The Yext Guide To:
Reputation Management in Healthcare
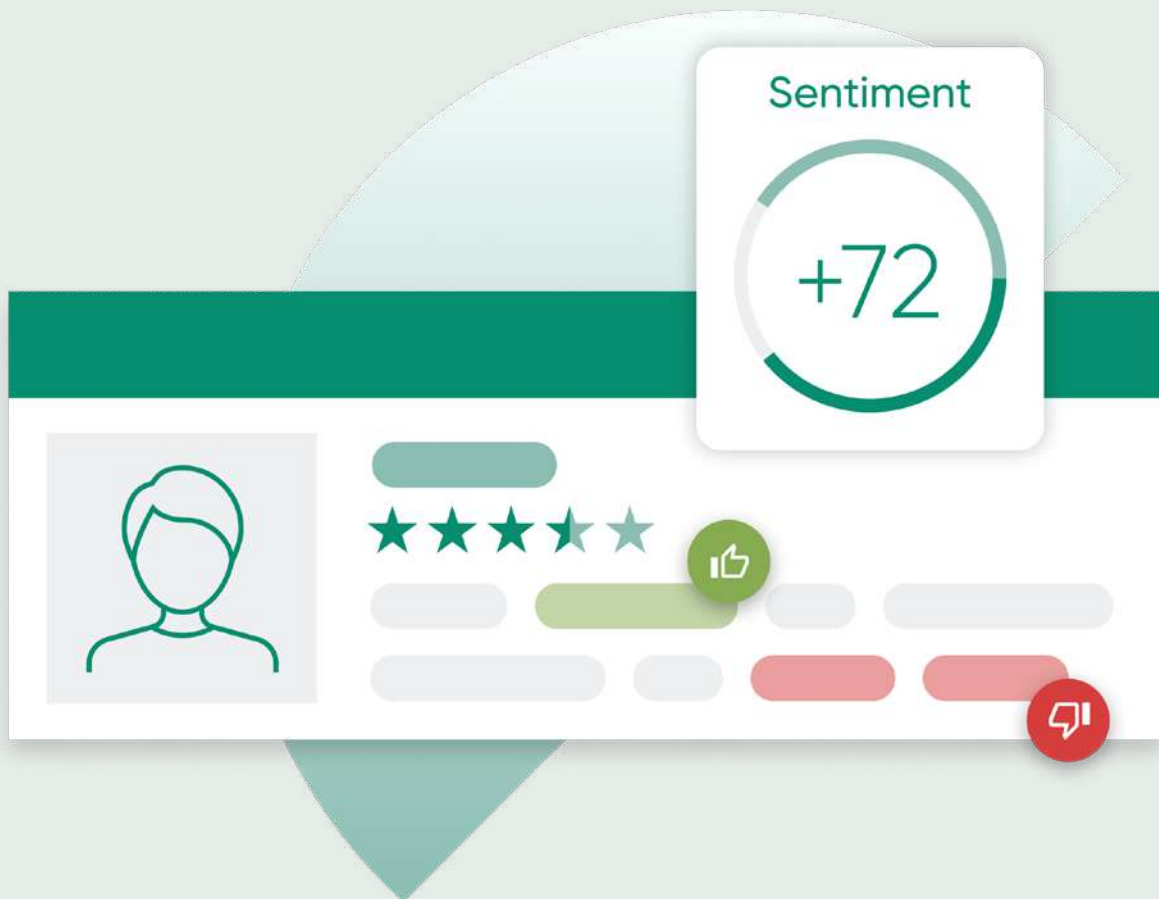
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In 2019, the average response time for a healthcare review left on a third-party site like Google was 342 hours (in plain English: 14.25 days).

That means that, on average, healthcare organizations were taking two weeks to respond to reviews online (if they bothered to respond at all). Granted, in 2019, third-party reputation management was coming into its own — but that attitude won't fly in 2023.

Fast forward through a global pandemic that raised consumer expectations about digital experiences, and consumers are shopping online for healthcare now more than ever. We're seeing more healthcare searches than ever before.
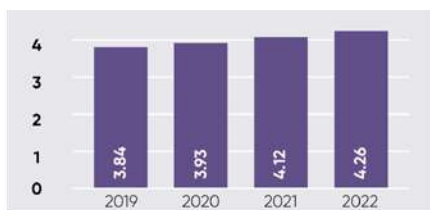
Google Discovery Queries by Year

— 2019   — 2020   — 2021   — 2022

January   February   March   April   May   June   July   August   September   October   November   December
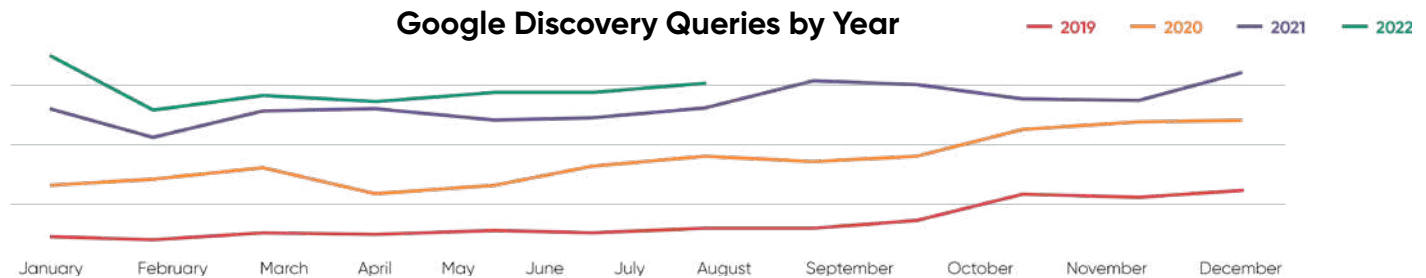
We're also seeing an almost 200% increase in total reviews left per location in healthcare from 2019 to 2022. Whether we like it or not, consumers are leveraging online discovery to find more information about their care. They're leaving more reviews than ever before, and they're subsequently exposed to more reviews as a result. As such, knowing how to take the necessary steps to manage your reviews and build a reputation management strategy is becoming table stakes for healthcare organizations.
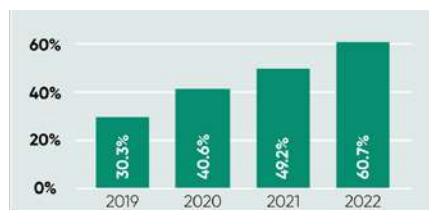
To get some context, let's first take a look at some overarching trends in healthcare we've seen from January 2019 through September 2022.

Overall average star ratings are going up:

Industry Avg Rating
(out of 5)

2019: 3.84 2020: 3.93 2021: 4.12 2022: 4.26

3.82 ... 4.43

Start of COVID-19 Pandemic

Response Rate

2019: 30.3% 2020: 40.6% 2021: 49.2% 2022: 60.7%

28.6% ... 51%

Start of COVID-19 Pandemic

Avg Response Time
(in days)

2019: 14.16 2020: 11.88 2021: 7.04 2022: 2.8

17.83 ... .75

Start of COVID-19 Pandemic
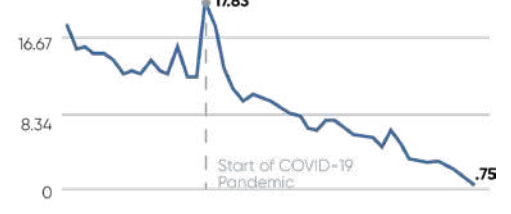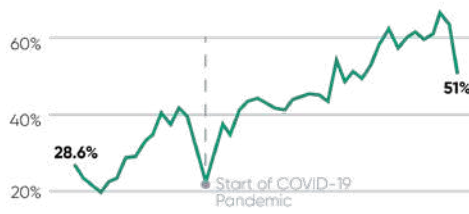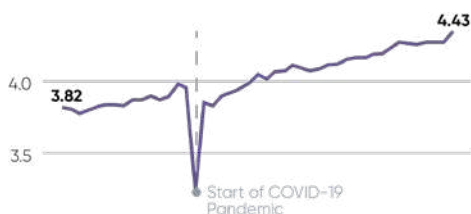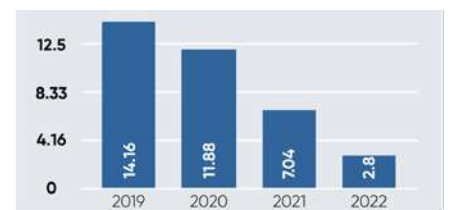
It's clear with all of these data points that overall sentiment about healthcare providers and facilities is better in 2022 than it was in 2019, and that organizations are starting to take reputation management more seriously.

At this point, **if you are not responding to reviews at all — or not responding to reviews in a timely manner — you are not aligned with the general healthcare industry.** You're at high risk of being left behind as consumerism continues to take hold of healthcare and patients and consumers develop higher expectations for service overall.

Before we dive further into reputation management strategies, let's define the two kinds of reviews that a patient could find online:

First Party Reviews

These are **reviews that are sent directly to patients from the hospital** (usually called HCAHPS surveys). We refer to these reviews as "first-party" reviews because they are solicited directly from your health system, and you know that the response is coming from a patient you've treated. These reviews tend to be administered by survey organizations, and, in many cases, they are displayed on provider and facility pages. The benefit of these reviews is that you gain a lot of insight into patient experiences with your system, and the collection of the survey comments can be posted on your provider and facility pages to help with SEO in search results.

Third Party Reviews

These are **reviews that are left on websites that you do not own or control.** Search engines and other websites reward organizations that have more reviews and more review interactions (e.g., review responses) when prioritizing showing a result to a searcher, and because over 70% of people searching for healthcare* start on a search engine, third-party reviews are an important part of the healthcare "shopping" process.

Both review types are important because you can learn a lot from what is said about you, make service recovery changes based on feedback in the comments, and even collect the reviews to promote positive compliments to your executive team members, clinic and practice managers, and individual providers. **Rich data lives in review comments from patients and consumers, and it's important to collect and manage this data whenever and wherever you can.**

It's important to manage first- and third-party reviews, and when you embark on a reputation management project, you should be looking to drive efficiencies and time saved in managing both — as well as to collect the feedback to share with other members of your institution.

It's not easy to jump into a reputation management program without proper planning. This guide will walk you through how to get started and how to think about the different components of a reputation management strategy. Let's dive in.

Why manage your reputation at all?
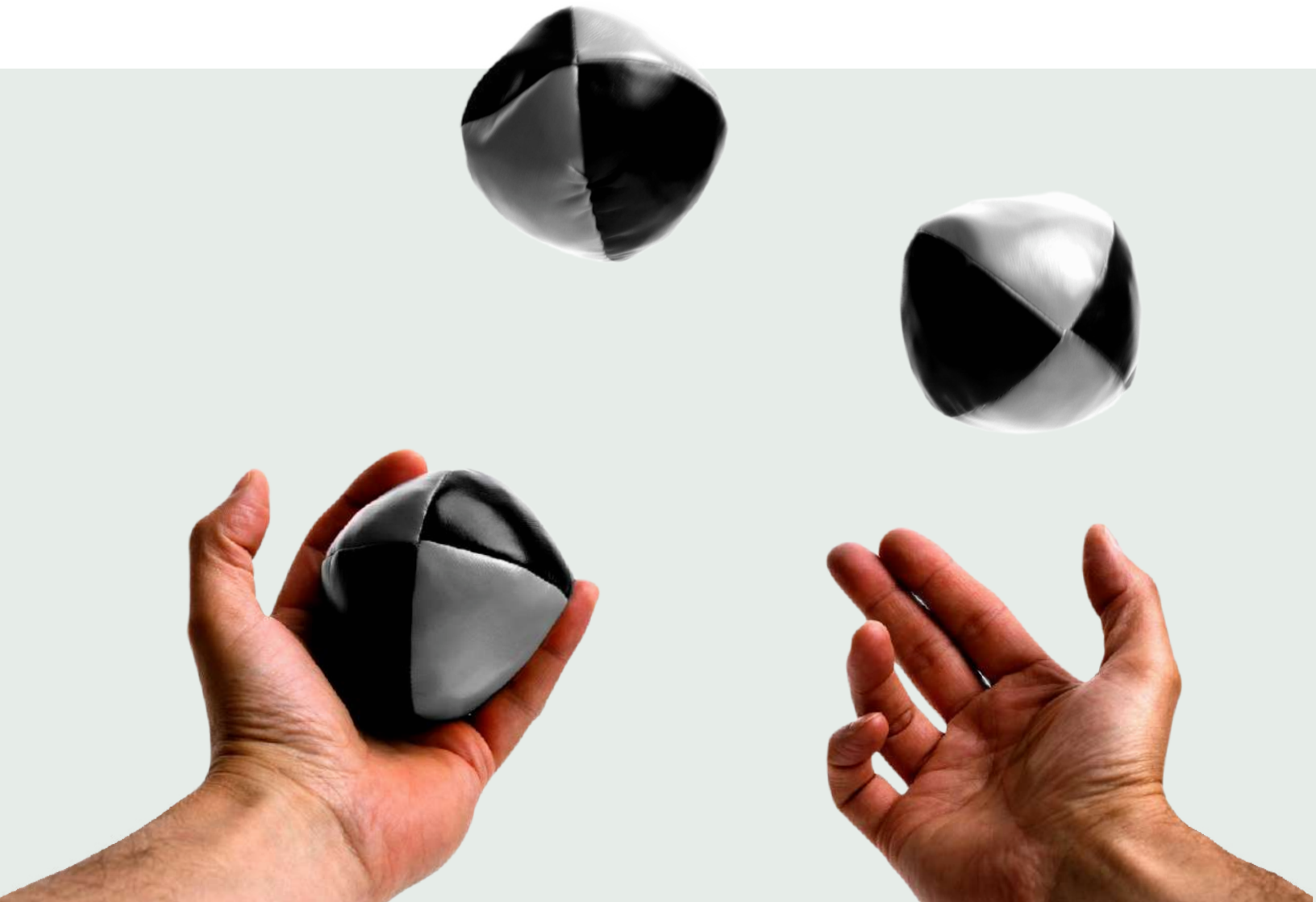
Why manage your healthcare reputation?

First, because reviews are a huge part of the patient and consumer journey —
impacting every decision people make in terms of selecting care.

For years, consumers have been trained by sites like Amazon to search for a product
online and then evaluate that product via reviews and star ratings. Today, search
engines and other websites have made it possible to do the same thing for healthcare
providers and facilities, and thus consumers and patients have the same expectations
of their healthcare search experience as they do their product search experience.
They don't care about the kind of reviews they are reading. They just care about the
reviews themselves. Thus, you need to make sure you are managing reviews in all
aspects.

Second, any time you ask for someone to rate and review you and your services, the
feedback you receive gives you a snapshot into the experience and impressions that
individual has of your organization. Collectively, this information is very important:
it can help you not only improve patient experience in the clinical setting, but also
improve experiences digitally as well as pre- and post-clinical settings.

> **Patients have the same expectations of
> their healthcare search experience as
> they do their product search experience.**

To break those down further, managing your reputation allows you to:

☐ **Provide a best in class patient experience**

When you listen to what people are saying about you online, you can collect the information to focus on making small, incremental changes to provide a better patient experience. The insights you gain from what patients and consumers are saying about you online is very valuable to improving the overall patient experience.

☐ **Consolidate how you're managing reviews**

There are more places than ever where consumers and patients can leave reviews about your facilities, your organization, and your providers. Managing your reputation enables you to consolidate how you manage your reviews and how you can take a proactive approach to these reviews — rather than a fully reactive "whack-a-mole" approach to review management.

☐ **Improve your SEO**

When you manage your reputation online and focus specifically on third-party reviews, you should start to see improvements in your search results position. Google prioritizes those with high reviews and stars, which then leads to further influencing decisions patients make when they are selecting a provider. The higher you can rank in search results when a patient or consumer searches for you, the more likely you are to gain the click to your website and/or the patient appointment.

☐ **Report to internal stakeholders**

about performance and how the organization is seen externally. Your brand equity isn't just in how well someone recognizes your brand name as an institution. It's also about what people are saying about you online. Your executive teams want to know — and so do your providers and your administrators — how people feel about the care they provide and the overall reputation of your organization. Reviews are a leading indicator of patient and consumer satisfaction, so a reputation management strategy can help you understand that satisfaction level, and allow you to report to internal stakeholders about how you are performing over time.

02

Start your reputation management journey by setting your strategy. Here's how.
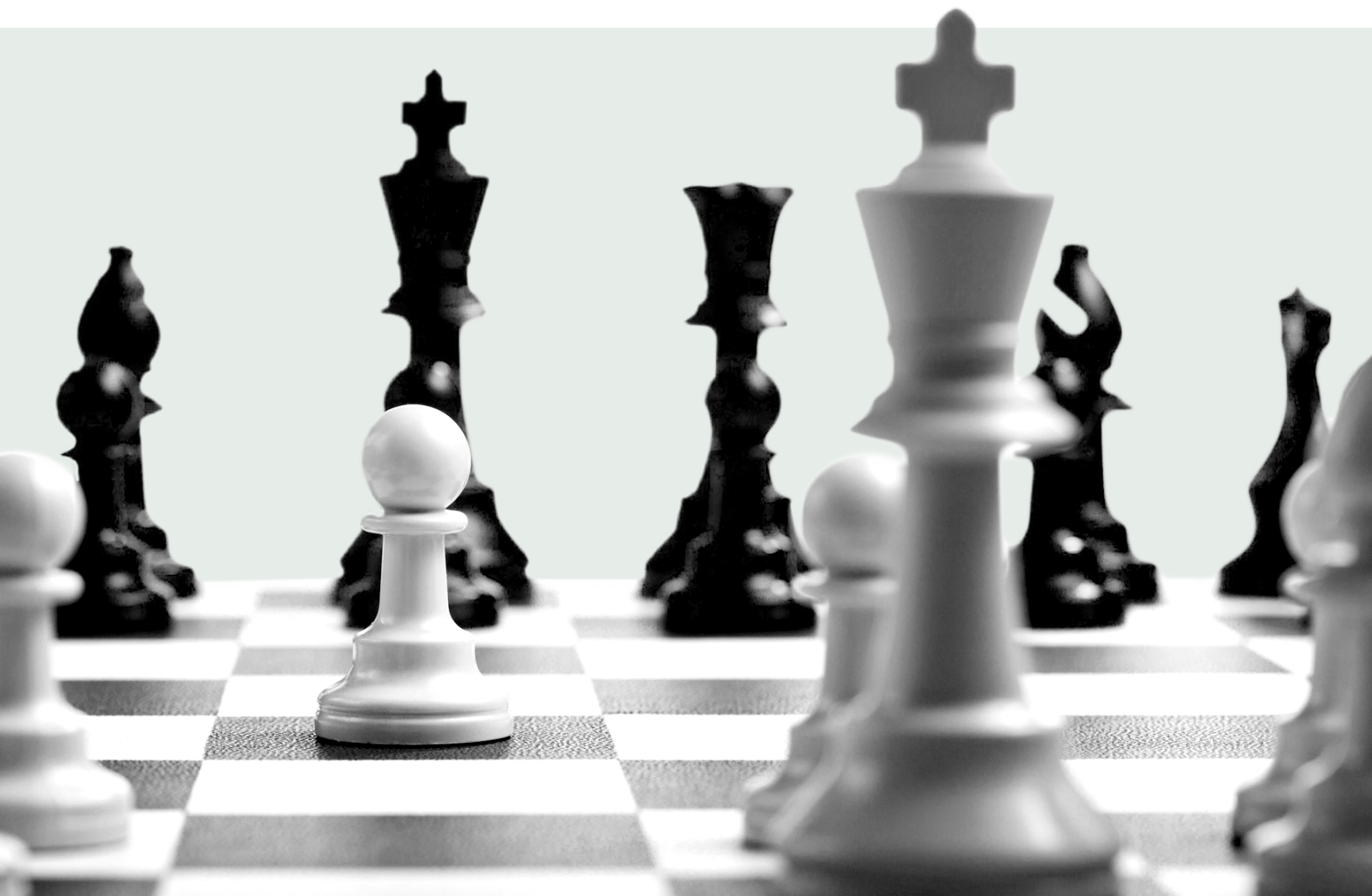
If you haven't focused on a reputation management strategy to date, planning out a sensible, scalable strategy is priority number one. We'll outline how to do that in this section.

The good news is that the first step in your plan should be a simple one: you need to start monitoring your reviews. This gives you a sense of what people are already saying about you, how you are rated, and how you can evaluate your performance over time. You'll also want to set your account up for success in the future. If you work with Yext, make sure your Yext account is set up with the right folders and/or labels so that you can review your performance by different groupings. If you don't work with Yext, make sure you have an opportunity to separate your data in a way that you can start to monitor reviews by strategic areas.
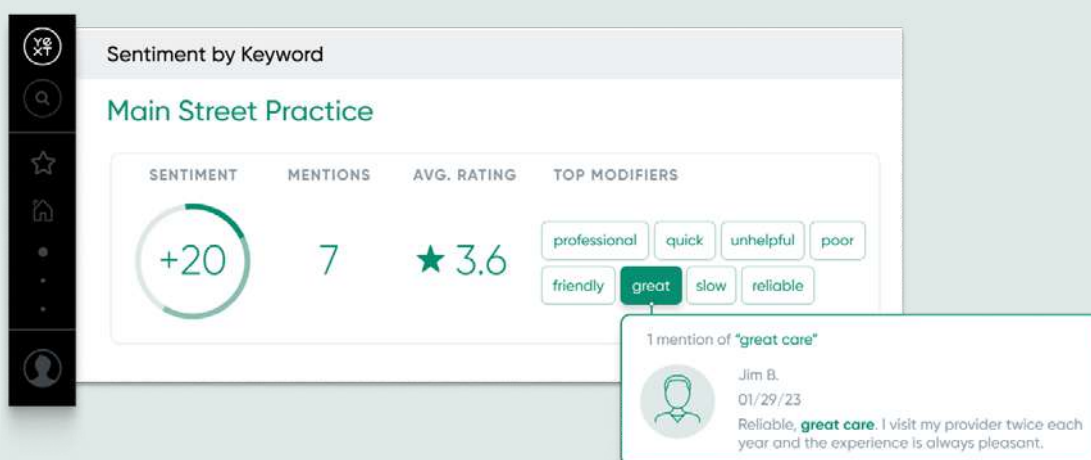
An example folder or label structure could be:

Providers: (e.g., "Cardiology" or "Neurology" or "Primary Care"). When you run reports, you'll be able to see how certain provider types are performing over time, and you'll be able to compare reputation by specialty or provider type in specific locations, etc. In the future, you'll also be able to share reports with specific providers or groups by folder or label.

Locations or Facilities: (e.g., "ABC city" or "Main Street Practice"). Monitoring locations and/or facilities is a good way to start to see trends in your locations (e.g., mentions of parking, front desk staff) and compare regions, location performance, and more over time.

Departments or Service Lines: If you are listing your departments or service lines, it would be useful to see if there are overarching trends associated with the department — and then later on have the ability to share department- or service-line level metrics with department chairs or administrators.

Regions: If your organization has a regional focus, there are vast benefits to not only understanding what is going on by region, but also determining how successful certain initiatives are by region.

Once you've set up your account with labels and folders, you're ready to get started.

Step 1: Start monitoring your reviews

Once you have set up your account to reflect how you want to look at your online reviews, you will want to set up a baseline of information by collecting that data in a centralized place. At this point, you should set up a timeframe over which to monitor your reviews. If you work with Yext, we will pull in historical reviews data so that you can immediately start to see how you are performing over time. This gives you a baseline to better understand how your online reputation is at the beginning of your reputation management journey.

This data will give you an excellent benchmark as a starting point. You'll be able to set a strategy to "improve your overall star rating" by:

- **Understanding your average star rating at a point in time** (e.g., today). Once you see your starting average star rating, you might want to set a reputation management program goal to improve your overall star rating in a certain timeframe.

- **Ingesting data for monitoring to get a sense of where most people are leaving reviews and where you need to focus your energies in generating reviews** (in the future). Are more people leaving reviews on Facebook? Are more negative reviews surfacing on WebMD? Are star ratings higher or lower on Google?

- **Starting to look at the content of the reviews to determine what people are saying about you and your providers.** Are comments more positive or negative in nature? Are there any legal issues that need to be flagged? Based on the type of reviews people are leaving, should you create future review responses based on positive versus negative reviews?

- **Determining whether you need to hire someone to manage your reputation strategy.** Identifying the quantity of reviews that come in per month and the response strategy you'll want to craft is very important. You'll start to get a sense of the scope of the work ahead and whether you should assign a full-time person on your team to manage your review strategy. Are you getting a significant influx of reviews? If so, you may need to carve out someone's time to respond to reviews in the future, or enlist an organization (like Yext's MRR) to respond on your behalf.

Monitoring your reviews is a very powerful first step in your reputation management journey. It is also an excellent foundation to help you understand how sentiment about your organization is changing — so don't forget to continue monitoring, even as you progress through your reputation management initiatives.

Step 2: Respond to Reviews

Now that you've seen what people are saying about you on third-party sites, it's time to think about how to respond to them. (It's possible that you could get thousands of reviews per year, so responding to reviews can be an all-consuming job if you don't set up the right strategy for it.)

One way to respond is by interacting with your reviews via Review Response.

Review Response drives greater SEO on sites like Google because search engines reward recent activity/engagement on a listing over stale activity on a listing. ("Activity" includes reviews left on the listing, but also reviews responded to on the listing as well.) When a consumer writes a review of your provider or your facility, not only does Google reward that interaction with the provider or facility listing with the possibility of ranking higher, but other people who are seeking similar care may see that your organization has responded to reviews — and they might prefer you over another organization that doesn't engage.

Essentially, your entire goal of responding to reviews should be to:

- Increase interaction with your listings on Google and other websites so that you can contribute to improving your SEO

- Show people who are searching for and "shopping for" healthcare providers that you take feedback seriously

Here are some helpful FAQs about responding to reviews.

What should our review response frequency be?

In an ideal world with unlimited resources, you would want to respond to all reviews so that you can take advantage of the interaction benefit that promotes SEO improvements in your listings. Unfortunately, that's not practical — or even possible — in today's day and age. (Have you taken a look at review volume lately? A quick, simple patient search for "best GP near me" can turn up thousands of providers, with tens of thousands of reviews spread across them — and that's just one specialty in one geographic area.)

Some organizations have decided to respond to every review except 5 star reviews. The logic here is that people who have provided a five star rating are already happy and have provided feedback for others to see, who will then view that experience as positive.

Other organizations have decided not to respond to positive reviews and to only respond to reviews under 3 stars. Doing so provides a benefit to review interaction on listings and also showcases to others searching that your organization takes moderate to negative reviews seriously.

Depending on the volume of reviews your organization gets and the staffing challenges on your team, you will need to make the decision that is best for your organization. At the very least, we recommend responding to moderate to negative reviews.

How should our organization respond?

While we cannot advise you on what to say in your responses, we do recommend you consult with your legal counsel or compliance team on the appropriate response to include in your review responses so that you are in line with HIPAA compliance guidelines for your organization.

Because review response can be tedious, we recommend you use review response templates based on certain review types.

For reviews that are positive in nature:

"We're happy to hear you had a great experience. Thank you for sharing your review."

For reviews that are negative in nature:

"Thank you for sharing your experience with us. We always strive to do our best and we would like to make sure any of your questions are answered. Please contact us at [phone number or website address] so we can get intouch with you."

Should someone on my marketing team or individual groups (e.g., practice or clinic managers) respond to reviews?

Because reviews are part of the external facing view of your healthcare organization and are part of the overall management of the digital patient journey, **we highly recommend that your reviews are managed and responded to from one place and one team.**

The more groups you incorporate into your review response responsibilities, the more you set yourself up for missing review responses, less than timely responses, and challenges with individuals following general counsel instructions. If your marketing team member(s) own(s) listings and your website, they should also own your review response. Consult with your legal or compliance team on the best path forward to make sure messaging is centralized.

Where should we start with our review response strategy? We can't respond to every review right now, but we want to get started somewhere.

If you have limited resources, a good rule of thumb to follow in responding to reviews is to **prioritize your negative reviews and begin a response strategy from there.** An easy way of thinking about this is to make sure to respond to all 1- and 2-star reviews. Once you've gained control of your negative reviews, you can move into responding to 3-star reviews. Take stock of how much time it is taking you to respond to these reviews and allocate your FTEs accordingly.

Learn more about Yext's managed Review Response offering.

Do you have any tips on how to handle and respond to negative reviews?

A question we get asked a lot is *"how do I handle a negative review when it comes in?"* Many organizations have different perspectives on this, and there are many ways to handle it based on your own organizational approach.

Remember, **a negative review is a gift:** someone had a negative experience and gave you the information to help remedy it so that you can deliver a better experience to someone else in the future. So, the first step you will want to take is to respond to the review with the appropriate language so that the individual who left the review can follow up with your organization.

We would consider a negative review to be any review that rates you 3 stars or below. Just as you might share a positive review with key stakeholders with a little "congrats" message attached to the positive review, you will want to set up a similar communication strategy for negative reviews.

When you receive the negative review, send the review and a notification to the respective stakeholder to perform service recovery and/or flag the review to Patient Experience. Next, respond to the negative review with your approved review response language.

Ultimately, you want the negative review to receive compassionate attention and have the appropriate steps taken for service recovery to improve the experience for a future patient.

Step 3: Apply Sentiment Analysis

Once you're monitoring and responding to reviews, it's time to start thinking about what people are actually saying in those reviews: *what trends can you glean from the comments and how can you report on improvements and changes as you are seeing reviews come through?* It's important to collect key themes and trends for key stakeholders in your organization.

At Yext, we call this collection of data Sentiment Analysis, where you can understand what is being said in reviews and whether what is being said is positive or negative — which can help you identify trends that you might not see otherwise.

The best way to approach understanding review sentiment is to consider what people tend to be triggered by in your organization and create collections of terms that you want more insight into. **For example, people are often triggered by the following topics**:

Billing | Cleanliness | Staff | Wait Time | Cost of Care

As you create these collections and start to review this information, your marketing team, practice or clinic managers, individual providers and executives, as well as the patient experience team, will find this information helpful.

Look at year-over-year trends or compare your collections against a specified timeframe. Is billing sentiment going up or down? Is wait time going up or down? Are people talking about wait time differently this year compared to last?

Taking a look at review sentiment is one significant way you can move your marketing team into becoming a strategic asset to your organization. You should be looking at Sentiment reports at least every 2 weeks to 1 month at a time, and you should always be comparing this information to a previous time period.

Step 4: Increase review count and star ratings by generating reviews

The final pillar of your reputation management strategy should be generating reviews so that you can increase the total number of reviews on your provider and facility listings. **(Note: you can't set a prioritization strategy to generate reviews without having monitored or responded to reviews, so it is very important you do that first.)**

What is review generation (or solicitation)? Review generation is the act of sending a review request to a patient upon check-out of an appointment and asking them one simple question: what star-rating would you give your experience today?

When you ask for this review, you get a number of valuable benefits:

Improved SEO
You get more reviews, which increases your SEO opportunities on search engines, as results are rewarded for how many reviews you get (and how positive they are)

Better star ratings
We tend to see polar opposite review responses (either 1 or 5) when reviews are not generated. When reviews are generated, we see that they tend to skew more positive. Asking for a review from someone who had a good enough experience may elicit a response, whereas when you don't ask, people won't necessarily proactively fill out a review.

We often get a lot of questions around the best ways to set up a review generation strategy, which we have outlined below:

What is the best way to set up review generation?

You have a few options to set up review generation:

1. Manually upload patient email or mobile numbers into your review platform
2. Connect your Electronic Medical Record (EMR) to a review platform via an API
3. Share QR codes for in-person visits

Our advice might surprise you: we recommend all of these strategies. Typically, an organization does not get started with review generation with a full program. Many organizations "test" review generation success with a subset of providers or departments and expand their efforts from there. It's faster to get started with a regular upload of data than it is to wait for an IT team or an external organization to build an API.

However, automation is the ultimate goal, so while you are manually uploading patient data into your review management platform, you should simultaneously work on building the API from your EMR to your review generation platform. Some organizations are able to set this up within days, while others take a few months to set up. Timing depends on your IT team and/or your external third-party organization's support of the API build.

Finally, if you don't want to upload any patient information into a platform, or if you want to complement your strategy to ensure you are reaching every possible patient, you can always use QR codes for in-person visits and ask patients to scan the QR code (which will have a specific URL associated with a specific provider). They can easily leave a review that way.

Is it better to send an email or an SMS text message to a patient?

Trick question: send both. That's because it pays to meet the patient where he or she is – some may respond better to an email, while others may respond better to an SMS text. We do know, as a rule of thumb, that text messages tend to garner better responses — but you should have the option to do both. 82% of consumers keep SMS notifications switched on, and the click through rate of SMS texts is approximately 36% on average – whereas it's a mere 3.4% for emails and around 2% for social media. Text messages have a 45% response rate, whereas email responses are just at 8%.

So, our recommendation is to prioritize text messages when you can, as data shows that you can get a better response rate, but to still pursue both actions to meet your patients where they are.

I can't generate reviews for everyone, so how should I start?

One of the main reasons you want to generate reviews is to improve your star ratings, which in turn, allow you to improve your SEO ranking on a listing. If you cannot generate reviews for every provider in your organization, we recommend a few strategies to get started:

1. **Those with the lowest star ratings.**
   Start generating reviews for those listings with the most negative sentiment and/or the lowest star ratings. By simply asking people to leave a review, you will naturally boost the total number of reviews and star ratings delivered, and you will likely receive a bump in star ratings. This is your opportunity to turn around negative star ratings.

2. **Those with a low review count.**
   Improving your SEO rankings for a provider should be a priority, and one way to improve your ranking is to increase the number of reviews per listing. Take stock of where you are lacking reviews and begin there.

3. **Those that are the highest-value and/or greatest revenue drivers.**
   If you have a strategic focus area for your health system (e.g. primary care, or women and baby, or OBGYN), start with those providers. It's fair to assume that people who are looking to make a commitment to a health system for a series of appointments (e.g. women and baby, where you get pre-natal, natal, post-natal, and pediatric care) will likely conduct more research — meaning reviews could have a bigger impact on their decision-making processes.

How frequently should I send a review request?

We've seen organizations toy with many different timeframes to send their review requests. Survey requests can go out as soon as immediately, or you could wait until after six weeks. However, we recommend that you **consider the timeframe of when you are sending your first-party review requests and time your third-party review requests accordingly.** More on this below.

I'm concerned that I'll be sending too many reviews: I already send Press Ganey or Qualtrics or NRC reviews, and I'm afraid that if I send another request for third-party reviews, my patients will get review fatigue and not respond to either one. What should I do?

We hear this question about "review fatigue" or "survey fatigue" quite often. Many organizations say that they "don't want third-party review requests to interfere with our first-party surveys." It's a very legitimate question and one that many organizations have challenges understanding.

That said: in our research, we have not seen any evidence that survey response rates have declined for either first-party or third-party review requests when a dual strategy approach is taken. In fact, we've heard from organizations working with Yext that they are seeing robust response rates on both, and some organizations are actually seeing higher response rates when both are employed.

We recommend that you take the following approach:

- Prioritize your first-party surveys and the timeframe in which you are sending those surveys.

- Follow up your review requests for third-party reviews after your first-party requests. For example, if you send a first party (e.g., Press Ganey) survey within 24 hours of a patient visit, aim to send your third party review request 48–72 hours following the visit. That way, you will give enough time for a patient to respond to your Press Ganey survey while also responding to your third-party request — before the patient has time to forget about the interaction with your organization.

You could also consider third-party review requests for certain service line providers, for example, or only send third-party requests for primary care (but not for any in-patient experiences). First-party surveys will almost certainly be sent for in-patient treatment, so you can parallel-path your generation strategy by avoiding all in-patient review requests for third parties, if you desire.

There are a lot of different ways to think about this, but rest assured that organizations are not seeing survey fatigue when patients receive both requests.

Where should I solicit the reviews if I can't do it all at once?

While patients are searching online for healthcare information and evaluating providers all over the internet on many different websites, we do know that Google tends to be the first place where patients start their journey. You will want to make sure to generate reviews on as many sites as you can to make sure you are influencing the patient journey, but **if you have to start with one site before tackling the rest, we recommend starting with Google.**

If you use Yext, you can prioritize 100% of your review requests to go to Google and build your reviews up on Google, and then a month or two later, start to "balance" your review requests be other sites where you want to also build your review count and increase your star ratings using our Review Balancing algorithm. If you are using another platform, seek insight into how you can generate reviews on other sites after you've gotten a handle on your Google reviews. Remember, Google is not the be-all and end-all of all reviews, and you do need to ensure other sites get recent reviews and improved stars — but Google is important, and it's necessary to at least begin with that site.

How do I track the value of a review generation program?

Before you start your review generation program, it is important to know what value it will bring to your organization.

To start, set loose goals. Many organizations have goals that are very basic:

- I want to increase the total number of reviews; or,
- I want to increase our provider star ratings.

Selecting one or both of these goals can help you measure the effectiveness of your review generation program. Benchmark your generation program's performance based on a timeframe pre- and post-generation to show changes in both.

We already send HCAHPS surveys – doesn't that work for Google? Should I put my first party reviews on Google or on other healthcare websites?

Press Ganey, NRC, Qualtrics, and Medallia reviews are what we call "first-party" reviews and are usually managed via your Patient Experience team. They are not the same as Google, WebMD, Facebook, etc. reviews (what we call "third-party" reviews). First-party reviews are really valuable for patient experience insights, service recovery, and CMS reimbursements. When aggregated, they are also excellent for sharing on individual provider and facility pages on your website (also known as "Transparency").

It is very important to add your first-party reviews to your provider and facility pages. The [improvement you get in SEO](#) for individual providers is enormous, as Google can "read" your site and extract that star ratings and add those star visuals to the organic search results for that provider. This gives you the opportunity to raise the result on the search engine so that you beat out other sites and therefore can direct the traffic to your site – not to another site you don't own.

The moment you start to add these same reviews to other websites, you effectively dilute the impact that you have when you include your star ratings on your provider pages. You are giving other websites the opportunity to have better SEO than your individual provider pages, which means you are potentially forcing your provider pages lower on the search results page. You would effectively be diverting traffic from your site to a third-party site, and that means you don't get to control the traffic or the patient journey.

03
Reviews and Transparency

Let's take a slight detour into transparency.

Transparency is a concept that organizations started to embrace a number of years ago when they realized that not only are patients "shopping" for healthcare like they shop for cooking supplies on Amazon, but that these reviews and their respective star ratings are being picked up by Google and posted on the results page.

Organizations began to add their Press Ganey, NRC, Qualtrics, and other comments and star ratings onto provider and facility pages, and they started to see improved search ranking, as well as providing the public with an opportunity to better understand other peoples' experiences with a provider and an organization.

Here is an example of what transparency looks like on a provider page:

Cumulative patient review rating

Clear call-to-action

Up-to-date contact information and easy-to-find directions to location

A brief overview of physician experience and specialities

Reviews from previous patients

Answers a common new patient question, increasing visibility in the search engine

Here is an example of how that provider shows up on Google's search results page. Note the star ratings on the first natural search result, which were directly pulled from the provider's page on the health system's website.
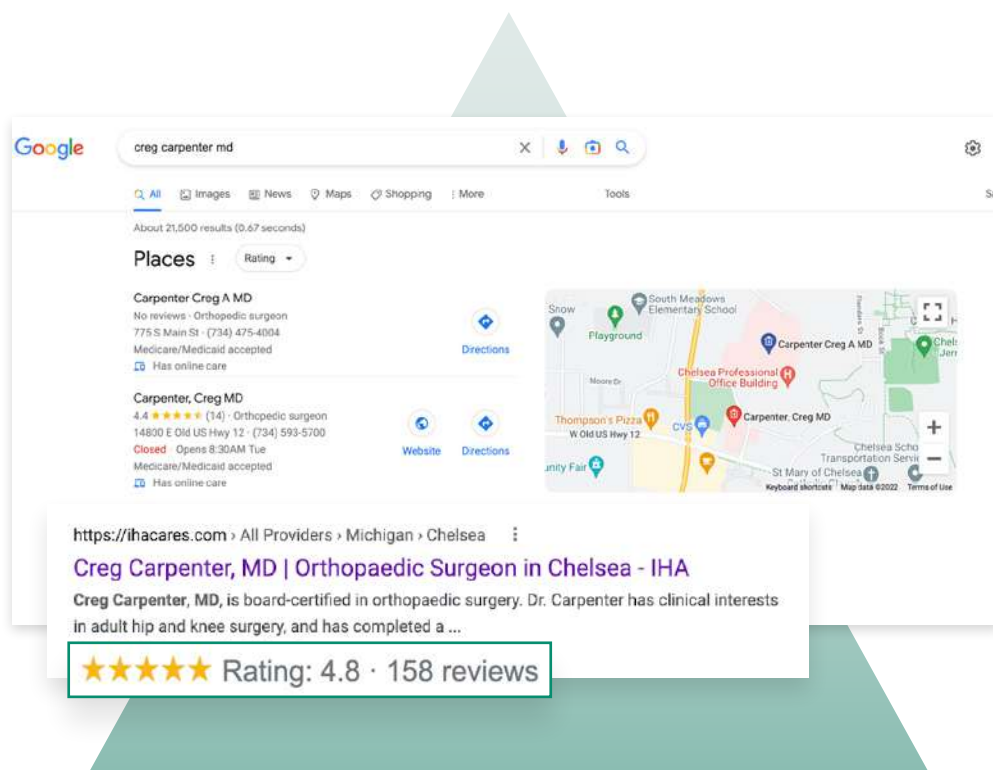

Typically, marketing organizations work with their Patient Experience teams to access patient review data — as well as with an external third party to help with deleting PII, patient information, profanity, and more, as well as consolidating star ratings into an average rating — before placing these reviews on a provider's page.

This is entirely separate from a reputation management strategy, but it is worth calling out because adding the first-party reviews to a provider's page does help with SEO.

04

Reporting insights and the future of your strategy
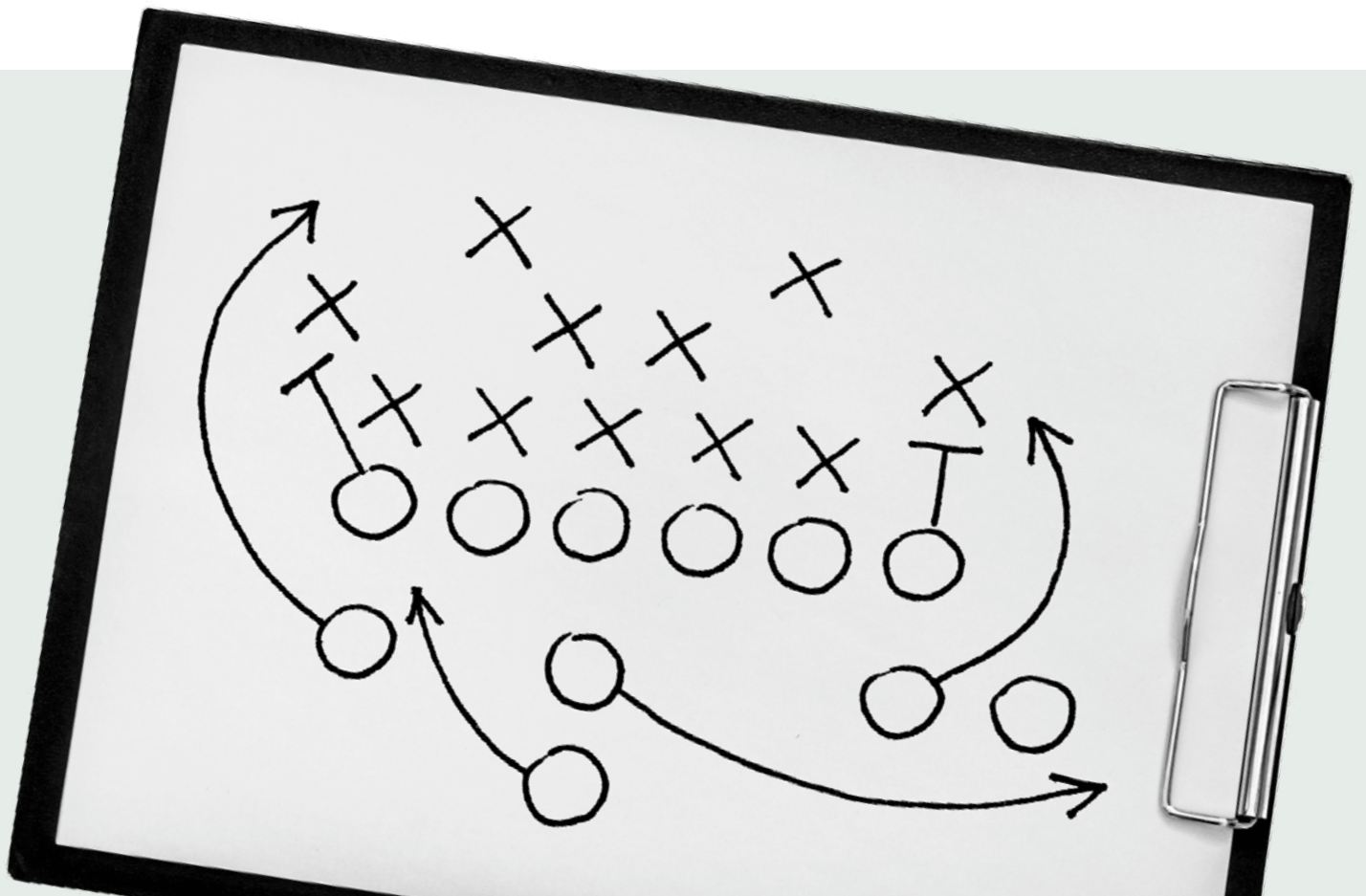
By now, you should have a reputation management plan in place. That's a great start, but every organization will ultimately need to show the value of that program: the value of everything from monitoring your reviews to full review generation, as both certainly require the investment of both time and money. So, what should you be looking at when you are producing your reports?

You'll want to answer the questions:

- *Why are we getting good and bad reviews?*
- *How do we tie this into our larger healthcare organization strategy?*
- How do we take this to a facility to say
  "hey, you got this review and it says XYZ… how can you think about doing better?"

In your reporting, you will want to look at the following metrics, below, but make sure you are focusing on these metrics over time. Data at a single point in time is worthless, but you can really do something with data if you are comparing it to another point in time.

Metrics to add to a dashboard include:

Total Number of Reviews	Average Star Rating	Key Sentiment Changes Over Time
(as compared to X timeframe)	(as compared to X timeframe)	

You will also want to share these reports with various stakeholders in your organization and based on the folder and/or label structure you've created during your review monitoring phase, this should be an easy export.

You may want to share monthly reports by:

Location or Facility	Service Line or Department	Provider or Provider Group

Based on the above-mentioned metrics, you can also set up specific dashboards for these groups. You may want to isolate the top three and/or bottom three service lines, for example, to showcase what is going well and what is not going well to an executive.

Examples of dashboards could include breakdowns by:

Service Line	Provider or Provider Groups	Top Three Service Lines
Departments	Locations or Facilities	Regions

Conclusion

A robust reputation management strategy will only become more critical as we move into a fully consumer-focused, highly digital world where the consumer and patient has far more options to select and book an appointment with a provider of her choice.

Managing your reputation is a big project, but it leads to valuable insights that can have a major impact on your organization.

Take control of your online reputation today. Learn how Yext empowers healthcare brands to boost their ratings and reviews [here](#).