Reputation

U.S. Academic Hospital Reputation Performance Snapshot 'Quick Take' Report

The value of your brand promise hinges on the perceptions, emotions, and feedback shared by consumers.

Your Reputation Matters

Patients now look beyond brand promises and referrals, seeking the truth in crowdsourced consumer feedback. In fact, **over 86% of consumers read online patient reviews, and 73% of those consumers demand a minimum star rating of 4 stars to even consider engaging with a provider.**

At the same time, the healthcare industry has seen patient feedback surge 150% over five years - leveraging insights from this feedback can help healthcare marketers drive appointments and engagement.

Are you driving patient trust?

In this report, we analyzed millions of pieces of reputation performance data from hundreds of different sources, to uncover insights that highlight how leading Academic Hospitals are delivering on their brand promises in a marketplace where the consumer's voice holds more sway than ever before.

Reputation's real-time benchmarking, tracking, and sentiment data across every Academic Hospital location in the U.S. can provide you with detailed reports on your group's performance and your top competitors.
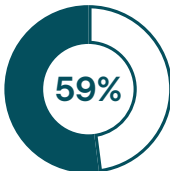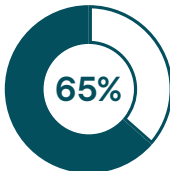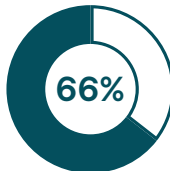
Book a meeting with our team to gain valuable insights.
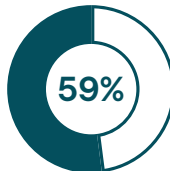
How does your Academic Hospital compare to industry benchmarks?

Academic Hospital Industry Benchmarks Calendar Year 2023

Average Rating	3.5 ★★★☆	Average Review Response Rate	59%	Average Review Volume/Location	125

Industry Benchmarks Calendar Year 2023

	Academic Hospitals	Acute Care Hospitals	Children's Hospitals	Urgent Care
Average Rating	★★★☆ 3.5	★★★★☆ 4	★★★★☆ 3.9	★★★★☆ 4.5
Average Review Response Rate	59%	65%	66%	59%
Average Review Volume/Location	125	88	56	98

What do patients talk about in Academic Hospital Reviews?

Effective reputation management demands continuous attention and strategic action. By leveraging location-level insights from patient reviews, you can identify key areas for operational enhancement and highlight your strengths. Our data reveals that patient experience can be significantly improved by focusing on several categories that are most commonly mentioned in patient reviews.

Strengths:

Patients frequently praise these aspects, with high star ratings and positive sentiment scores, reflecting the importance of exceptional service.

Category	Mentions	Star Rating Assotiated
Staff	492.4k	★★★★☆ 4.2
Bedside Manner	178.0k	★★★★½ 4.5
Cleanliness	37.6k	★★★★½ 4.3

Weaknesses:

By prioritizing and refining these critical areas, your Academic Hospital can stand out, providing an outstanding patient experience that distinguishes you from the competition.

Category	Mentions	Star Rating Assotiated
Wait Time	134.9k	★★★½☆ 3.3
Testing	136.4k	★★★½☆ 3.6
Affordability/ Value	22.7k	★★½☆☆ 2.3

Operationalize Insights from Feedback

Best Practice

Establish an alert system to notify your team of new reviews. Configure automated workflows to ensure the proper teams are notified based on the sentiment and content of reviews to enable quick and effective service recovery.

Reputation customer Yuma Regional Medical Center's Ambulatory Department did just that to refine their service recovery workflows.

"Every node of the organization is informed of all reviews, so any negatives are immediately filtered to the operations team for action.

We've even seen instances where a patient leaves a review about wait times while still sitting in our lobby. Thanks to our connected system, you could receive a call from marketing, patient experience, or an operational leader, prompting immediate service recovery by having a clinical leader address the issue on-site."

Machele Headington, MBA
Senior Vice President Marketing & Communications
Yuma Regional Medical Center

YUMA REGIONAL MEDICAL CENTER

Where Do Leading Academic Hospitals Excel and Where Can They Improve?

We pulled the top three academic hospitals based on patient sentiment and analyzed where they score from 1–100 across trending strengths and weaknesses based on patient feedback volume.

		Location Leaderboard						
Rank	Location	Overall Sentiment	Staff	Wait Time	Bedside Manner	Cleanliness	Cleanliness	Affordability/Value
1	UAB Medicine (AKA UAB Health System)	89	93	56	90	60	95	17
2	University of Wisconsin Health (AKA UW Health)	88	86	34	91	71	83	38
3	Penn Medicine (AKA University of Pennsylvania Health System)	73	74	11	77	38	63	44

UAB excels, securing the top position with outstanding positive sentiment in staff interactions, bedside manner, and cleanliness. In testing and wait time, UAB maintains neutral sentiment, a notable achievement given these factors often drive negative sentiment industry-wide.

All systems listed in the top three have low sentiment scores for wait time, with Penn Medicine notably lagging with a score of 11. By leveraging reputation performance insights, health systems can delve into specific locations and regions that may be negatively impacting their overall score. Identifying these areas allows for targeted operational changes to improve patient sentiment regarding wait times, thereby enhancing the overall sentiment score. This is just a glimpse of the valuable insights health systems can derive from reputation performance data.

How can healthcare marketers build and execute a Reputation Performance Program for Academic Hospitals?

To build and execute a reputation performance program that drives up your [Reputation Score](#), **which aggregates your entire online presence into a single metric that has been proven to tightly correlate with lead generation and revenue,** ensure that you are actively managing the following:

✓ **Be the obvious top choice for care-seekers:** Potential patients are searching for Academic Hospitals like yours. Ensure you're found and chosen by generating quality reviews and accurate listings to make every one of your locations and providers the obvious choice to patients in the area.

✓ **Deeply understand consumer sentiment:** Understanding your consumers is paramount to building trust. This becomes increasingly challenging in the digital age where consumers have more opportunities to provide public and private, structured and unstructured feedback across hundreds of different digital channels. Get the entire picture with Reputation.

✓ **Leverage insights for targeted action:** Leverage programmatic insights to understand how you are performing against industry benchmarks and your competitors at the brand, region, facility and provider levels. These insights can inform what you need to do to drive up Reputation Score and increase patient volume.

Reputation offers real-time benchmarking, tracking, and sentiment data for every Academic Hospital in the U.S. This allows you to get detailed reports on your group's performance and see how you compare to top competitors.

Schedule a meeting to gain valuable insights

Reputation is trusted by leading Healthcare Systems

Intermountain Health   Advocate Health Care   Lifepoint Health   KootenaiHealth   YUMA REGIONAL MEDICAL CENTER   Sutter Health

Reputation is the only platform that empowers companies to fulfill their brand promise by measuring, managing, and scaling their reputation performance in real-time, everywhere. Functioning as a business' eyes and ears in the spaces where customers talk, post, review, and recommend, Reputation AI-powered product stack analyzes vast amounts of public and private feedback data to uncover predictive insights for companies to act on, and improve their online reputations. Visit reputation.com to learn more.

Reputation