

# Digital Reputation Management

Power. Influence. Unlimited growth potential. That's what healthcare consumers possess. And every day, your enterprise's reputation can be put to the test with a few clicks of a keyboard.

With greater out-of-pocket costs and the expectation of sleek digital experiences, consumers and talent now routinely go online to shop for and share about providers, facilities and employment opportunities.

They're using social platforms to share and ratings sites to vet, review and rank everything from salaries to services rendered. The pace of feedback is happening in real-time, and users must rely on their own discretion to determine authenticity of the commentary.

That's upped the ante for healthcare, and leaders are keen to track and to strategically control their online reputations – with intention and urgency.

## We can help.

Our team of digital experts views online reputation management from the lens of offense and defense. We collaborate with you to build a proactive base that raises the visibility of your quality care, providing you with the right stories, channels and resources. This foundation helps protect your organization in times of crisis or challenge. After all, reputation is your core strategic asset.



70% of Americans say that online ratings and review sites have influenced their decision when selecting a physician.

*Binary Fountain*



47% would consider going out-of-network for a doctor with more favorable reviews than those of a doctor in-network.

*Software Advice*



Two-thirds of consumers will wait longer for an appointment with a provider who has better reviews.

*Reputation.com Healthcare Consumer Survey*



Hospitals with a high Reputation Score have a 29 percent higher revenue per bed.

*Reputation.com Healthcare Consumer Survey*

Trusted strategic communications consulting  
devoted to healthcare providers.

## Let's Get to Work



**30 Days:** We study your organizational and tech landscapes; satisfaction among patients, employees and physicians; community involvement; compliance and existing online reputation efforts.



**15 Days:** We craft a custom program features monitoring; roles and responsibilities; tech and measurement recommendations; policy guidance; social media response process and sample scenarios.



**TBD:** Following report delivery, we train the trainer while offering follow-up coaching and execution of the program if desired.

## About Us

Jarrard Phillips Cate & Hancock, Inc. is a strategic communications consulting firm devoted to helping healthcare providers navigate change, challenge and opportunity.

Ranked a top-10 firm nationally, Jarrard Inc. has guided leaders at more than 500 healthcare organizations across the country through high-stakes moments, including M&A, crisis, significant growth, and systemic internal change.

Our team of former journalists, political operatives and healthcare executives is built to serve the unique needs and challenges of national health systems and academic medical centers, regional and community health systems, and health services companies.



Interested in learning more?

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