

# Claiming Profiles On The Web's Top Physician Review Sites



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Online reputation management. Ugh.

As more patients shift to voicing their opinions online, medical practices are faced with claiming, updating, monitoring and responding to feedback across more sites than we care to count.

As these sites (HealthGrades.com, Vitals.com, Yelp.com, RateMDs.com) continue to gain traffic and clout, they are showing up on the front page of search results for your physicians and your practice – and that means what’s on those sites is more important than ever in helping you attract and retain more patients.

Don’t believe us? Here are a few statistics to help illustrate the importance of these sites according to Pew Internet Research Center:

- 44% of patients are looking online to research their physician, and 1 in 5 are using online physician rating sites.
- 72% of online patients are researching their health on the web. It’s the third most popular online activity after email and using a search engine.

Ready to learn how to claim your profiles in a few easy steps?

Let’s get started.

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## 3 Little Known Secrets to Keeping Online Reputation Management Sites Under Control



Before you get started, there's a few things you should know when it comes to managing online reputation management (ORM) sites.

### **Organization is Key**

It is important to have all of your log-in information in one handy place so you can quickly respond when problems arise. In the time it takes to find that password, dozens of eyes have seen that unkind post about your physician, especially with the rising popularity of these rating sites. In fact, more than 112,000 individual doctors were reviewed in 2010, compared with 2,475 in 2005, according to RateMDs.com.

Not only do you need login passwords, but several sites require you to know each physicians NPI number, license number, DEA number, and even their birthday in order to verify the privacy and accuracy of their information (more on that in the next section).

So, having all this information in one place will save you a lot of time and frustration. We suggest creating a spreadsheet to keep everything you'll need close by when you need it.

### **Stay on Top of Your Reviews**

Sometimes, it is just flat necessary to check rating sites weekly (or more often) to ensure a timely response to unhappy patients. It shows patients that you care and that someone is actually listening to their concerns. Consider having a "canned" response ready that can be tweaked to match the specific situation for even quicker responses. We suggest including a phone number because it allows the patient to discuss the issue and gives you the chance to repair the relationship.

***Did you know: A one-star drop in a rating can reduce revenue for a business by almost 10%, a Harvard Business School study has found.***

Also, every now and then, rating sites do a refresh of their system, causing loss of information or incorrect information to appear on your physician's profile.



When checking for negative reviews, remember to also double check your office and doctor's information to ensure accuracy.

### **It Can and Will Be Time Consuming**

If you manage several practices with 10 or more physicians at each practice, it can be a monotonous process reviewing and updating each physician on multiple rating websites (not to mention, you're supposed to be doing it once a week). Having all the updated information you need, does however, make the process easier to manage.

Thankfully some sites, like HealthGrades, allow you to manage your entire practice under one account. This saves a lot of time, especially when responding to multiple reviews.

As you review your practice's online presence, it is important to be aware of what comes up when physician and practice names are put into a search engine. Building up your own presence on sites like Facebook, LinkedIn, Twitter, YouTube, and blogs on your own website, can help push down review sites, and allow potential patients to see the content you want them to see.

It is equally important to create and continuously update an Online Reputation Management (ORM) Report in order to know where each physician stands on the top rating sites. Make note of inaccuracies in information and also track both positive and negative reviews.

Remember, the docs want to hear the good stuff about them too!

## What You'll Need to Get Started



Hold up! Before you visit a physician rating site looking to claim the physicians at your practice, you must first have some important information ready. This information is necessary to verify the identity of your physicians and it is required to claim the profiles.

Note: you will not need every piece of information for every site, but you will need every piece of information eventually, so it's best to gather it all and keep it organized where you can easily reach it.

Here's what you'll need for each physician:

- Birthday
- NPI Number
- License Number
- License State
- DEA Number
- Copy of Driver's License or Bill Statement

Once you have all of the information listed above, it's time to get started with the claiming process.

## Claiming Your Physician Profiles on Vitals.com



Vitals allows patients to rate physicians on a scale of 1 to 5 stars and also allows them to leave comments about their experience. Their database includes detailed profiles on over one million doctors, dentists and urgent care centers. At the time of this writing physicians have received over five million reviews on the site.

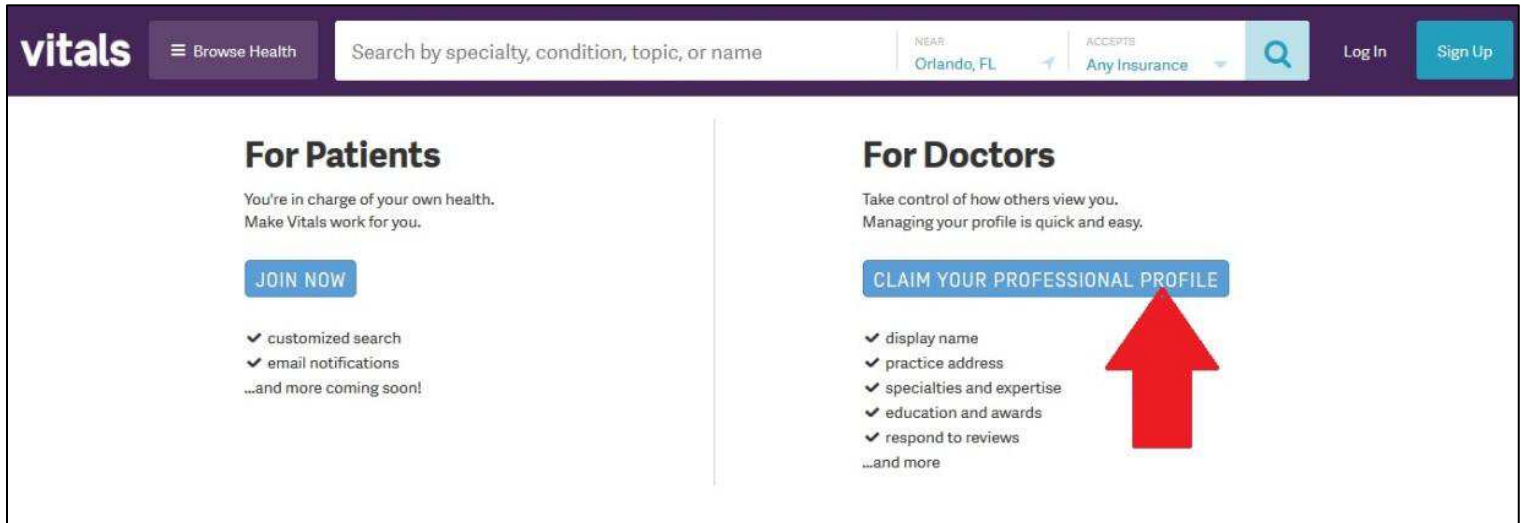
### Here's What To Do

To claim your physician on Vitals, you must first select an email and login you would like to use for your ORM accounts. It's recommended to use the same email address across all of the ORM websites.

You can easily create a free email address using Gmail such as "ORMyourpracticename@gmail.com" to claim all of these profiles.



When you choose to sign up, there will be two options: patients can sign up to leave reviews and physicians sign up to maintain their profiles. You'll want to select the option on the right.



**vitals** [Browse Health](#) Search by specialty, condition, topic, or name NEAR: Orlando, FL ACCEPTS: Any Insurance [Log In](#) [Sign Up](#)

### For Patients

You're in charge of your own health. Make Vitals work for you.

[JOIN NOW](#)

- ✓ customized search
- ✓ email notifications
- ...and more coming soon!

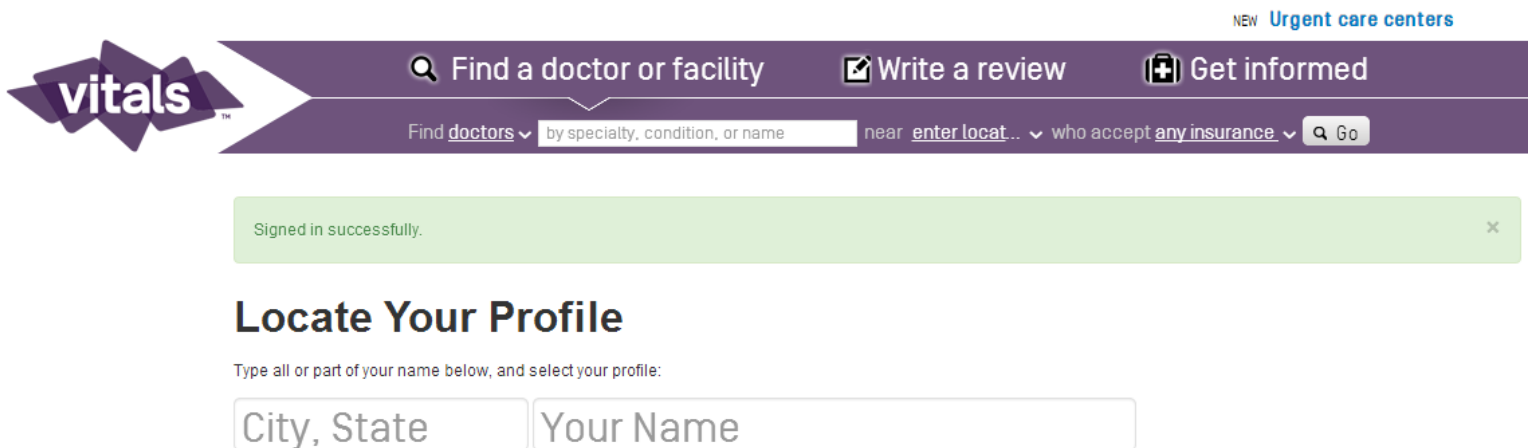
### For Doctors

Take control of how others view you. Managing your profile is quick and easy.

[CLAIM YOUR PROFESSIONAL PROFILE](#)

- ✓ display name
- ✓ practice address
- ✓ specialties and expertise
- ✓ education and awards
- ✓ respond to reviews
- ...and more

Sign up using the email and password you created earlier. You will then be signed in to your account where you can search for your physician profiles.



**vitals** [Find a doctor or facility](#) [Write a review](#) [Get informed](#) NEW Urgent care centers

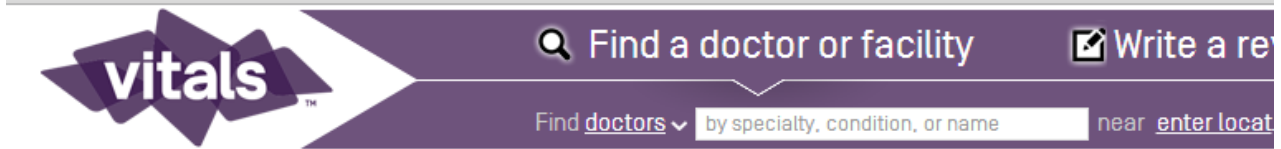
Find **doctors** by specialty, condition, or name near **enter locat...** who accept **any insurance** [Go](#)

Signed in successfully. [x](#)

## Locate Your Profile

Type all or part of your name below, and select your profile:

Once you select your physician, you will then be prompted to add the doctor's personal information that you previously collected (Birthday, NPI Number and License Number). This is to verify you represent this doctor and to grant access to the full admin controls associated with the account.



## Verify Your Information

Please verify your information to claim your profile. The information you enter below will only be used verify against existing information in our database to insure your identity is protected.

### Date of Birth

Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

License Number	State
<input type="text"/>	<input type="text"/>

NPI Number

[CLAIM PROFILE](#)

**Note:** If your physician does not show up in the search result it may be due to the fact that Vitals limits who is included in their database. Podiatrists, Chiropractors, PAs and a few other specialty doctors are not currently included.

Once the information is verified, you will have access to your physician's account where you can updated their name, address, specialties, education and even respond to reviews left by users.

If you have a practice that has more than one physician, you can claim all of your doctors under one account to allow for easy access to all physicians.



**vitals** [Browse Health](#) Search by specialty, condition, topic, or name NEAR Orlando, FL ACCEPTS Any Insurance

**Professional Profiles** [CLAIM ANOTHER PROFILE](#)

**Craig P. Jones**  
Orthopaedic Surgery, Orthopaedic Surgery - Sports Medicine  
[EDIT PROFILE](#) [VIEW PROFILE](#)

**Michael D. Riggerbach**  
Orthopaedic Surgery  
[EDIT PROFILE](#) [VIEW PROFILE](#)

**Bryan L. Reuss**  
Orthopaedic Surgery  
[EDIT PROFILE](#) [VIEW PROFILE](#)

## Claiming Your Physician Profiles on HealthGrades.com



HealthGrades.com is a rating-only review site that does not allow patients to leave written reviews. Instead, they only provide a 1-5 star rating system.

So, why should you care about this site if patients can't even write about their experience you ask? Simple, do a quick Google search of your physician's name, and nine times out of 10 their HealthGrades rating is bound to be in the top five returned search results.

The website also houses information for over three million physicians across the country, giving your potential patients plenty of options, so you will want to stand out by including updated photos and complete CV information.

### Here's What To Do

To claim your physician on HealthGrades, find the email and login information you created to use on all of your ORM accounts.

When you visit the HealthGrades.com home screen, you will need to go to a separate page to manage your profile.

The screenshot shows the HealthGrades.com homepage. At the top, there is a navigation bar with links for 'PATIENTS: Sign up, or Login >' and 'DOCTORS: Update your free profile >'. A red arrow points to the 'DOCTORS' link. Below the navigation bar is a search bar with the text 'Doctor Name, Specialty, Condition or Procedure' and 'Orlando, FL 32836'. The search bar has buttons for 'Find Doctors', 'Find Dentists', and 'Find Hospitals'. Below the search bar, there is a banner for 'There's a Right Way to Find the Right Doctor.' with the text 'There's more to choosing a doctor than insurance plans and office hours. Let us show you how to find the *right* doctor for you.' The page also features a grid of medical specialties and a grid of physician profiles.



After you click this link, you'll see a page similar to the below. Here is where you will register to update your profile.

## Provider

Update your profile now to attract more patients and referrals

Already have an account? [Sign In](#)

**Increase Your Online Reach**  
Complete your profile to make your practice more relevant and discoverable online for consumers and referring physicians.

**Engage Patients**  
More than half of our visitors make an appointment within a week. They're twice as likely to do so when your profile is complete.

**Drive Physician Referrals**  
Over 100,000 providers visit Healthgrades monthly to make more informed referrals.

**It's Simple, Secure & Free**  
Personalize Your Profile Now.

Ensure that your profile is accurate, comprehensive, and differentiated from others in your specialty, and connect with patients who can benefit most from your care.

### Register to update your profile

Provider's Name:

City, State or ZIP:

I am the provider

I am authorized to manage the provider's profile

---

Your Email:

Re-type Your Email:

Create Password:

I agree to the Healthgrades [User Agreement](#)

**Register Now >** | **It's Free**

All profile changes require identity verification.

After registering, you will be prompted to enter the last 4-digits of the physician's DEA number in order to verify the information.

Once logged in, you will be able to update all of your physician's information.



Once the information is verified, HealthGrades may take up to 48 hours to update the information on the public profiles.



**Note:** HealthGrades will give you a percentage of how complete your physician's profile is. Get them to 100% or they will start sending faxes to your office to inform of incomplete information.

HealthGrades also allows you to create a roster of all of your physicians if you have more than one at your practice; however this is not as simple as other ORM sites.

To create a roster in HealthGrades, you will need to contact their customer service representatives who will then send an excel spreadsheet that will need be filled out and returned to HealthGrades.

Once they receive the information, it typically takes 24-48 hours to update it. You will then have access to all of your physicians in one area. Is it a hassle? Maybe. But it's worth it to have everyone on a single dashboard as opposed different accounts for every physician at your practice.



healthgrades Need Assistance? [Live Chat](#) Orlando Orthopaedic ▾

**provider roster**

All Providers (20)

- > By Practice & Location
- > By Missing Fields
- > By Primary Specialty

+ Add Providers

+ Add Office Location

+ Add Practice

### Roster of All Providers (20 Providers)

[Open](#) [Batch](#) [Edit](#) [Help](#)

1 - 20 of 20

<input type="checkbox"/>	Name ^	Primary Specialty	Profile Completeness	Profile Views *
<input type="checkbox"/>	<a href="#">Blick, Samuel S.</a>	Orthopedic Surgery	100%	490
<input type="checkbox"/>	<a href="#">Bonenberger, Eric G.</a>	Sports Medicine	100%	1058
<input type="checkbox"/>	<a href="#">Burkhart, Bradd G.</a>	Orthopedic Surgery	96%	903
<input type="checkbox"/>	<a href="#">Christensen, Alan W.</a>	Orthopedic Hand Surgery	100%	849
<input type="checkbox"/>	<a href="#">Frohwein, Daniel M.</a>	Pain Medicine	100%	377
<input type="checkbox"/>	<a href="#">Funk, Joseph D.</a>	Orthopedic Surgery	92%	657
<input type="checkbox"/>	<a href="#">Goll, Stephen R.</a>	Spinal Cord Injury Medicine	100%	960
<input type="checkbox"/>	<a href="#">Halperin, Lawrence S.</a>	Orthopedic Hand Surgery	100%	844
<input type="checkbox"/>	<a href="#">Jones, Craig P.</a>	Orthopedic Surgery	100%	684
<input type="checkbox"/>	<a href="#">McBride, G G.</a>	Orthopedic Surgery	100%	755
<input type="checkbox"/>	<a href="#">McCleary, Michael D.</a>	Sports Medicine	96%	281

#### How To Videos

- ▶ Overview: Provider Roster
- ▶ Update Insurance
- ▶ Edit & Crop Photos
- ▶ Add Specialties

We have also found that maintaining a relationship with customer service at each of the ORM sites will make things infinitely easier if problems arise. If possible, get an email address or direct extension to a real person to help mitigate issues should they occur. Then, do whatever you have to in order to hang on to that contact info for those "just in case" moments.

## Claiming Your Physician Profiles on Yelp.com



Have you ever wanted to unlock the analytics and customization options that come with claiming your practice on Yelp? Well, even if you never have, you may want to reconsider because **Yelp has recently taken over the no. 1 spot for online physician reviews** according to Constant Contact.

No longer just for restaurants, it's important you claim your profile on the service and **take advantage of the free marketing opportunities it offers** your business.

Claiming your profile on Yelp will allow you to view an analytics dashboard, correct/complete information, add photos and respond to reviews of the positive and negative sort (should those ever come up).

### Here's What To Do

It's a pretty easy process - as long as you're sitting at the office location you're attempting to claim. Here's a step-by-step guide on how to quickly claim your Yelp:

- Visit <https://biz.yelp.com/signup>
- Type in your office and location and press "Find my Business"

**yelp** for Business Owners

1 Find Your Business      2 Create Your Account      3 Verify Your Identity

### Start by finding your business

Is your business already on Yelp? Search now to find it or create a new page if we don't have it yet.

**Business Name** (e.g. Mel's Diner)      **Near** (Address, Neighborhood, City, State or Zip)

Your Practice Name Here      Location Here      **Find my Business**





- You'll be shown a list of relevant search results and each will have a "Claim" button on the right side. Click that.
- Create your business owner account by entering the requested information and using the email login you created for each of these ORM accounts

Here's where it gets interesting. On the next screen, Yelp will want to verify your identity to make sure you're a true representative of the business. The page tells you to expect a call from Yelp. Once you press the "Call Me Now" button, an automated service will call your main office number and you'll be prompted to enter a 4-digit pin code displayed on your screen.

Now, if you have an automated system answer your office phone (which, let's be honest, 99% of medical offices do) you'll have to follow a link that will prompt you to enter an extension number. Once you enter your extension, you'll receive the call at your desk.

If your phone number is listed incorrectly on the Yelp page, you'll be asked to fill out a form with your new number. Approval on this form takes up to 5 days and then you'll be able to reach out and claim your profile that way.



Once you answer and confirm your location, you're all set. You can now edit your profile, enter your practice's history, update your office hours, change your specialty, view your dashboard analytics and more. Here's a snapshot of what your main dashboard and analytics page will look like:

**March 2013 - March 2014**

Period: **30 days** 12 months 24 months



## Claiming Your Physician Profiles on RateMDs.com



RateMDs recently underwent a complete change of the design and organization of the site, but why should you care if your physician shows up on this review webpage? Well, RateMDs includes over one million doctor profiles (your competitors) and has over two million posted reviews; which means patients are there, and they have things to say.

According to the site, more than 100 million potential patients are using this site for information before making healthcare decisions.

### Here's What To Do

To claim your physician on RateMDs, find the email and login information you created to use on all of your ORM accounts.

The screenshot displays the RateMDs website interface. At the top, there is a navigation bar with the RateMDs logo, a search bar labeled "Find A Doctor By Name", and buttons for "Signup | Login" and "Claim Doctor Profile". Below the navigation bar are several promotional banners, including one for "MILES OF BIKE TRAILS" with the number 44, another for "HOMES SOLD OVER LAST 12 MONTHS" with the number 420, and others for "Inspiring People. HAPPENING NOW.", "OPPORTUNITIES ENDLESS", and "LAKE NONA". The main content area features a search overlay with a dropdown menu for "Specialty: Family Doctor / G.P.", input fields for "City Name" and "Doctor Name", radio buttons for "All", "Male", and "Female", and a "Find a Doctor" button. The background of the search overlay shows a smiling male doctor in a white coat.

Fun fact: RateMDs is currently the only ORM website that requires a physician to send in a copy of their driver's license or a billing statement in order to claim ownership of a profile. Yes, you read that right.



After you sign-up, click **Claim Doctor Profile** to search for your doctor's page. Three different plan options will appear. Unless you are so inclined, choose the **free** option, which will allow you to update profile information and respond to reviews. If you regularly check your ORM profiles, email alerts are not necessary.

## VERIFICATION

Upload a copy of your driver's license or a bill statement in your name to help us verify your account. Please ensure that the name on your proof of identity matches your doctor profile.

Driver's License or Bill Statement In Your Name (JPG, PNG, or GIF format only)

No file selected.

Email

Password

Confirm Password

I agree to [RateMDs terms of use](#)

**Note:** If you have multiple physicians, contacting customer service can make this process a lot easier. Compile a list of your physicians' RateMDs profile links and provide at least two physician drivers licenses and the RateMDs representative will set up all of your physicians under one account.



Once you are set up, you have access to all of your physicians in one place and can easily update profile information and quickly reply to patient reviews.



The screenshot displays the RateMDs website interface. At the top left is the RateMDs logo with the tagline "DOCTORS YOU CAN TRUST". To its right is a search bar labeled "Find A Doctor By Name" with a magnifying glass icon. Further right is an "Account" dropdown menu. Below the search bar is a large banner with the text "Find a Doctor Near You" and a sub-headline "Opioid dependence treatment in the privacy of a doctor's office". A navigation bar below the banner contains four items: "Find A Doctor", "Find A Facility", "Health Library", and "Health Blog". The main content area features a search box with the text "Search over 2 million Doctor ratings and reviews." and a dropdown menu for "Specialty: Family Doctor / G.P.". Below the dropdown are input fields for "City Name" and "Doctor Name", radio buttons for "All", "Male", and "Female", and a green "Find a Doctor" button. On the right side, a "User Dashboard" dropdown menu is open, listing 15 physician names: Dr. Travis B. Van Dyke, Dr. Bryan L. Reuss, Dr. Lawrence S. Halperin, Dr. Michael D. McCleary, Dr. Joseph D. Funk, Dr. Stephen R. Goll, Dr. Alan W. Christensen, Dr. Randy S. Schwartzberg, Dr. Samuel S. Blick, Dr. Tamara A. Topoleski, Dr. Craig P. Jones, Dr. Jeffrey P. Rosen, Dr. G. Grady McBride, Dr. Steven E. Weber, Dr. Eric G. Bonenberger, Dr. Daniel M. Frohwein, Dr. Bradd G. Burkhart, Dr. Michael D. Riggerbach, and Dr. Matthew R. Willey.

This is what your dashboard option will look like once all physicians in your practice are claimed.