



How Google is Co-Opting the Patient Journey & What You Can Do About It



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Agenda for Today

1. Google's goal to be the place to access healthcare
2. Why mobile Google buttons are so important to providers
3. What you must do to optimize your landing pages

Reputation is important to consumers

80%

of healthcare consumers
trust online reviews

78%

of healthcare
consumers want the
doctor they choose to
be rated 4 out of 5
stars or higher

#3

Ratings and reviews
are the third most
important decision
factor for patients,
after insurance and
location

#1

Google is the #1
review site used by
healthcare consumers

Google Search Ranking Factors

Google My Business is the most significant weighted factor impacting your visibility in Local Search (Google's Local 3-Pack) followed by Reviews.

RANKING FACTORS	WEIGHT
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Google My Business	33%
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Reviews	16%
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On-Page	15%
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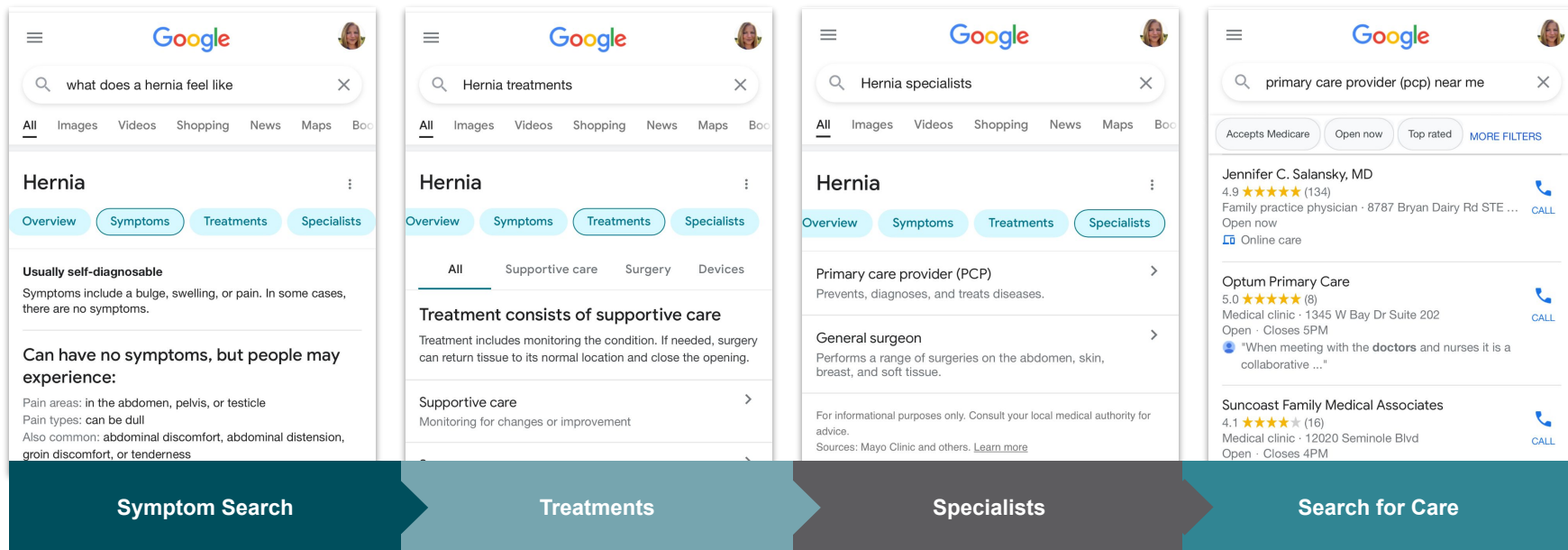
Behavioral	8%
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Citations	7%
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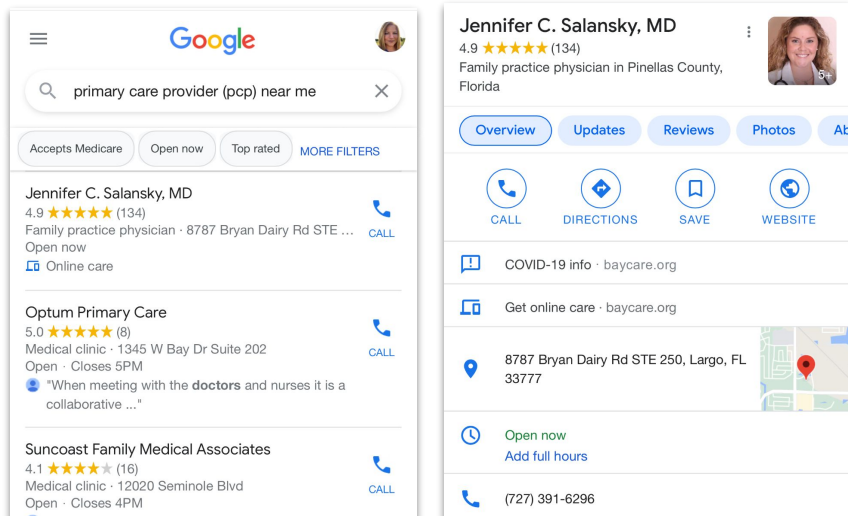
Consumers Start with Search

Symptom searches account for over 80% of healthcare related searches on Google



Google Owns the Consumer Conversion

One stop for patients seeking care



Book an Appointment

Get Care Online

Insurance Accepted

Messaging

Q&A

Ed Yakich

Dr. Salansky was successful in doing what no other physician could over the last 10 years - She assisted in helping me kick my nicotine habit. It has now been over 30 days. Thank you Dr. Salansky!

Response from BayCare

Hello Ed. We are happy to hear that you were provided exceptional care with Dr. Salansky! We will be sure to let the team know how much you appreciate it! Thank you, Lisa

Near Me Search

Knowledge Panel

Conversion Actions

Feedback

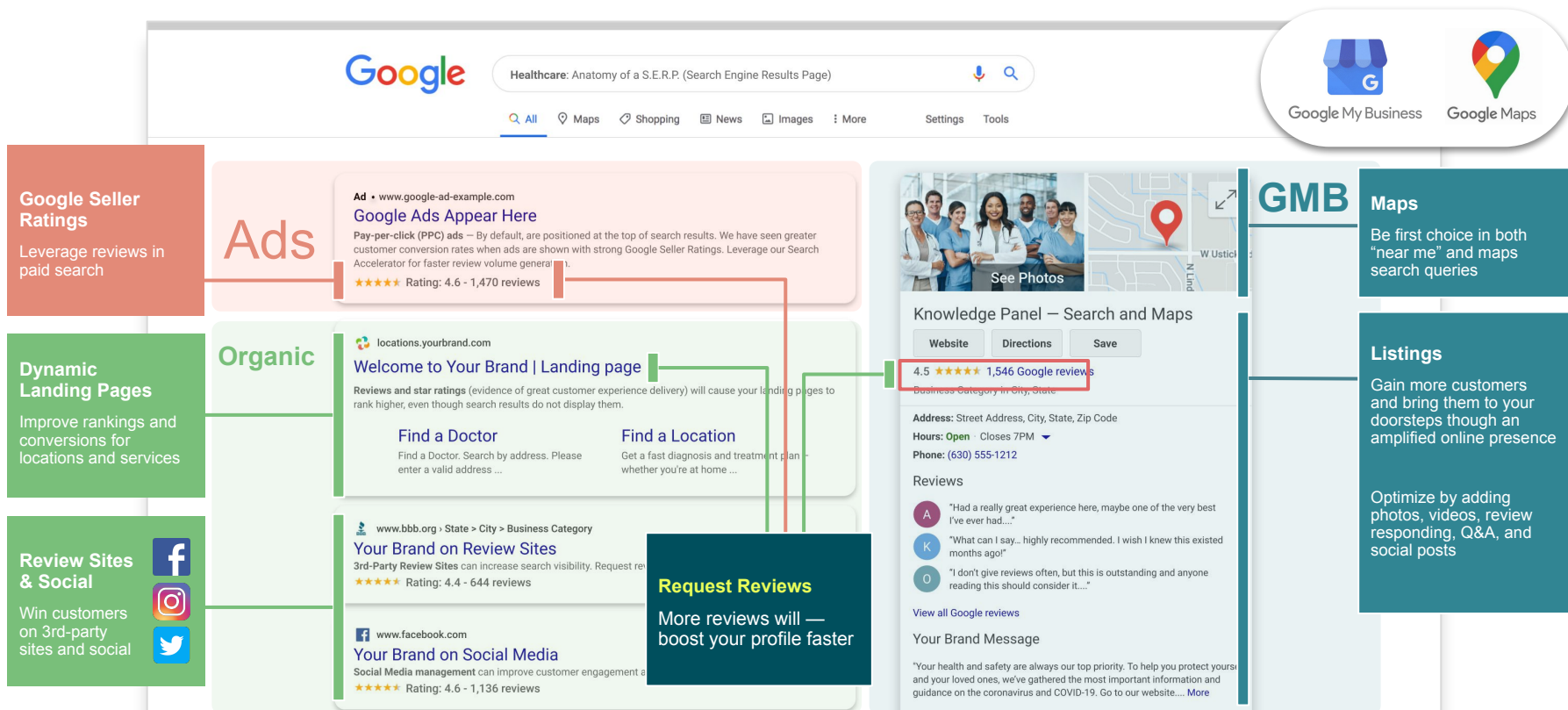
Endorsement

Satisfied Consumer

Getting Started

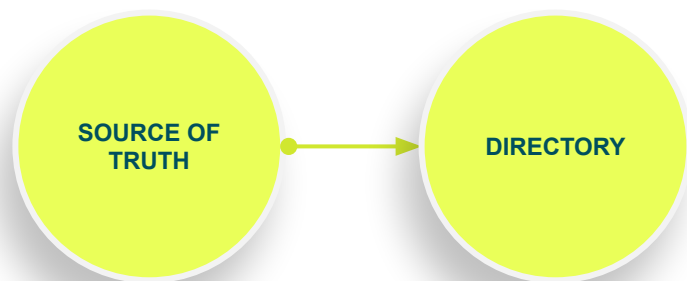
Bring Healthcare Consumers to your Digital Front Door

Own the Google Search Experience



Set The Foundation

Complete and Connected Data



Set The Foundation

Complete and Connected Data



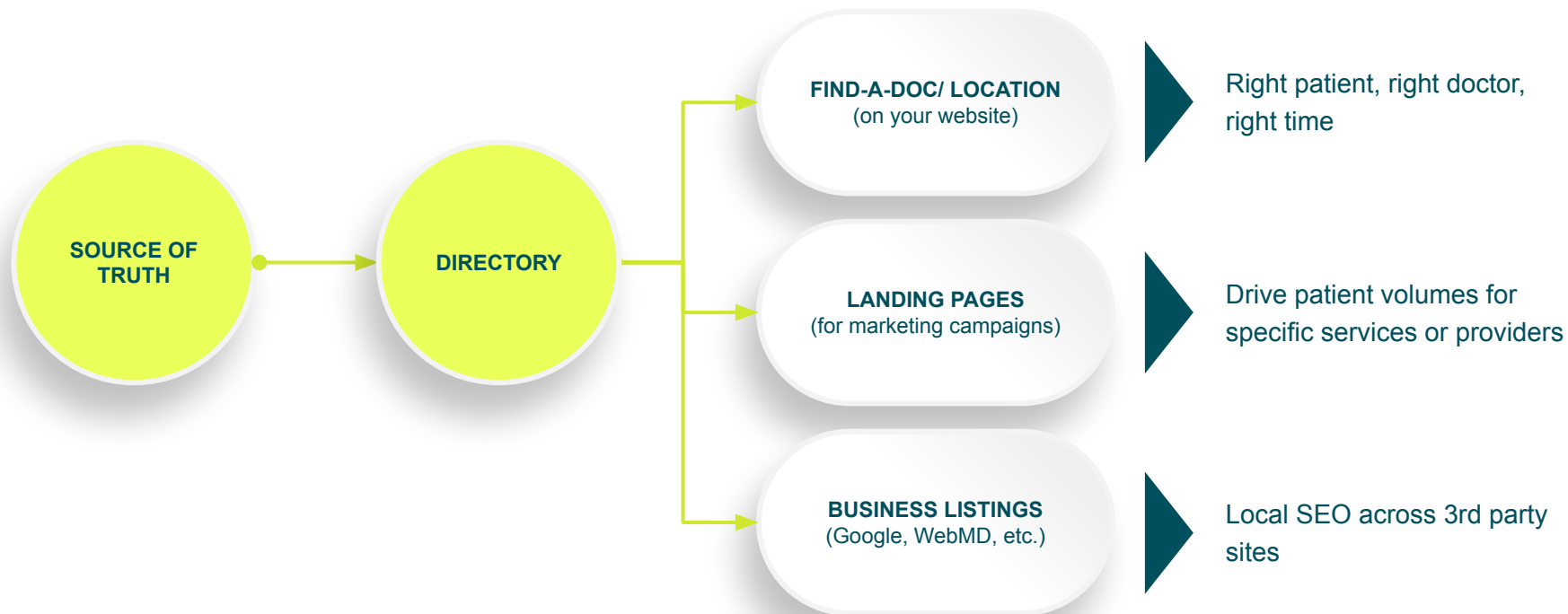
Set The Foundation

Complete and Connected Data



Set The Foundation

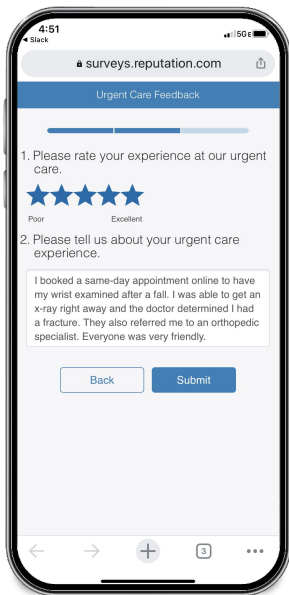
Complete and Connected Data



The Power of Review Requesting

Higher review volumes, better star ratings, better visibility and increased conversion

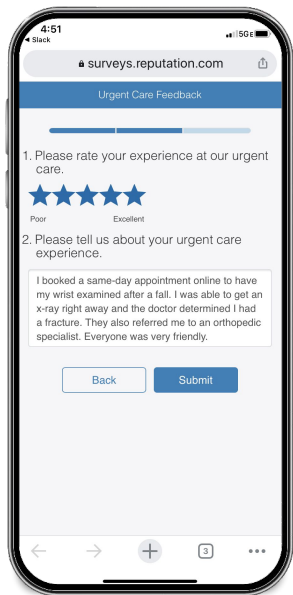
Review Request



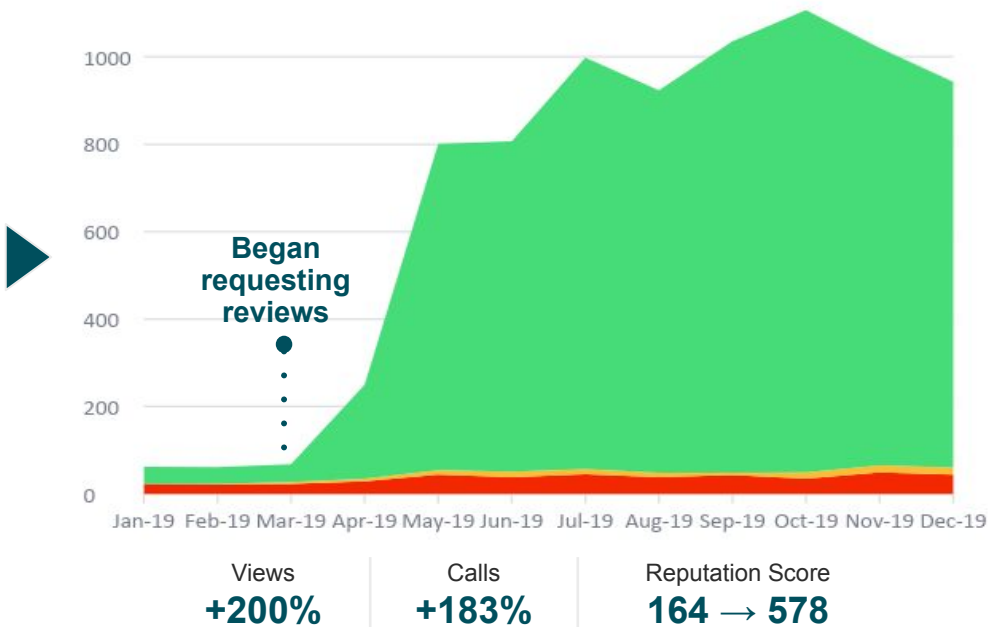
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Review Request



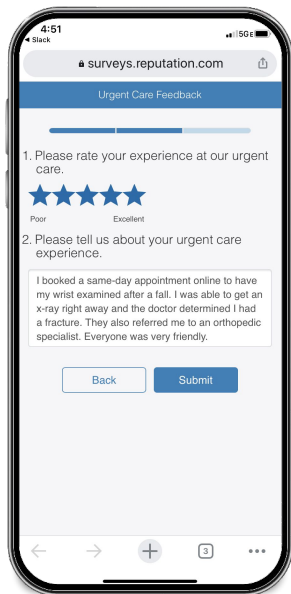
Results



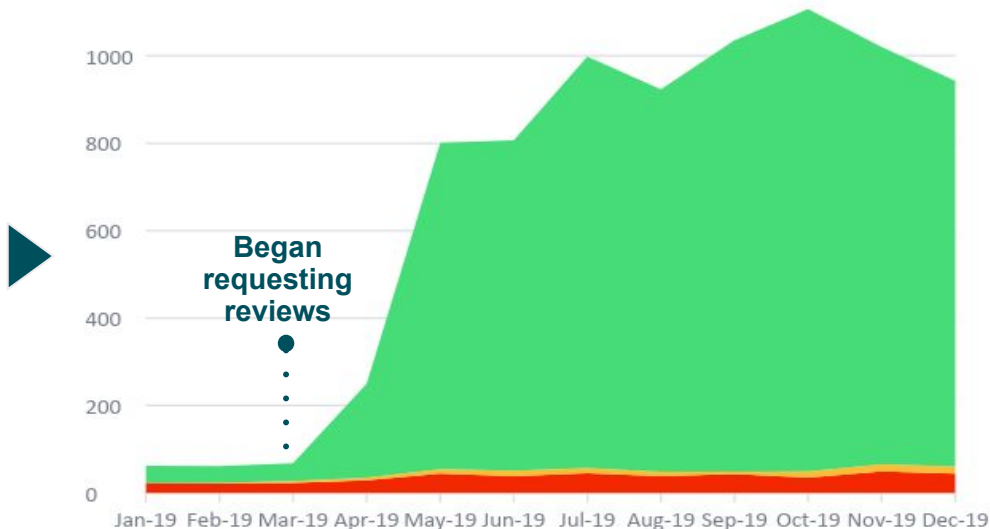
The Power of Review Requesting

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Review Request



Results



ROI

691%
return on investment for
reputation management

Views
+200%

Calls
+183%

Reputation Score
164 → 578

Transactional CX

Provide what patients need, when they need it



Building toward a better experience

How can feedback be used to deliver what consumers expect?

LISTEN

Collect Feedback from
All Sources

SERVICE RECOVERY

Building toward a better experience

How can feedback be used to deliver what consumers expect?

LISTEN

Collect Feedback from
All Sources

ACT

Analyze Feedback
Get Actionable Insights
Improve Experience & Quality

SERVICE RECOVERY

OPERATIONAL IMPROVEMENT

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How can feedback be used to deliver what consumers expect?

LISTEN

Collect Feedback from
All Sources

ACT

Analyze Feedback
Get Actionable Insights
Improve Experience & Quality

WIN

Exceed KPIs
Drive Patient Access
Increase Patient Volumes
Deliver on Brand Promise

SERVICE RECOVERY

OPERATIONAL IMPROVEMENT

CONSUMER EXPERIENCE

Key Takeaways

Best practices to get started

1

Start with the data For bigger impact, automate the data flow wherever you can (i.e. sending credentialing updates to business listings).

2

Document your ideal state. Be clear about your vision, what success looks like, and how it will be measured.

3

Embrace failure. Get comfortable with things not being perfect right away. Start with the “low hanging fruit” to get small wins and build momentum..

4

Challenge your partners. Bring your existing techstack and vendors together to solve problems and fill gaps.

By the Numbers

104M

Surveys created

1B

Social topics tagged

23M

Digital updates

100M

Feedback Requests

4M

Action tickets

Healthcare Experts

36M

Patient requests

50

Patents

18

Average # of years healthcare
experience for each team member

7

Of the top 15 health systems

The Leading Experience Partner for Healthcare

Trusted By Major Brands



Partnered with Experts



Q&A