

# Healthcare Professionals - Keeping Up with Online Reviews



82%

of patients use online reviews to evaluate healthcare providers – this has grown 25% since 2013. Imagine how much this will grow in the next 5 years.

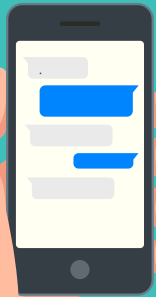
72%



of patients use online reviews as their first step in finding a new healthcare provider.

Nearly half (48%)

of patients would be willing to go out of their insurance network for a healthcare provider with good online reviews.



65%

of patients think it is “very” or “moderately important” for healthcare providers to respond to online reviews.

A combined 52% of patients report leaving “very positive” or “somewhat positive” feedback, while 11% write “neutral” reviews.

The majority of survey respondents (65 percent)

feel it’s “very” or “moderately important” for healthcare providers to post a response to negative reviews.



What **patients** say is the most valuable information about the healthcare providers they read in a review:

28%

Patient rating score ★ (star ratings) ★

26%

Quality of care

24%

Healthcare Providers’ background

20%

Patient experience

What **patients** say is the most valuable information about the **administrative staff in a review**:

24%

Friendliness of medical staff

24%

Ease of scheduling appointments

20%

Wait times

16%

Office environment/ cleanliness

15%

Billing/payment issues

Ninety-one percent of respondents would be at least “moderately likely” to choose one similarly qualified healthcare provider over another based on positive reviews

