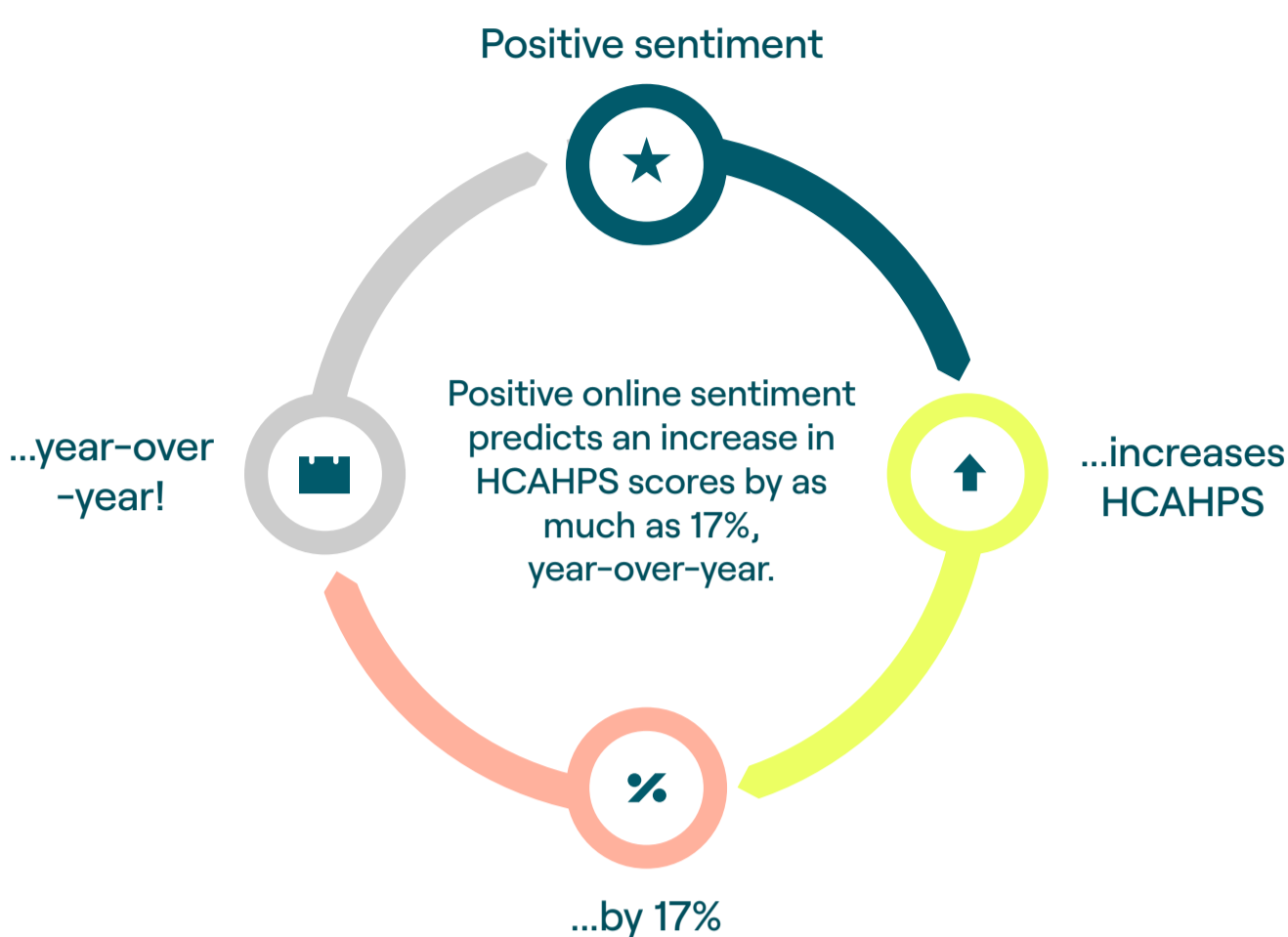


How Your Online Reputation Drives HCAHPS Scores

Positive online sentiment is strongly correlated with higher HCAHPS scores.

What we have found



Hospitals with a 4-star HCAHPS rating or higher are 2X as likely to have a 4-star rating or higher online.

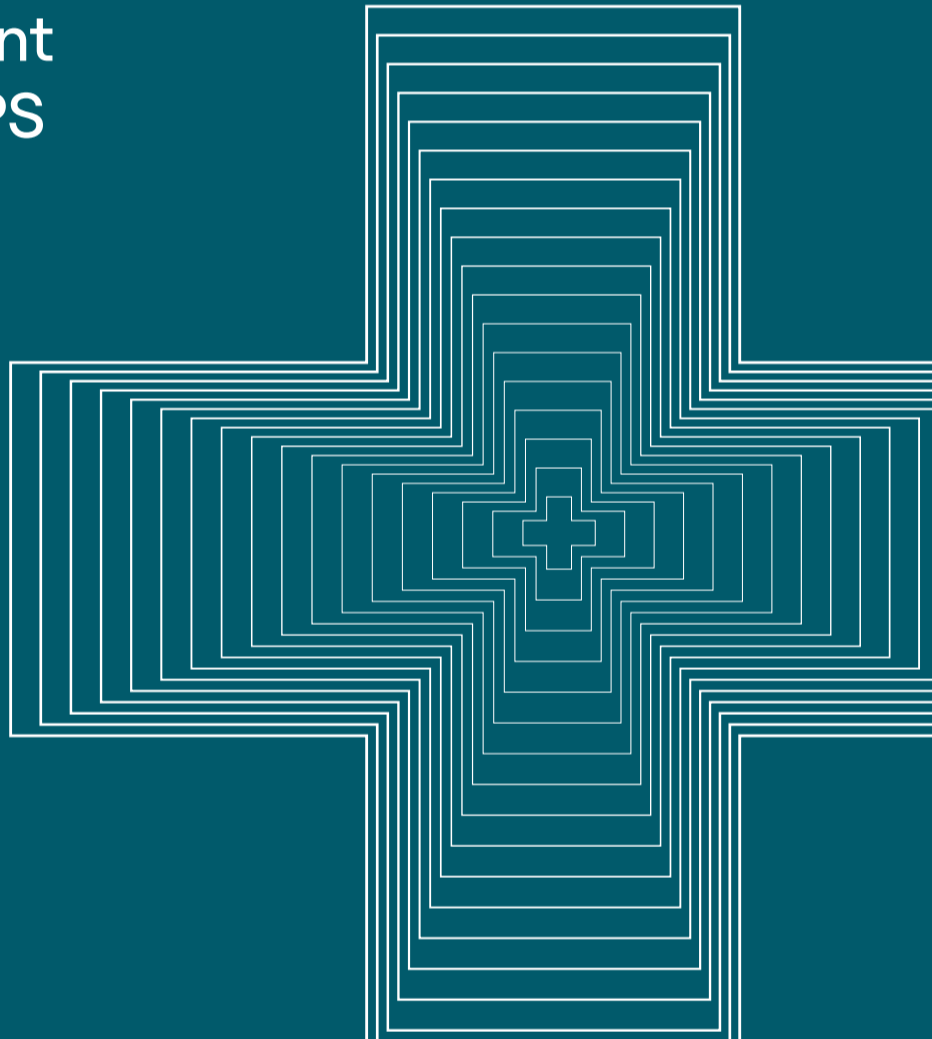
★★★★☆

Negative Sentiment decreases HCAHPS scores.

Hospitals with lower online sentiment are

3X

more likely to see HCAHPS ratings fall the following year.



Third-Party Reviews Are Key To A Positive Online Reputation.



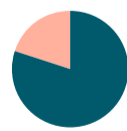
80%

80% of healthcare consumers trust online reviews.



Top 3

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



78%

78% of healthcare consumers want the doctor they choose to be rated 4/5 stars or higher.



#1

Google is the #1 review site used by healthcare consumers.

What It Means

Hospitals that monitor and respond to patient reviews can identify and resolve issues early, address negative feedback that impacts HCAHPS results and deliver an exceptional patient experience.

