

vitals

WebMD



AAOMS Social Media Guide for Doctor Review Sites



Oral and maxillofacial surgeons:
The experts in face, mouth and jaw surgery®

MyOMS.org

Optimizing Doctor Review Sites



Top Review Sites

- **Yelp** (145 million average monthly unique users)
- **HealthGrades.com** (30 million average monthly users)
- **WebMD.com** (75 million average monthly users)
- **Vitals.com** (15 million average monthly users)
- **RateMDs.com** (2.3 million average monthly users)

Managing Your Online Review Sites

- Claim your page as the business owner to have access to update your profile information.
- Ensure your business information is complete and accurate so customers can easily contact you with your phone number, address, about you section and website.
- Set up alerts to be notified when you receive a review or message.

Tips and Techniques

1. Monitor review websites by setting up a Google Alert for your practice or subscribe to a reputation management service to monitor all mentions of your company.
Some examples:
ReputationX.com
1seo.com
BrandYourSelf.com
Reputationmanagementconsultants.com
2. Many satisfied patients won't take the time to post a review unless you ask them. Simplify the process by setting up an automatic email service to request they leave a review after a visit.
3. Add a "Read My Reviews" tab to your website and social media pages. This provides a compelling call to action for potential patients to read. You also can add links to reviews in customer newsletters or promotions.

Responding to Negative Reviews

1. Create a policy for responding to negative reviews and designate one person to act as spokesperson. While you do not need to respond to all positive reviews, it is recommended you respond to all negative reviews.
2. When a negative review appears, you must respond in a timely manner. Keep HIPAA and patient privacy at the forefront of your mind as you reply. Work with your legal counsel to develop a series of HIPAA-compliant answers.
3. Consumers weigh the opinions of others heavily, even if they don't personally know the other person. They are more likely to trust a healthcare practice that takes time to respond to reviews and displays a human element.

Sample Responses

We take all feedback very seriously and appreciate you letting us know of your concerns. Please contact us directly at info@ourwebsite.com or call our office so we can discuss this matter.

Providing quality care is very important to us. Please message us your email or phone number so we can reach you directly and address your concerns.

We're sorry to learn about these concerns. We would like to speak with you to see if we can help. Please contact us at info@ourwebsite.com or call our office at xxx-xxx-xxxx. We hope to hear from you soon.

The screenshot displays the RateMDs website. At the top, there is a navigation bar with the RateMDs logo (a green circle with a white heartbeat line) and the tagline "DOCTORS YOU CAN TRUST". To the right of the logo is a search bar labeled "Find A Doctor By Name" with a magnifying glass icon. Further right are links for "Signup | Login" and a green button labeled "Claim Doctor Profile". Below the navigation bar is a section titled "Find a Doctor Near You" with a subtitle "Opioid dependence treatment in the privacy of a doctor's office Prescription treatment website". To the right of this text is a circular arrow icon. Below this section is a teal-colored navigation bar with four tabs: "Find A Doctor", "Find A Facility", "Health News", and "Health Forum". The main content area features a large banner image of four smiling healthcare professionals (three women and one man). Overlaid on this image is the text "BEST ORAL SURGEONS IN THE WORLD". Below the banner is a search interface. It includes a dropdown menu currently set to "Oral Surgeons", a text input field labeled "Find a City", and a button labeled "Near Me". At the bottom, there are several filter buttons: "All", "Male", "Female", "All", "Verified Doctors Only", "All", and "Accepting New Patients".