

CASE STUDY

Tidewater Physicians Multispecialty Group

Successfully implementing health-care local listings & reputation management strategies at the enterprise-level

 **Rio** SEO



a  PG Forsta company

Background

Successfully implementing healthcare local listings & reputation management strategies at the enterprise-level

Tidewater Physicians Multispecialty Group (TPMG) was formed in 1992 with four primary care medical groups in Newport News, Hampton, and Yorktown, Virginia. Today, TPMG includes over 220 primary care, specialty physicians, and advanced practice clinicians who provide care to patients throughout southeastern Virginia. Their mission is to provide superior healthcare that is responsible, physician-directed, and dedicated to keeping their patient's best interests foremost.

TPMG's team of expert physicians, nurse practitioners, physician assistants, nurses, medical assistants, diagnostic staff, and non-clinical staff all work together to provide consistent, compassionate, high-quality medical care. They pride themselves on being patient-friendly and dedicated to helping patients maintain optimal health.



The challenge

The managers and marketing staff at TPMG faced several critical listings and reputation management challenges that led to our partnership.

Challenge #1: Managing online communications at scale

TPMG's biggest challenge was finding online reputation management tools that allowed the company to monitor and respond to all patients in one place. TPMG operates over 75 offices with 220 healthcare providers throughout southeastern Virginia, so having one tool to manage its reputation management was crucial to responding to every patient need online.

TPMG also recognized the value in analyzing the data aggregated in digital surveys and reviews, as well as the ability to benchmark statistics to demonstrate growth and evaluate against competitor performance.

However, the sheer number of online review sites makes it virtually impossible to effectively harness and analyze all available intelligence as well as consistently respond to all user input, both positive and negative. **To systematically manage patient feedback, proactively react to market trends and boost its brand reputation, TPMG needed a single, centralized data capture and analysis solution.**



Challenge #2: A massive volume of service provider-specific listings and reviews under one brand

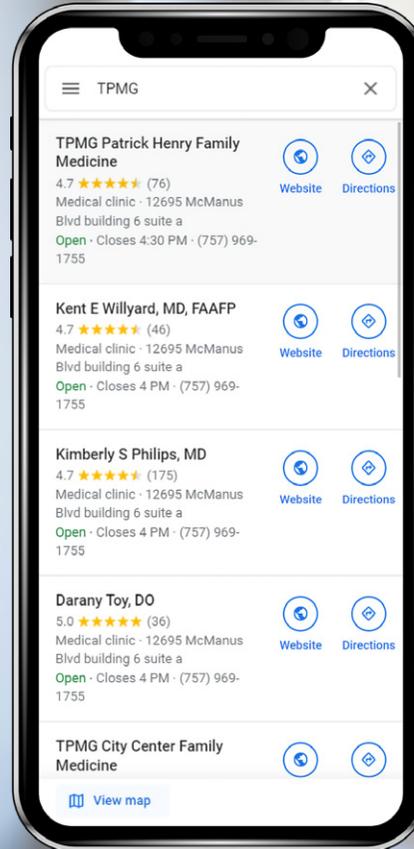
TPMG had difficulty in scaling updates to their Google Business Profile and other directory listings while keeping in time with multiple changes in operating hours, staffing and other elements that would affect those listings.

The breadth of online directories made it virtually impossible to effectively maintain their listings and consistently respond to all user input, both positive and negative. TPMG needed one platform that would allow them to more effectively and efficiently manage listings and customer feedback.

Challenge #3: Competing local listings under the same brand eroding search engine trust

Several physicians under TPMG's umbrella occupied the same physical address while maintaining separate offices, so their listings were flagged as duplicates or listed incorrectly.

Additionally, TPMG understood that, despite receiving recognition regionally, the communities they were located in were often being dominated by competitors. TPMG's online presence and local SEO strategy needed to be overhauled to increase community engagement and address local concerns.



The solution

Solution #1: SEO optimizations helped put TPMG in the public sphere

Partnering with Rio SEO, TPMG was able to optimize nearly 100 Google My Business pages for physicians' offices within the network.

Previously, listings for many of the same offices in the network were competing with each other online. Rio's partnership helped combat this challenge by generating custom content for each provider in GBP to ensure listings were differentiated.

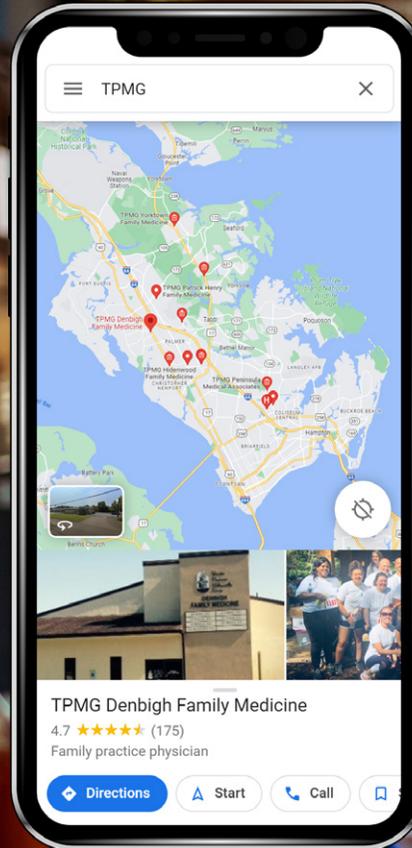
To boost each provider's online presence, Rio took a few key steps, including: sourcing and submitting headshots of the individual service providers, making certain that categories were unique where possible and including identifying factors such as 'years in service' or 'specialties' in their descriptions. By claiming properties and carefully narrowing-down search results, these listings no longer overlapped with each other and **citation accuracy improved from 57 percent to 99.4 percent.**

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Through Rio's Local Reporting, TPMG was able to view analytics and insights that showed how the company was improving holistically, and how physicians were performing at the local level. The brand's rankings, citations, and reviews data were easily accessible within one dashboard, allowing for a single source of truth.

These impactful reports were based on measurable analytics which made it easier for managers to see how much of an impact performance was having on their business and what they could do to improve their online presence.

Additionally, by implementing Star Ratings, physicians were able to pinpoint areas of improvement to focus on and were able to climb online rankings much faster than they were previously.



Solution #2: Improving patient experience with reviews

TPMG had an increased focus on generating more patient reviews at all locations and began optimizing its internal organization based on the outcomes of these changes.

Doctors were held accountable for negative comments and given feedback on how to improve patient care, and there was an increased focus within the hiring process when it came to finding candidates that matched well with what patients expect from their medical practice.

Additionally, benefits and bonuses for current employees were tied to new performance metrics and patient satisfaction, encouraging everyone to do their best and provide quality service at every level of care.

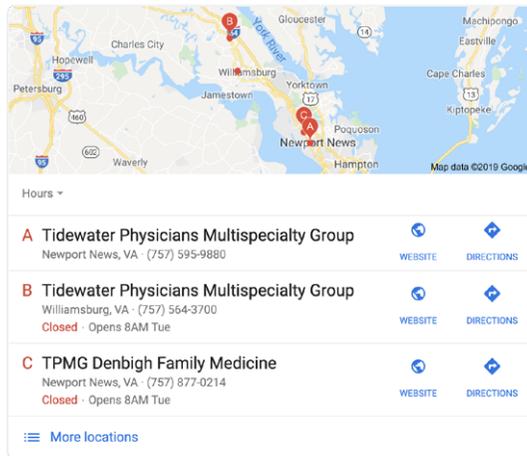
Solution #3: Binary Fountain's Health Analytics was used to benchmark results

With the implementation of these new initiatives, TPMG needed a way to track progress and measure success to ensure they were making the most of their investment.

Health Analytics allowed managers to track results in automated reports on a monthly basis, giving them insight into direct patient feedback and a glimpse at how they stacked up to the care being provided by competitors.

The reports gave staff motivation to improve because they could track measurable data and see how the changes were making a difference in the quality of care they provided.

The results



Listings results

With the help of Rio SEO, TPMG took over all GBP listings associated with their offices and physicians, allowing them complete control when they needed to update information. As a result, total web impressions rose by 34.5 percent and total web actions rose 79.5 percent (including clicks for the main website, directions and contact information). Individual listings now show up in the 3-pack bringing more business to the provider, as well as the brand.

By claiming properties and carefully narrowing down search results, these listings no longer overlapped with each other and citation accuracy improved from 57 percent to 99.4 percent.

Moreover, by using Rio SEO's technology, the brand only had to update their information and changes once, and updates rolled out automatically across all platforms, saving them time and the hassle of manually updating each listing and directory.

99.4%
improvement in
citation accuracy

79.5%
increase in total
web actions

34.5%
increase in total
web impressions

*Data from February to March 2021



Review results

The managers at TPMG took Star Ratings to heart and implemented reviews and patient feedback at every level of the organization. As a result, the overall Patient Feedback Score (PFS) increased 15.38 percent, Star Rating Scores increased by 11.9 percent, and the total number of reviews grew to 167 percent.

The new reports were based on measurable analytics from patient feedback, not abstract suggestions from colleagues, which made it easier for physicians to see how much of an impact performance was having on their business and what they could do to improve the quality of their care.

Giving the data to physicians helped establish a benchmark for success within the organization and in establishing goals and guidelines for all staff to meet.

11.9%

increase in star ratings score

167%

increase in total number of reviews

15.4%

increase in patient feedback score

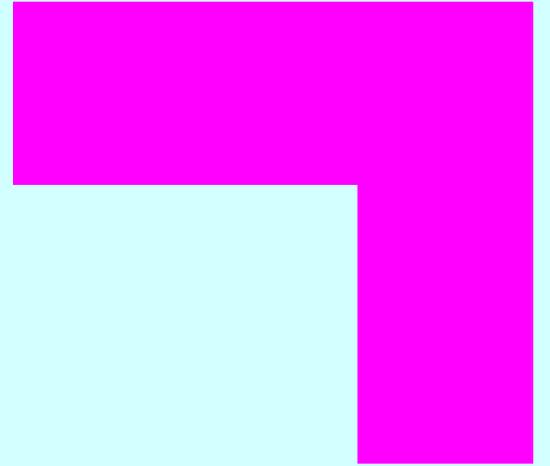
About Rio SEO

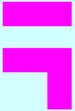
Rio SEO is the leading Local Experience Platform for enterprise brands.

The Local Experience Platform provides multilocation organizations with a comprehensive, seamlessly integrated suite of turnkey local marketing solutions proven to increase brand visibility across search engines, social networks, map applications, and more. The world's leading enterprise brands – retailers, restaurants, hospitality, financial services, healthcare, and more – rely on Rio SEO's innovative technology and local marketing expertise to drive motivated, measurable online traffic to websites and physical locations.

Rio SEO is part of Forsta, a global leader in customer experience (CX), employee experience (EX) and market research (MR). The combined technologies of Forsta and Rio SEO enable brands to engage consumers throughout the entire customer journey from discovery to purchase to advocacy.

For more information, visit www.rioseo.com.



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