



# 5-STEP ONLINE REPUTATION MANAGEMENT

*Quickstart Guide + Checklist*



# WHAT IS ORM?

Patients are using aggregated star-ratings from review sites like Healthgrades, Google and Yelp to determine their healthcare provider without digging much deeper into patient outcomes or your education and background. In other words, today's medical practices can no longer afford to ignore this crucial element of marketing in today's educated, online-savvy self-referral environment.



That's why we've put together this comprehensive checklist to help you crush the ORM competition this year.

## STEP 1: CREATE AN ORM INVENTORY

The beginning is a good place to start, especially when taking on the monster that is your practice's ORM. With more than 70 online review website, where do you even begin?

- You have to walk before you can run. Our rule of thumb is to focus on the big ones. Think Google, Healthgrades, Yelp, RateMDs, and Vitals. These are the top physician review websites and will almost always show up on the first page of a Google search. Go check, we'll wait. Most of the smaller data sites pull information from these larger sites. So, if you get it right there, it will - in some cases - trickle down to the lesser-known websites.
- Create a list or a spreadsheet of all the sites your physicians and practice are on and note if there are errors (wrong phone number, address, old photos, etc.). These are the top sites you'll want to check:
  - Google
  - Yelp
  - Healthgrades
  - RateMDs
  - Vitals

## STEP 2: GATHER YOUR PHYSICIANS' INFO

Now you know where to start, but what do you do with your fancy spreadsheet? We know getting anything from your doctors can be like pulling teeth (even if you don't work with a dentist); so, the sooner you start collecting their information, the better. Luckily, most of the information you'll need you should already have. This personal information is required by most review website to verify a physician's identity. Here's what you'll need:

- NPI number
- Medical license number
- DEA number
- Date of birth
- Photocopy of driver's license (it can be done!)
- Copy of a piece of office mail (to verify address)



## STEP 3: CLAIM YOUR LISTINGS

Once you have an inventory of your practice's ORM and all the information necessary, you can begin claiming your listing online. The process is different for each review site, but it will be easy for you because you came prepared! Here's what you'll need to do for each site:



### Google

- Create a Google MyBusiness Account
- Have someone keep a lookout for the mail
- Google will send a postcard to your office within 5 business days
- Enter the code into your account, and your business is verified on Google Maps

### Yelp

- Create a Yelp Business Owner's Account to claim your business
  - Yelp's robot (Siri's cousin?) will call your office and provide a pin
  - Enter the pin into the phone, and you're golden
- \*Yelp can be a pain to work with, but you've got to be there. You've been warned. Check out our podcast for more.***

### Healthgrades

- Create an account and sign in
- When prompted, enter the following information for each physician:
  - Physician roster account (free to sign-up)
  - NPI number
  - Medical license number
  - DEA number
  - Date of birth

### RateMDs

- Physician roster account (free to sign-up)
- Search for your physician to claim
- When prompted, enter the following information for each physician:
  - NPI number
  - Date of birth
  - Photocopy of driver's license
  - Copy of a piece of office mail

### Vitals

- No longer has a physician roster
- If you email support, they will update your listing...eventually
- Recently partnered with Yext (\$\$\$), who holds your physician information ransom
- If you have that kind of budget, go for it!



## STEP 4: CORRECT YOUR INFORMATION

Now that you own your online listing (as you should!), you can make the necessary updates and corrections so patients can find you easier. These are the things that need to be correct:

- Phone numbers
  - *Hello? It's me...or is it?*
- Addresses
  - *Nothing is more frustrating for a patient than not being able to find your office.*
- Office Hours
  - *If your doctor wants to leave early on Fridays, your patients should know.*
- Accepted Insurances
  - *You know those change all the time.*
- Specialties and Procedures Performed
  - *Some ORM sites auto-populate this data. Make sure it's correct.*
- Photos
  - *Those 80s glasses are cool and all, Doc, but maybe it's time for a new headshot?*

**92%** OF BUYERS  
REGULARLY CHECK REVIEWS  
ONLINE BEFORE MAKING A  
PURCHASE OR SERVICE DECISION



## STEP 5: PERFORM ONGOING MAINTENANCE

We've got bad news for you. This isn't a one-and-done type job. ORM is an ongoing, ever-changing process. It is vital to continually monitor your listings and make improvements along the way. Here's what you can do to ensure your ORM is top-notch:

- Set reminders to regularly review your practice's contact information
- Respond to patient reviews and comments
  - Nothing looks worse than an ignored negative review
- Add updated photos periodically
- Repeat this process for new physicians or new office locations
- Consider investing in a software that actively monitors your information and alerts you of new reviews in real-time.

STRIVE TO RESPOND TO  
BAD REVIEWS WITHIN  
**48 HOURS**



## Phase 1: Inventory of Listings

	DUE	IN PROGRESS	DONE
Healthgrades	_____	<input type="checkbox"/>	<input type="checkbox"/>
RateMDs	_____	<input type="checkbox"/>	<input type="checkbox"/>
Google	_____	<input type="checkbox"/>	<input type="checkbox"/>
Yelp	_____	<input type="checkbox"/>	<input type="checkbox"/>
Vitals	_____	<input type="checkbox"/>	<input type="checkbox"/>

## Phase 2: Gather Necessary Information

	DUE	IN PROGRESS	DONE
NPI Number	_____	<input type="checkbox"/>	<input type="checkbox"/>
Medical License Number	_____	<input type="checkbox"/>	<input type="checkbox"/>
DEA Number	_____	<input type="checkbox"/>	<input type="checkbox"/>
Date of Birth	_____	<input type="checkbox"/>	<input type="checkbox"/>
Photocopy of Driver's License	_____	<input type="checkbox"/>	<input type="checkbox"/>
Photocopy of a Piece of Office Mail	_____	<input type="checkbox"/>	<input type="checkbox"/>

## Phase 3: Claim & Update Your Listings

	DUE	IN PROGRESS	DONE
Updated Photos	_____	<input type="checkbox"/>	<input type="checkbox"/>
Correct Phone Number	_____	<input type="checkbox"/>	<input type="checkbox"/>
Correct Address	_____	<input type="checkbox"/>	<input type="checkbox"/>
Correct Accepted Insurances	_____	<input type="checkbox"/>	<input type="checkbox"/>
Correct Office Hours	_____	<input type="checkbox"/>	<input type="checkbox"/>
Correct Specialties	_____	<input type="checkbox"/>	<input type="checkbox"/>

## Phase 4: Ongoing Maintenance

	DUE	IN PROGRESS	DONE
Updated Photos	_____	<input type="checkbox"/>	<input type="checkbox"/>

# Need Help Building Your ORM Strategy?

If so, we're here for you. Just visit **InsightMG.com** to schedule a free, no obligation call with one of medical marketing experts.



[InsightMG.com](http://InsightMG.com)