



# Impact of a Patient Engagement Platform on Online Reputation Management

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# Introduction

Online reputation management is increasingly important to providers, admins and patients alike. [As of 2016, 84%](#) of consumers turned to review sites to find a doctor. In this technology increasing era, more patients are utilizing online review sites and that percentage is only increasing.

For patients, online reputation may direct them to a provider, or give them confidence prior to surgery about the doctor they have chosen. [Bright Local](#) reported that in 2017, among those who look at online reviews, 68% said a positive review makes them trust a business more. And negative reviews have almost as big of an effect in the opposite direction with 40% saying that a negative review makes them not want to use that business. [Studies](#) have shown that patients reported more beneficial health behaviors, higher quality of life, and increased satisfaction with treatment when they had higher trust in their health care professional.

For providers and health care system admins, online reputation can attract new patients, increasing the revenue stream. Online reputation can also give insight into what your patients are saying about you online and adjust and improve. As more health care systems across the country are shifting to a value-based care payment model, they are being forced to evaluate and improve the objective value that they're providing to patients as reimbursement is tied directly to metrics such as patient satisfaction.

“The use of the Force platform was awesome! I easily got answers and guidance along the way following surgery and during rehab. I HAVE recommended him, his staff, and Geisinger to many people I have spoken to who are contemplating knee and/or hip surgery. Thank you for the opportunity to share my experience.”

# Methods

Force Therapeutics is a patient engagement system that provides patients with prescriptive exercise & care instructions, assists providers with digital navigation and streamlining workflows, and collects patient reported outcomes measures (PROMs). Force Therapeutics asks patients to rate their overall procedure satisfaction at the end of the episode (90 days), along with collecting various other discharge information such as physical therapy, home health, return to work, and readmission information. If patients report high satisfaction with their procedure, they are automatically directed to leave a review at review sites designated by providers at time of implementation to Force. Providers and systems receive reports on patient satisfaction in order to iterate on and improve areas that may have caused decreased satisfaction.

# Results

We took a sample of 16 of our providers at 4 different hospital systems that had over 10 review site ratings with a score increase of >0. The most commonly used review site was Healthgrades. Other popular review sites include Vitals, Reputation, RateMDs, Google, Yelp, and WebMD. At baseline, providers had an average score of 4.3 on a 5-point scaling scale, with a total of 602 reviews. As of March 30, 2020, providers had an average score of 4.6 with a total of 1,301 reviews.

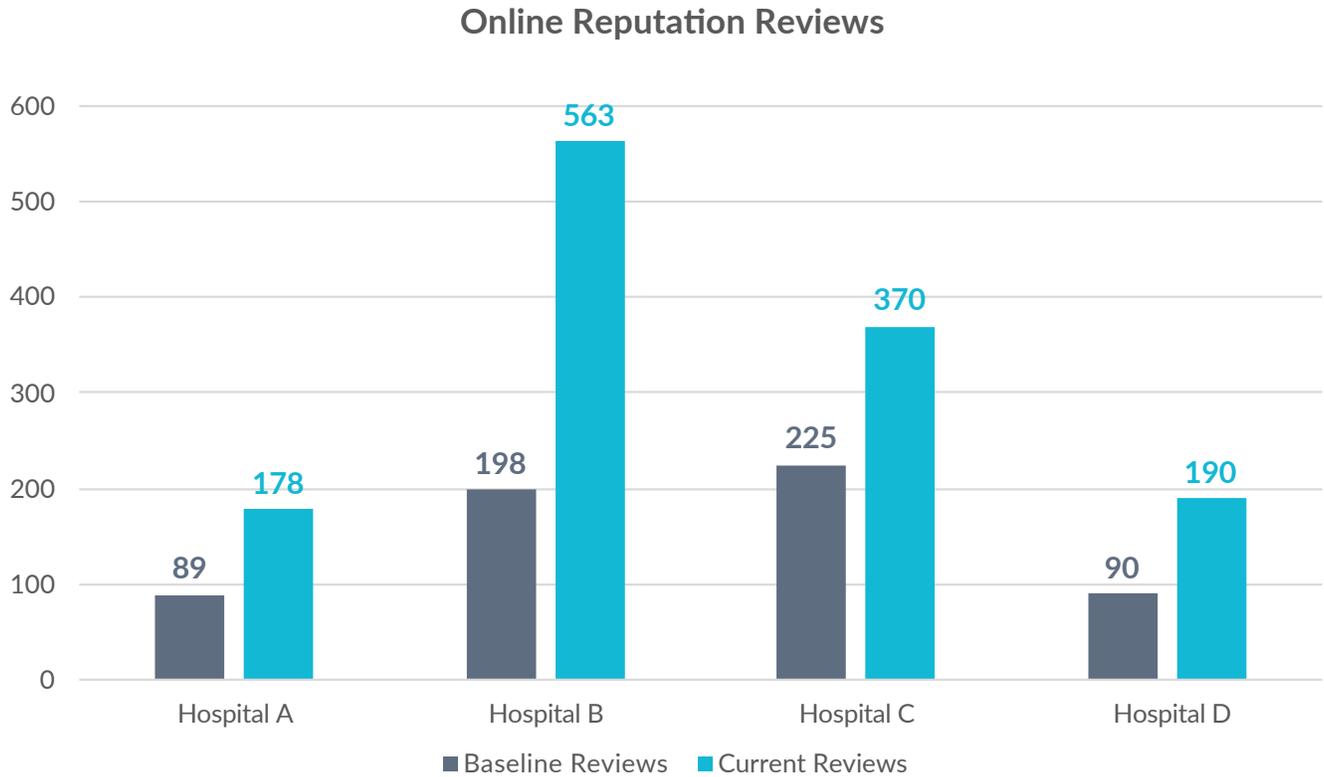
“Dr. Bugbee is a phenomenal Surgeon and I couldn’t be happier with my outcome. For the first time in decades I have ZERO knee pain. I was able to walk 1 1/2 miles twice per day just 4 days after surgery. I regained full range of motion just 4 weeks after surgery using the Force Therapeutics App at home.”

## Figures and Tables:

Table 1: Site Ratings

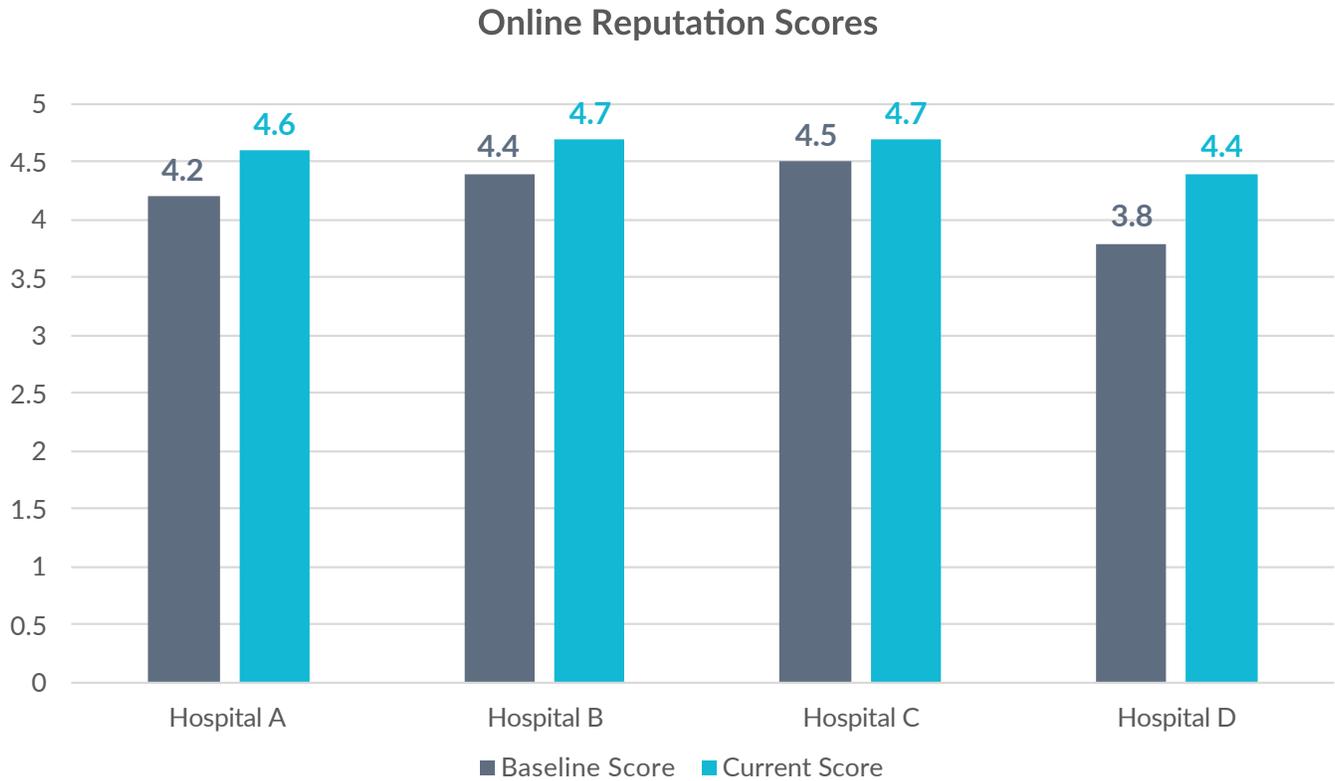
Hospital System	Baseline Score	Baseline Reviews	Current Score	Current Reviews
<b>Hospital A</b>	<b>4.2</b>	<b>89</b>	<b>4.6</b>	<b>178</b>
Provider A	4.3	47	4.6	101
Provider B	4.1	42	4.5	77
<b>Hospital B</b>	<b>4.4</b>	<b>198</b>	<b>4.7</b>	<b>563</b>
Provider C	4.0	20	4.2	39
Provider D	4.4	57	4.8	196
Provider E	4.1	13	4.6	39
Provider F	4.6	56	4.8	176
Provider G	4.8	45	4.9	78
Provider H	4.4	7	4.6	35
<b>Hospital C</b>	<b>4.5</b>	<b>225</b>	<b>4.7</b>	<b>370</b>
Provider I	4.7	84	4.8	135
Provider J	4.4	26	4.6	37
Provider K	4.6	57	4.7	83
Provider L	4.8	36	4.9	59
Provider M	4.1	22	4.6	56
<b>Hospital D</b>	<b>3.8</b>	<b>90</b>	<b>4.4</b>	<b>190</b>
Provider N	4.4	26	4.8	64
Provider O	3.7	33	4.1	47
Provider P	3.4	31	4.3	79
<b>Grand Total</b>	<b>4.3</b>	<b>602</b>	<b>4.6</b>	<b>1301</b>

Table 2: Online Reputation Reviews



“His exceptionally advanced surgical skills for THR fully restored me. His discussion/interpretation of my test results, and Q&A sessions were not intimidating but calming/ informative. Facilities were immaculate; surgical staffing/care outstanding; office member responsiveness wonderful. Force Therapeutics Program most effective ... Dr. Gillette will make you whole again. He is in a league of his own (supported by staff)!”

Table 3: Online Reputation Scores



“My knee surgery could not have gone better. Dr Fitzgerald always gave me whatever time I needed for questions. I am 3 months out now and my knee is great. The Force support program was good as was the advance program at the hospital. Nothing but positives about Dr Fitzgerald.”

# Conclusion

Utilizing a patient engagement platform can have a positive impact on patient reviews, and a rapid ability to diagnose and correct areas in need of improvement through real time insights. In an era where patient satisfaction and outcomes are tied to reimbursement, understanding and increasing these areas is imperative.

# About Force

Force Therapeutics is a powerful, episode-based digital care platform and research network designed to help clinicians intelligently extend their reach. Our platform leverages video and digital connections to directly engage patients at every step of the care journey – from the point of surgery scheduling, to post-op recovery and beyond. Backed by the insights of more than 60 leading healthcare centers across the country, Force is proven to drive more effective recovery, lower costs, and achieve better patient outcomes.