

Intermountain Health Triples Organic Leads, Increases Review Volume by 510% in One Year

Healthcare | 34 hospitals and 400 clinics | Rocky Mountains



Key Stats

- **3X more organic leads** than all paid search, direct mail, social media, billboards, radio, email, TV, digital ads
 - January-December 2023
- **From 3.7 to 4.5** star rating in a single month
- **510% increase** in review volume over 6 months
- **From 78% to 88% positive review share**, with over 10k 5-star ratings)

Strategic Overview

Patients no longer rely solely on brand promise or referrals to discover the truth about the services healthcare providers offer. Today, they turn to crowdsourced consumer feedback.

Learn how Reputation and Intermountain Health partnered to launch a scalable reputation performance program that increased review volumes, improved star ratings, streamlined and optimized business listings, and delivered leads.

Getting Stakeholder Buy-In

Challenge: Intermountain Health faced complaints from clinical stakeholders about their lack of representation on Google. Incomplete, unoptimized business listings and a lack of reviews were negatively impacting online visibility. Intermountain Health was well-known and trusted in the Mountain West, but their online presence didn't reflect this.

Solution: In August 2021, Intermountain Health's marketing team presented a plan to leadership to enhance their online presence by actively soliciting Google reviews. By the following summer, the health care provider launched a highly scalable SMS-based review request program using Reputation's platform.

The results were significant. Within weeks, their average rating surged from 3.7 to 4.5 stars, and monthly Google rating volumes skyrocketed by over 900% to 4,500. The improvement in star ratings proved crucial as research by Reputation indicates that care seekers demand a minimum 4-star rating before even considering a provider. Intermountain Health used this benchmark to ensure all their providers meet or exceed this standard to improve online visibility and appeal to potential patients.

Prioritizing Search Rankings & SEO

Challenge: Without an effective review solicitation program, Intermountain Health’s online reputation was skewed negatively, as a large percentage of the reviews received were from dissatisfied patients. This did not accurately reflect the largely positive experiences of the broader patient base, who were less likely to leave reviews. This imbalance in feedback led to a lower overall reputation score and decreased local search rankings, making it more difficult to attract new patients.

Reporting: “The ability to easily create custom reports with Reputation’s platform has been invaluable. It allowed us to tailor reports based on the stakeholder and demonstrate the direct impact of our efforts in a clear and compelling way, ensuring support and enthusiasm from our leadership team.”online reputation.”

— **Andy Miller**, Digital Marketing Director, Intermountain Health

Organic lead generation: “Improving our online visibility was a top priority, and Reputation helped us achieve this with remarkable efficiency. The increase in organic leads we’ve seen speaks volumes about the impact of a well-managed online reputation.”

— **Carey Van Wagoner**, Marketing Director, Intermountain Health

Solution: Intermountain Health implemented the Reputation platform to enhance their review solicitation and response strategy. The marketing team gained the ability to manage reviews at scale, promptly addressing issues and involving operational teams when necessary. By actively encouraging satisfied patients to share their positive experiences, a more accurate representation of patient satisfaction was achieved.

As a result, Intermountain Health’s physicians gained **higher visibility in Google’s 3-Pack** for local business listings, driving increased traffic and delivering superior overall outcomes. This heightened visibility translated into a significant **threefold increase in organic leads**, underscoring the value of an effective reputation management strategy. It demonstrates how a carefully curated online presence can directly contribute to tangible business results, while also **improving online ratings and SEO performance**.

Aligning Marketing Metrics to Corporate Goals

Challenge: Intermountain’s marketing leadership identified a need to align marketing metrics with broader business strategies to build credibility and ensure stakeholder buy-in.

Solution: Intermountain used Reputation’s customizable reporting to share program results across the health system, demonstrating the program’s impact and sustaining its momentum. By creating different reports for various stakeholders and automating their distribution, they highlighted metrics and KPIs relevant to each department. This integration of marketing metrics with strategic goals strengthened the overall impact of the program, provided solid evidence of its success, and ensured alignment with company objectives.

Review Requesting: “Implementing a review requesting program with Reputation was quick and effective. We saw dramatic improvements in our online ratings within weeks.”

— **Andy Miller**, Digital Marketing Director,
Intermountain Health

Working With Reputation:

“Working with the Reputation team has been a fantastic experience. Their deep understanding of healthcare marketing and reputation management along with their proactive approach have helped us achieve our goals efficiently and effectively.”

— **Carey Van Wagoner**, Marketing Director,
Intermountain Health

Key Outcomes

Converting feedback into ratings and reviews significantly improved Intermountain Health’s online reputation. Positive feedback mobilized a previously silent majority, transforming their digital presence. Intermountain Health’s focus on balancing review requesting campaigns with real-time survey programs and aligning with their patient experience team ensured ongoing success and stakeholder satisfaction.

Intermountain Health’s partnership with Reputation exemplifies how a strategic review-requesting program can:

- **Elevate online presence**
- **Improve patient perception**
- **Enhance Google Business Profiles**
- **Drive significant business growth.**

By addressing core problems with tailored solutions, Intermountain Health set a new standard for healthcare marketing and reputation management.

To Learn more contact us at reputation.com

About Reputation

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 <https://reputation.com/get-a-demo/> to learn more.