviews are good, but it's also necessary for you to have a well-designed patient feedback system in place. Patient feedback gives you insights into your providers' and care centers' strengths and weakness in a constructive form. You can only retain patients when you know what they want from your care center. If you have not already, be sure to sign up for Vizio 360, Unified's free and preferred patient satisfaction platform. Reach out to **Michael Stegen** at mstegen@vizio.com to learn next steps.

DOs AND DON'Ts OF RESPONDING TO NEGATIVE REVIEWS



DOs

- Respond in a prompt manner.
- Thank them for reaching out.
- Acknowledge and apologize that they are not having a good experience.
- Help reach a conflict resolution.
- Discourage sharing of any personal information.

DON'Ts

- Don't blame them for the problem.
- Don't ignore.



(SIGN UP FOR VIZIUM 360, UNIFIED'S FREE AND PATIENT SATISFACTION PLATFORM)

Social media is ground zero for patient questions and complaints. Responding to your patient comments and messages on your social media platforms is essential to patient satisfaction and retention. When it comes to negative reviews, or patient complaints, it is important to always respond. Here are some tips and tricks for responding to negative patient reviews and comments.

- The primary goal is to make the patient feel heard in the hope that they will ultimately remove or update the review, but also keep in mind- an online response shows other prospective patients that you are compassionate and responsive.
- Generic/broad statements can be made about your practice policies or approach to care, but nothing should be said that would confirm the reviewer is or was a patient.
- HIPAA applies. Do not repeat the reviewer's name in your response, discuss the details of their case, or refute their account of events.
- If you feel that this person is irrational and may escalate their complaints to other platforms, it's ok to decide not to respond.

EXAMPLES

Thank you for your feedback. We're sorry to hear about your negative experience. We encourage you to call our office at [number] to further discuss your concerns with the Practice Manager.

Thank you for your feedback. At our practice, we strive to make women feel heard and respected. We encourage you to call us at [number] to discuss your concerns with a member of our clinical care team.

Thank you for your feedback. At our practice, we take patient and staff safety very seriously. Our medical directors have put policies in place to reduce the spread of illness. If you would like to learn more about our health and safety measures, we encourage you to contact our clinical care team at [number].

We're sorry to hear about your negative experience. Our providers do their best to respect their patients' time, however emergencies occasionally arise. We encourage you to call us at [number] to speak with the Practice Manager about any concerns.

We're sorry to hear about your negative experience. Our providers and staff work together to provide all patients with the best possible ObGyn care. If you would like to speak with someone from our clinical care team, we encourage you to call us at [number].

Threats or Fraudulent Reviews

Do not respond to threats or insults. Report them to Google or Facebook customer service. The review will be removed if it violates Google or Facebook policies.

If you believe a review is false or fraudulent, visit www.whitespark.ca/blog/remove-fake-google-reviews to learn about more steps you can take.

More reading

Tips on responding to online reviews from the AMA and Healthgrades:

www.ama-assn.org/delivering-care/patient-support-advocacy/how-respond-bad-online-reviews

www.helpcenter.healthgrades.com/help/patient-satisfaction-surveys/best-practices-for-responding-to-patient-reviews