

OrthoIllinois Drives 88% Increase in Number of Online Reviews and 300 Positive Comments in Just 4 Months

Case Study

BACKGROUND

Founded in 1967, OrthoIllinois is one of the leading bone and joint providers in northern Illinois with four (4) locations and 27 physicians. Their university-quality care delivery is founded on a one-stop, multi-specialty philosophy, and their physicians are affiliated with the University of Illinois College of Medicine as clinical assistant/associate professors, and the Rush University Medical Center Residency Program as site training facilitators.

CHALLENGES & GOALS

In addition to building and maintaining an excellent website and great digital footprint, OrthoIllinois' Director of Marketing was monitoring and managing online ratings for each physician manually by herself using spreadsheets via her desktop pc and printouts. She also was unable to rely on a standard method and process to gather a meaningful sample size and volume of patient reviews and feedback because they had to rely on patients going online after they left the office to then go to ratings sites and leave reviews. It was not easy for the patients.

This method of managing online reputation for all 27 doctors across third party ratings sites was time-consuming, difficult to track, and a challenge to analyze data in a meaningful way to understand where the opportunities were to improve and zero in on physicians and performance areas to become a catalyst for change. This made it hard to engage her physicians in a straightforward and objective way.



“MDValuate’s patient feedback and online reputation solutions have literally changed my life. Before MDValuate, I was spending a lot of time just monitoring and managing online patient reviews of our docs. MDValuate took all of my manual processes and automated them. With their tools and analytics, I am able to quantify and engage each physician to help improve their personal brand, and also spend more time doing my job strengthening the practice’s reach and effectiveness in patient acquisition and retention.”

**– Lynne Pratt
Director of Marketing
OrthoIllinois**

SOLUTION

OrthoIllinois was looking for a cost-effective, reliable and lightweight digital solution to gather patient feedback to boost the number of reviews on online ratings sites, specifically Healthgrades. In addition to making it a great experience for their patients to leave reviews, the director wanted to be able to quickly and easily monitor and manage the ratings for all 27 doctors, then provide her team with data and insight to show her physicians the improvement in their online reputations.

OrthoIllinois chose MDValuate's patient feedback and online reputation improvement platform. The practice utilized the Doctor Rate™ mobile patient feedback and also their online reputation improvement solutions.

RESULTS

With the Doctor Rate solution, the director was able to deploy custom surveys on tablets for their patients to complete at the point-of-care – before they left the office. The solution then sent positive reviews directly to Healthgrades and allowed the practice to triage negative reviews and perform service recovery before a sporadic negative feedback affected online reputation.

The practice's Chief Operating Officer was instrumental in implementing the simple new technology and processes. He worked closely with the marketing director to engage the practice physicians with the program to leverage individual physician online reputation to drive the overall brand for the practice.

Additionally, MDValuate's cloud-based analytics and insight platform made it easy for the director to monitor, manage and report on reviews for each physician across third party ratings sites. She also received ongoing guidance and feedback from her dedicated MDValuate client operations manager to help continually optimize patient feedback processes and insight, and physician online reputation.

Within four (4) months of launching MDValuate's all-in-one platform, OrthoIllinois enjoyed an 88% growth in the number of physician surveys captured. Even more valuable, OrthoIllinois gathered 300 positive patient comments comprised of open text feedback for others to read online. The director also saw a dramatic decrease in the amount of time she had been spending on manually monitoring and managing online reputation for her 27 physicians across ratings sites.

The OrthoIllinois team looks ahead to using MDValuate's website ratings solution that publishes the ratings she captures with Doctor Rate tablet solution to individual physician profiles on her practice's website. This will help improve SEO for the practice's website and ensure that prospective new patients have a great experience when researching the OrthoIllinois physicians to whom they were referred.

About MDValuate

MDValuate is led by a team of healthcare experts and pioneers that helped create the online physician ratings industry nearly 20 years ago. MDValuate delivers customized technology solutions that help providers improve patient experience and online reputation in the new retail environment of healthcare. With MDValuate's nimble SaaS-based technology, hospitals, health systems, and physician groups capture immediate patient feedback to drive service recovery and strong online ratings – creating a unique competitive advantage and new sources of revenue. To help organizations create the strongest physician networks in a value-based market, MDValuate's platform identifies physician performance gaps by unifying physician reputation, quality, financial and operational metrics into a comprehensive view: The Physician Value Index™.

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