

# Grow Revenue via Reputation Marketing

Ty Allen - SocialClimb CEO  
RIT Event Beaver Creek 2018



# SocialClimb & Ty - Background

- ▶ 2,000+ Orthopedic Surgeons as well as hundreds other practices use SocialClimb
- ▶ Track & Report reputation details for 18,000+ Physicians
- ▶ We are passionate about Reputations and helping practices

# Not Your Old Survey Strategy

- ▶ We are Not talking about
  - ▶ Press Ganey Surveys
  - ▶ CAHPS Surveys
- ▶ We are discussing the reality of today's Medical Consumer
  - ▶ Reputation matters
  - ▶ Reputation Marketing is the new battle ground
  - ▶ 77% of patients read reviews before selecting a provider
- ▶ This is Reputation Marketing in Medicine!

# Reputation Marketing

## Crawl, Walk, Run & What To Do Next

- ▶ Crawl - Gain Control Phase
- ▶ Walk - Build The Foundation Phase
- ▶ Run - Dominate The Market Phase

# Crawl - Gain Control

- ▶ Goal: Gain visibility & become responsive
- ▶ Establish control at Google My Business, Facebook, Yelp, Healthgrades & Vitals
- ▶ Systemically monitor social reviews
- ▶ Respond to reviews
- ▶ Time Frame: 1 to 3 months depending on size of group
- ▶ Budget: \$10 per physician/month
  - ▶ Establishing control is free - requires effort
  - ▶ Monitoring and responding tools cost

# Walk - Build Foundation

- ▶ Goal - Get public reviews from 10% of patients weekly
- ▶ Model - Enable patients to provide reviews via their smartphones.
- ▶ Don't
  - ▶ Hand out cards
  - ▶ Place tablets/computers in the lobby
  - ▶ Send random emails manually
- ▶ Do
  - ▶ Automatically invite patients via text & email
  - ▶ Build physician & practice reputations
- ▶ Time Frame: 6 to 12 months depending on size of group
- ▶ Budget: \$70 to \$80 per physician/month

# Run - Dominate The Market

- ▶ Goal - Own all the 'shelf space' in a search.

← Orthopedic surgeon chic... MAP

Open now Top rated MORE FILTERS

Midwest Orthopaedics  
4.8 ★★★★★ (855)  
Orthopedic Surgeon · Chicago, IL  
Open · Closes 5PM

Dr. Richard A. Berger  
4.8 ★★★★★ (24)  
Orthopedic Surgeon · Chicago, IL  
Open · Closes 5PM

Midwest Orthopaedics  
5.0 ★★★★★ (10)  
Orthopedic Surgeon · Chicago, IL  
Open now

← knee surgeon Chicago MAP

Open now Top rated MORE FILTERS

Dr. Richard A. Berger  
4.8 ★★★★★ (24)  
Orthopedic Surgeon · Chicago, IL  
Open · Closes 5PM  
Their website mentions **orthopaedic surgeon**

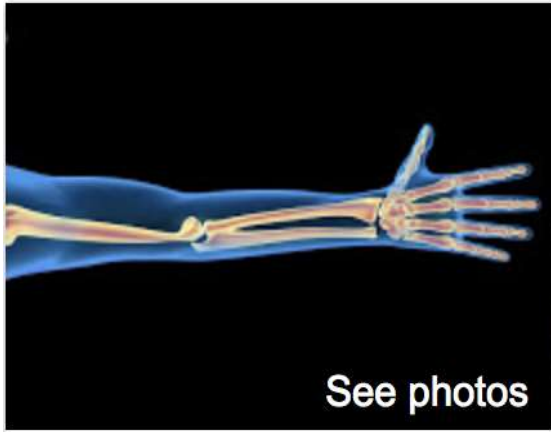
Nikhil N. Verma, MD  
5.0 ★★★★★ (8)  
Orthopedic Surgeon · Chicago, IL  
Open · Closes 5PM  
Their website mentions **knee surgeon**

Stulberg S David MD  
5.0 ★★★★★ (3)  
Orthopedic Surgeon · Chicago, IL  
Open now  
Their website mentions **orthopaedic surgeons**

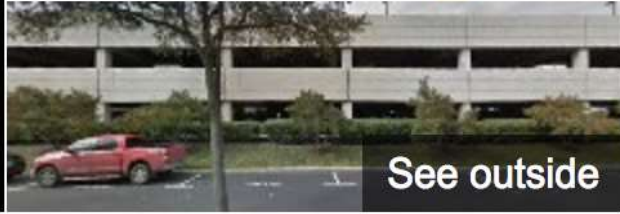
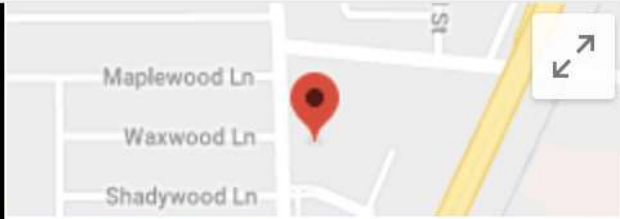
# Run - Dominate The Market

- ▶ Goal - Own all the 'shelf space' in a search.
- ▶ Configure Google My business pages correctly
  - ▶ Keywords
  - ▶ Categories
  - ▶ Name, Address & Phone
  - ▶ Images
- ▶ Dominate in Local Search
- ▶ Enable your 'Influencers' to have a powerful voice on social media
- ▶ Time Frame: Indefinite
- ▶ Budget: \$70 to \$80 per physician/month





[See photos](#)



[See outside](#)

## Alexander Rowland, M.D. - Hand, Wrist, and Elbow Surgeon

[Website](#) [Directions](#) [Save](#)

4.9 ★★★★★ 53 Google reviews  
Hand surgeon in San Antonio, Texas

**Address:** 400 Concord Plaza Dr #300, San Antonio, TX 78216

**Phone:** (210) 396-5340

[Suggest an edit](#)

[Add missing information](#)

[Add business hours](#)



[See photos](#)



[See outside](#)

## Kern Singh, MD

[Website](#) [Directions](#) [Save](#)

4.0 ★★★★★ 44 Google reviews  
Orthopedic surgeon in Chicago, Illinois

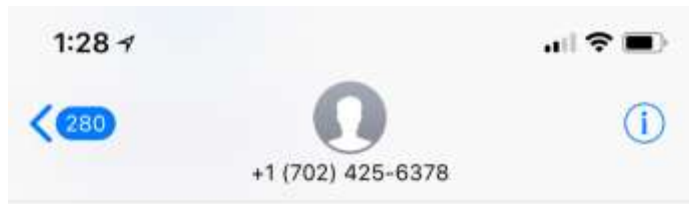
**Address:** 1611 W Harrison St Suite 400, Chicago, IL 60612

**Hours:** Closed · Opens 8AM Mon ▾

**Phone:** (312) 432-2373

**Appointments:** outpatient-spine-surgeon.com

[Suggest an edit](#)



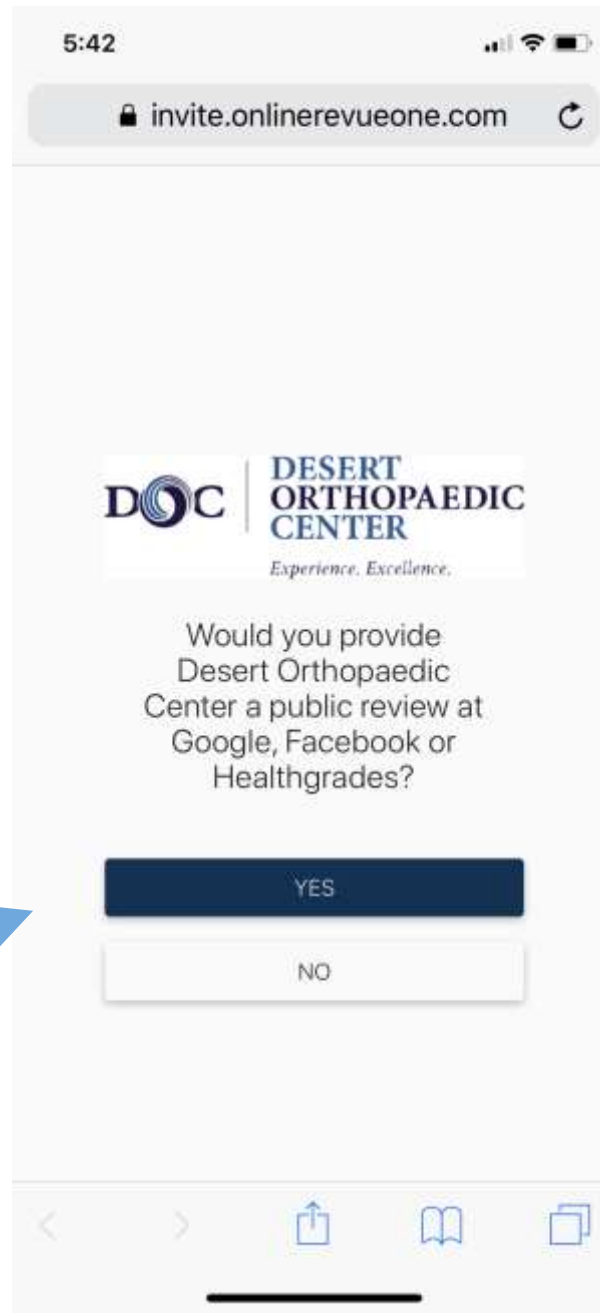
Today 1:25 PM

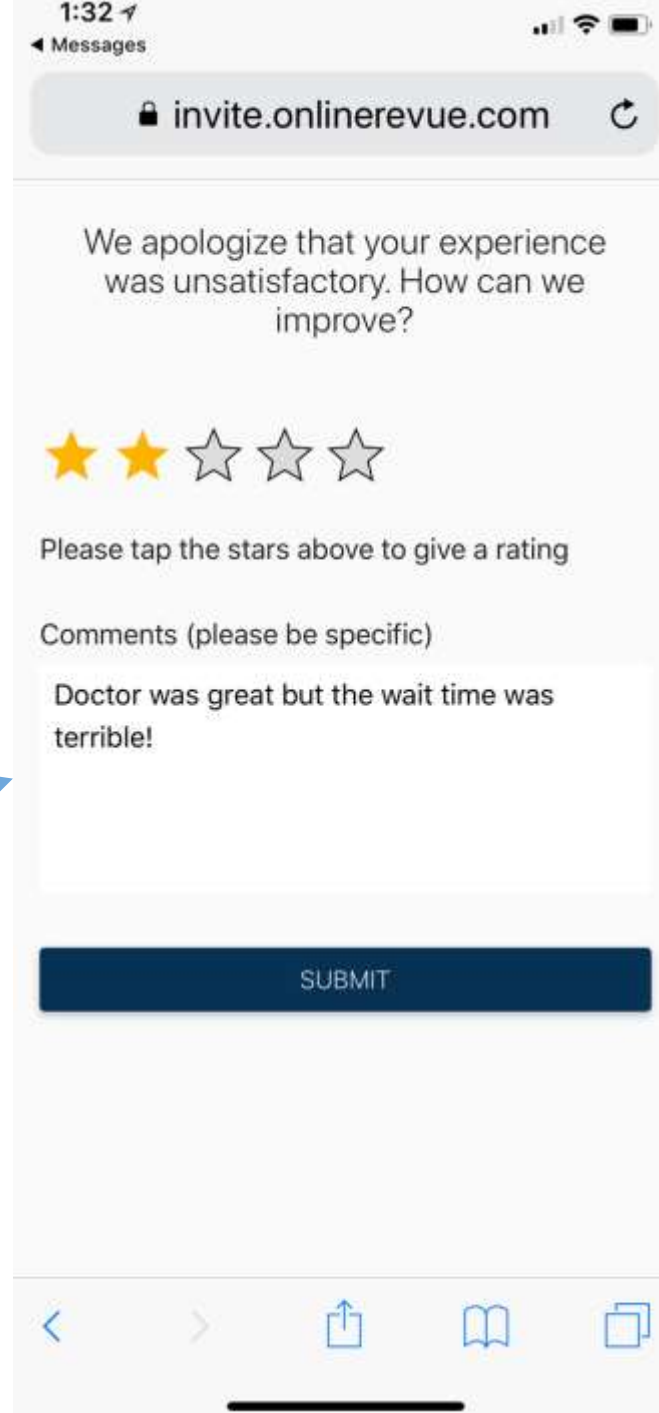
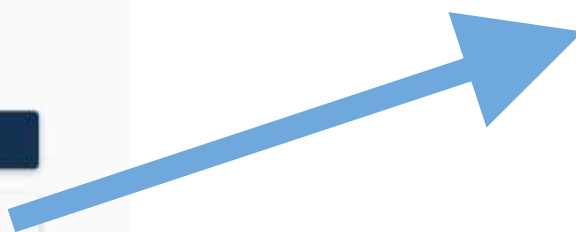


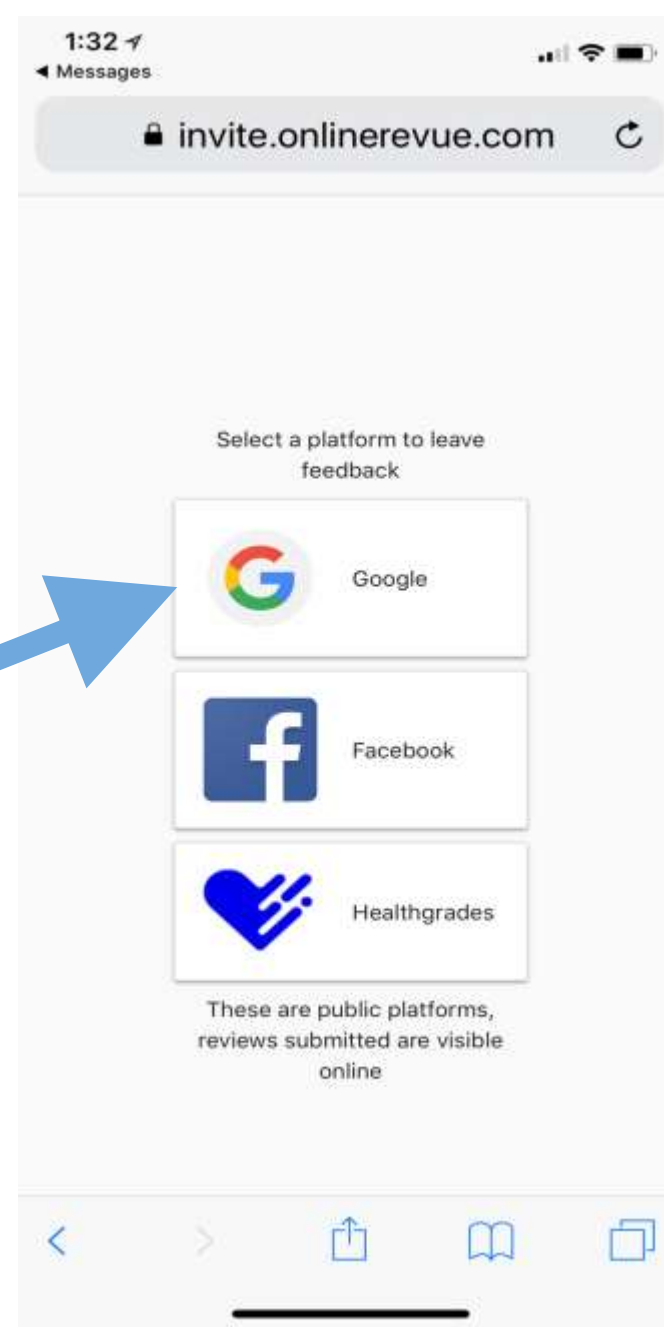
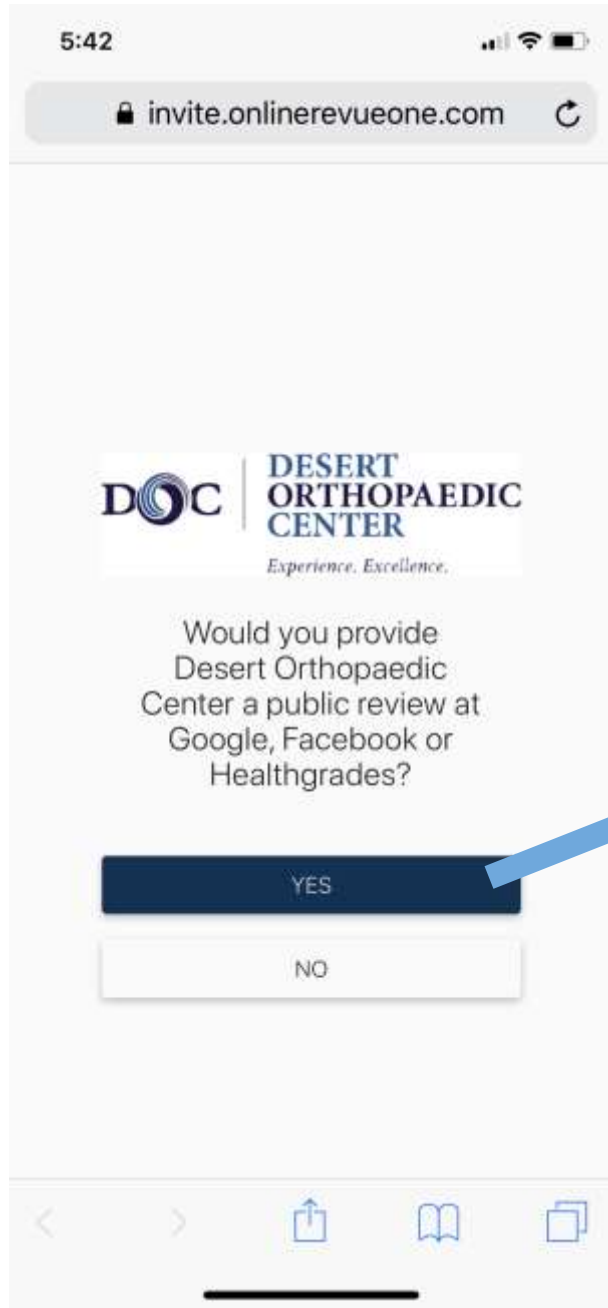
Susan,  
Thank you for choosing  
Desert Orthopaedic  
Center. Please take a  
min and leave me  
feedback at the link  
below.  
TROY S. WATSON, M.D.

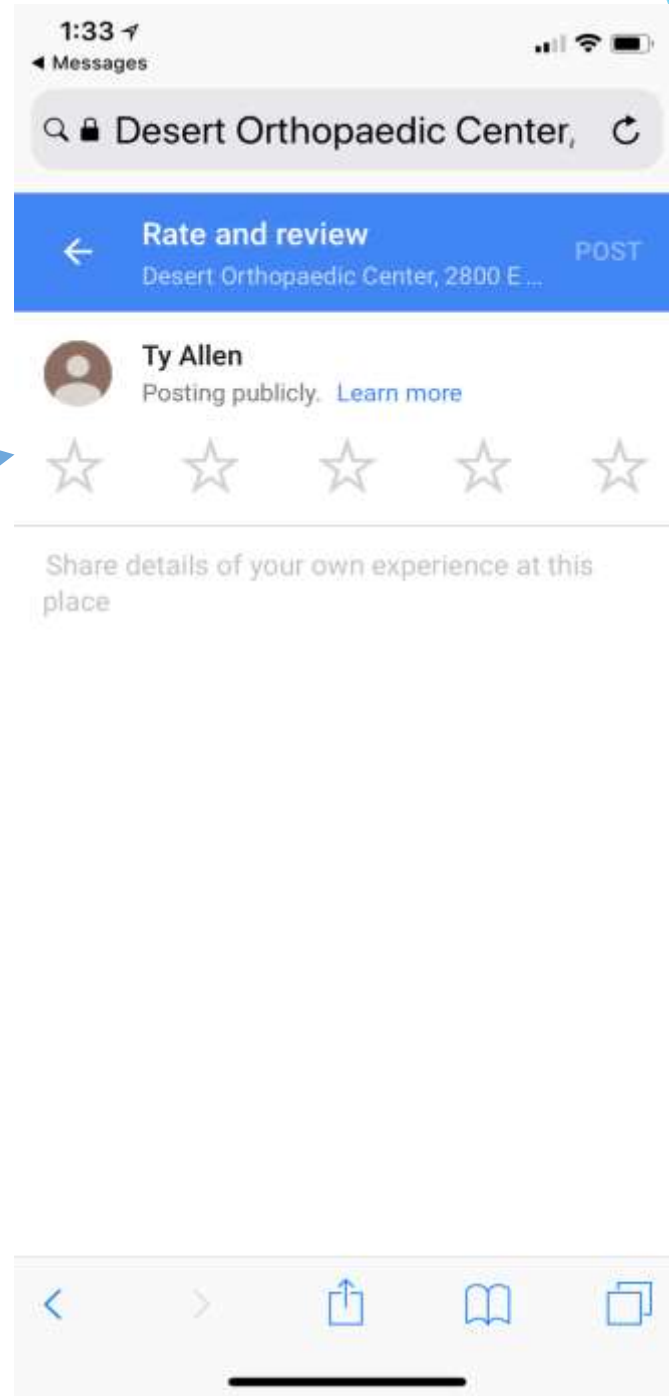
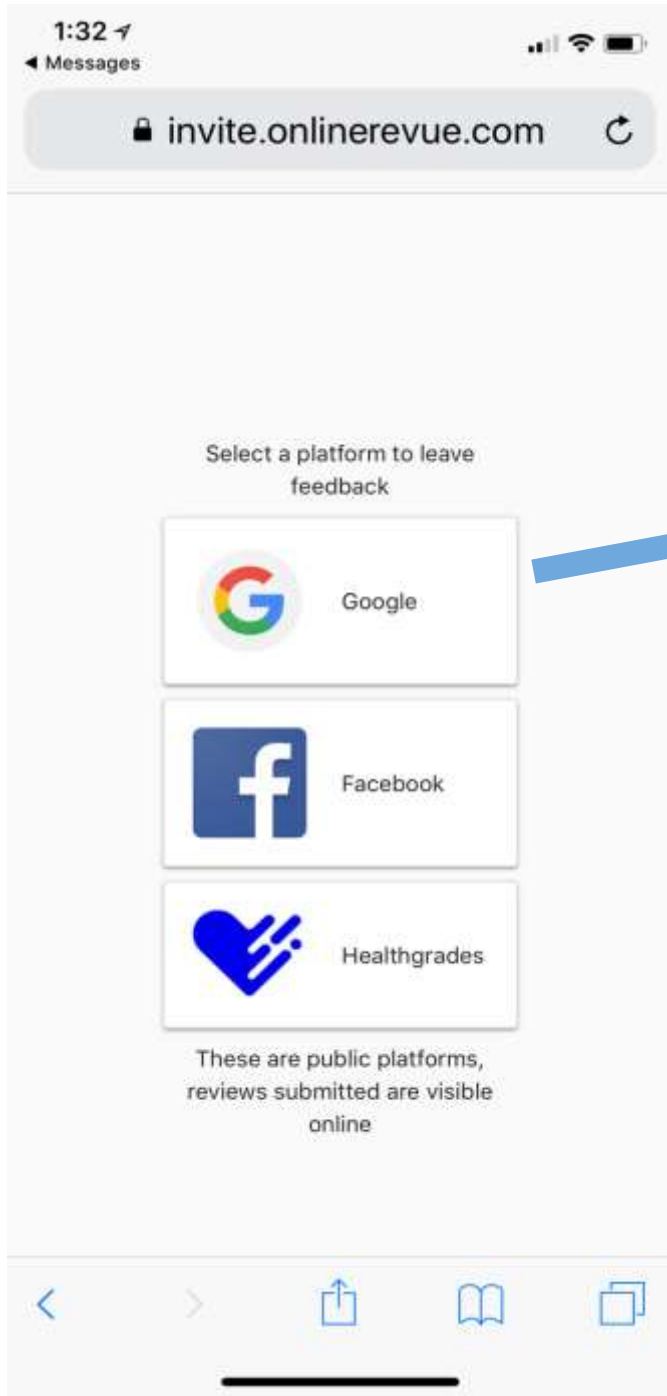


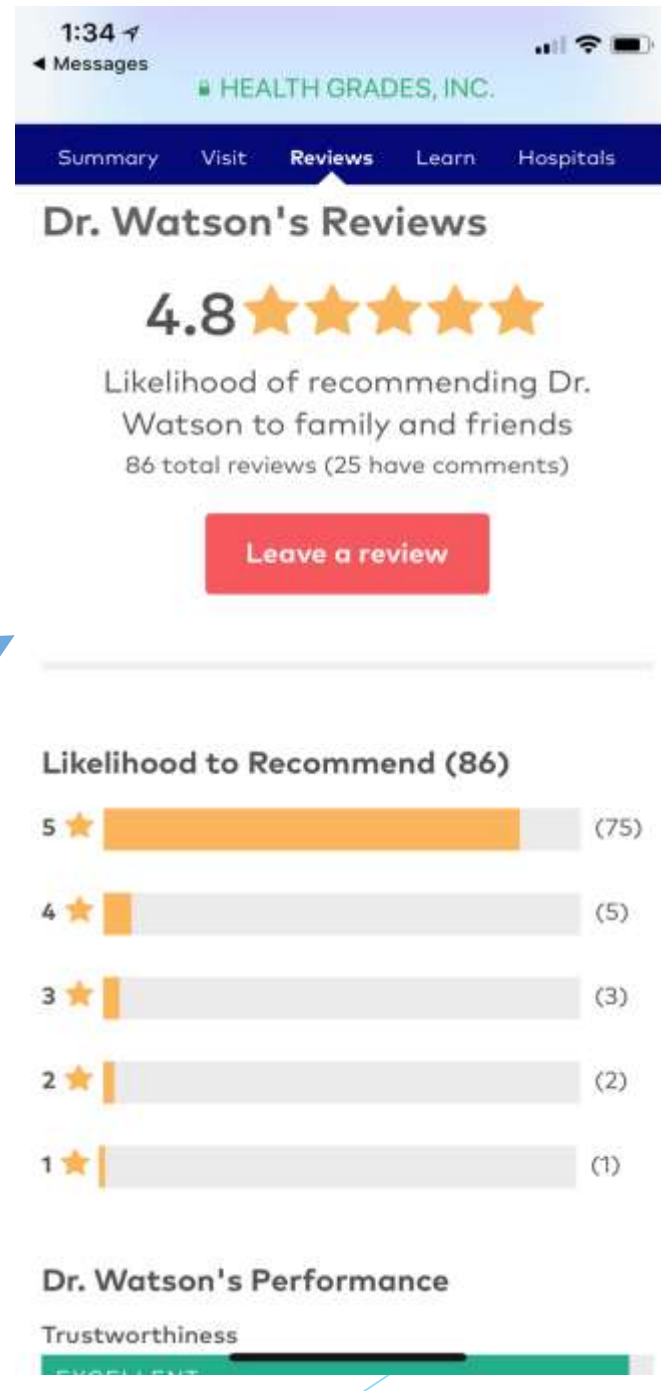
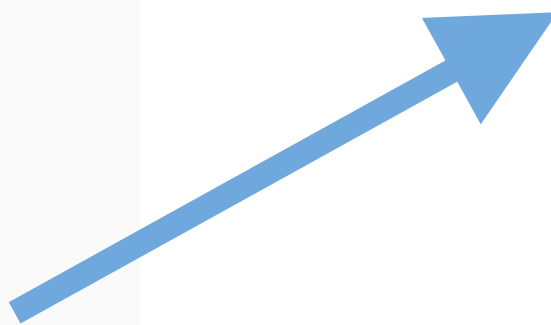
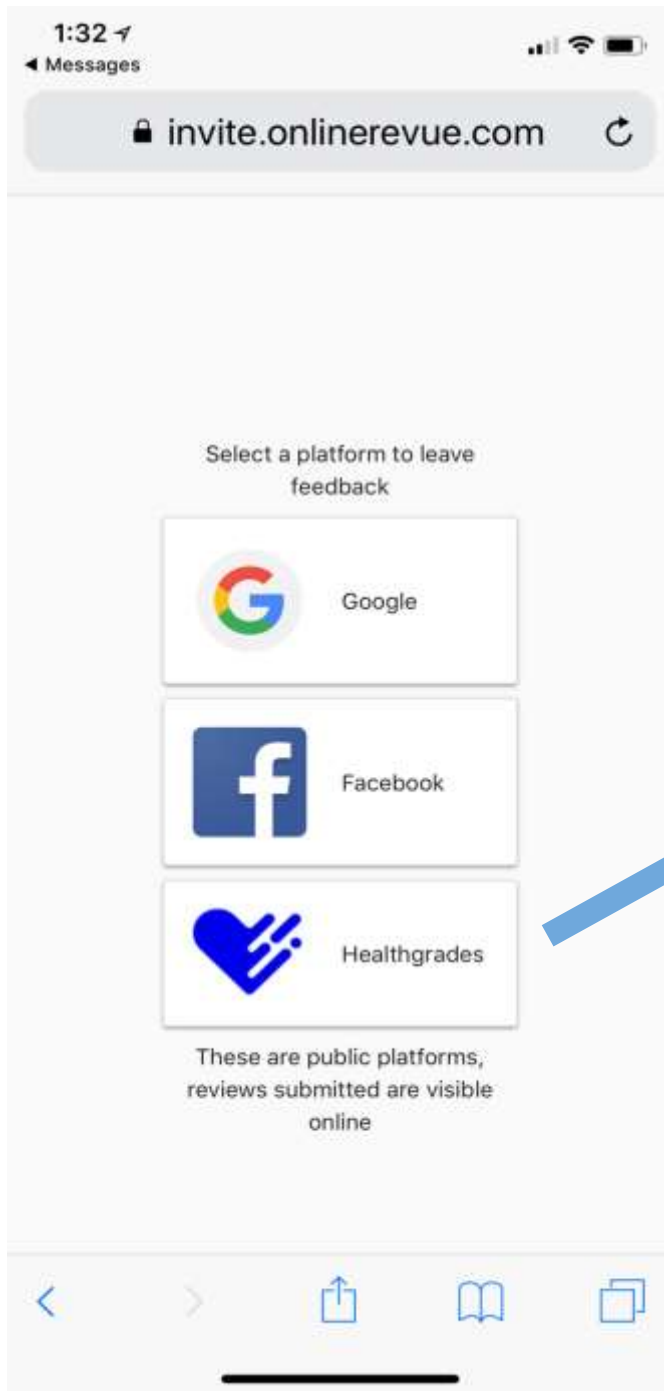
Tap to Review  
sdvye.com











# Reputation Marketing Results Midwest Ortho at Rush University

- ▶ Data for the past 12 months
- ▶ Local Search reach increased by 210%
  - ▶ Drove 3,500,000 more views of the practice than previous 12 months
  - ▶ Delivered 3,200+ more potential patients to the practice via
    - ▶ Website (5% conversion)
    - ▶ Phone call to the practice (20% conversion)
  - ▶ Additional potential revenue estimate \$3.4+ million

## All Location Ratings

4.75 ★★★★★ (2238)

4.84 ★★★★★ (1430)

4.80 ★★★★★ (713)

3.00 ★★★★★ (95)

## All Doctor Ratings

4.46 ★★★★★ (4585)

4.55 ★★★★★ (2667)

4.33 ★★★★★ (1918)

## National Location Benchmark

4.13 ★★★★★ (44)

## National Doctor Benchmark

4.27 ★★★★★ (30)

## Midwest Orthopaedics at Rush - Munster Office Competitors

- |   |   |                  |
|---|---|------------------|
| 1 | Midwest Orthopaedics at Rush - Munster Office<br>9200 Calumet Avenue, Munster, IN 46321   | 4.90 ★★★★★ (189) |
| 2 | Franciscan Physician Network Orthopedics & Podiatry<br>759 45th Street, Munster, IN 46321 | 3.90 ★★★★★ (7)   |
| 3 | Bone & Joint Specialists - Merrillville<br>9001 Broadway, Merrillville, IN 46410          | 3.30 ★★★★★ (25)  |
| 4 | Orthopaedic Specialists of Northwest Indiana<br>730 45th Street, Munster, IN 46321        | 3.30 ★★★★★ (8)   |

## Midwest Orthopaedics at Rush - Oak Park Competitors

- |   |   |                  |
|---|---|------------------|
| 1 | Midwest Orthopaedics at Rush - Oak Park<br>610 South Maple Avenue, Oak Park, IL 60304 | 4.90 ★★★★★ (126) |
| 2 | Victor Romano, M.D.<br>1 Erie Street, Oak Park, IL 60302                              | 4.70 ★★★★★ (27)  |
| 3 | Romano Orthopaedic Center<br>1 Erie Street, Oak Park, IL 60302                        | 4.70 ★★★★★ (6)   |

## Midwest Orthopaedics at Rush - Chicago Competitors

- |   |  |                  |
|---|--|------------------|
| 1 | Midwest Orthopaedics at Rush - Chicago<br>1611 West Harrison Street, Chicago, IL 60612   | 4.80 ★★★★★ (855) |
| 2 | Windy City Orthopedics & Sports Medicine<br>2617 West Peterson Avenue, Chicago, IL 60659 | 4.00 ★★★★★ (4)   |
| 3 | Orthopaedic And Rehabilitation Centers<br>5616 North Western Avenue, Chicago, IL 60659   | 2.80 ★★★★★ (24)  |



# Reputation Marketing – Dominate Locally

- ▶ Create a Plan
- ▶ Find a Partner
- ▶ Get Started