

How Tenet Health Creates a Culture of Excellence Using Online Reviews and Transparency



binaryfountain



Healthcare systems across the U.S. recognize that our increasingly connected digital environment has a direct impact on how systems conduct business. Previous generations of patients often relied on word of mouth from friends and family to source a practitioner or provider. Today, regardless of the type of facility or kind of clinician, the patient experience typically begins with an online process of discovery.

The changing healthcare landscape has influenced the way facilities engage with their patients online, evolving from an outward-facing monologue directed at consumers to an ongoing, interactive dialogue. As a result, it is no longer enough for medical facilities to merely maintain an online presence. Successful facilities must also manage their online reputation to command market share, drive growth and foster corporate alignment.



Tenet Health Has a Long-Standing Online Review Process

Tenet Health, a large national health system, understands the value of online reviews as a paramount component driving a positive patient experience.

The system sees an estimated 4 million patients a year in its 65 hospitals and 475 outpatient centers, which cover nine states and 20 medical markets. As a leading innovator in multiple healthcare verticals, the organization appreciates the importance of digital reviews for providers. It has offered star ratings for providers since 2014 as a means to identify its place in the market and reputation amongst patients.



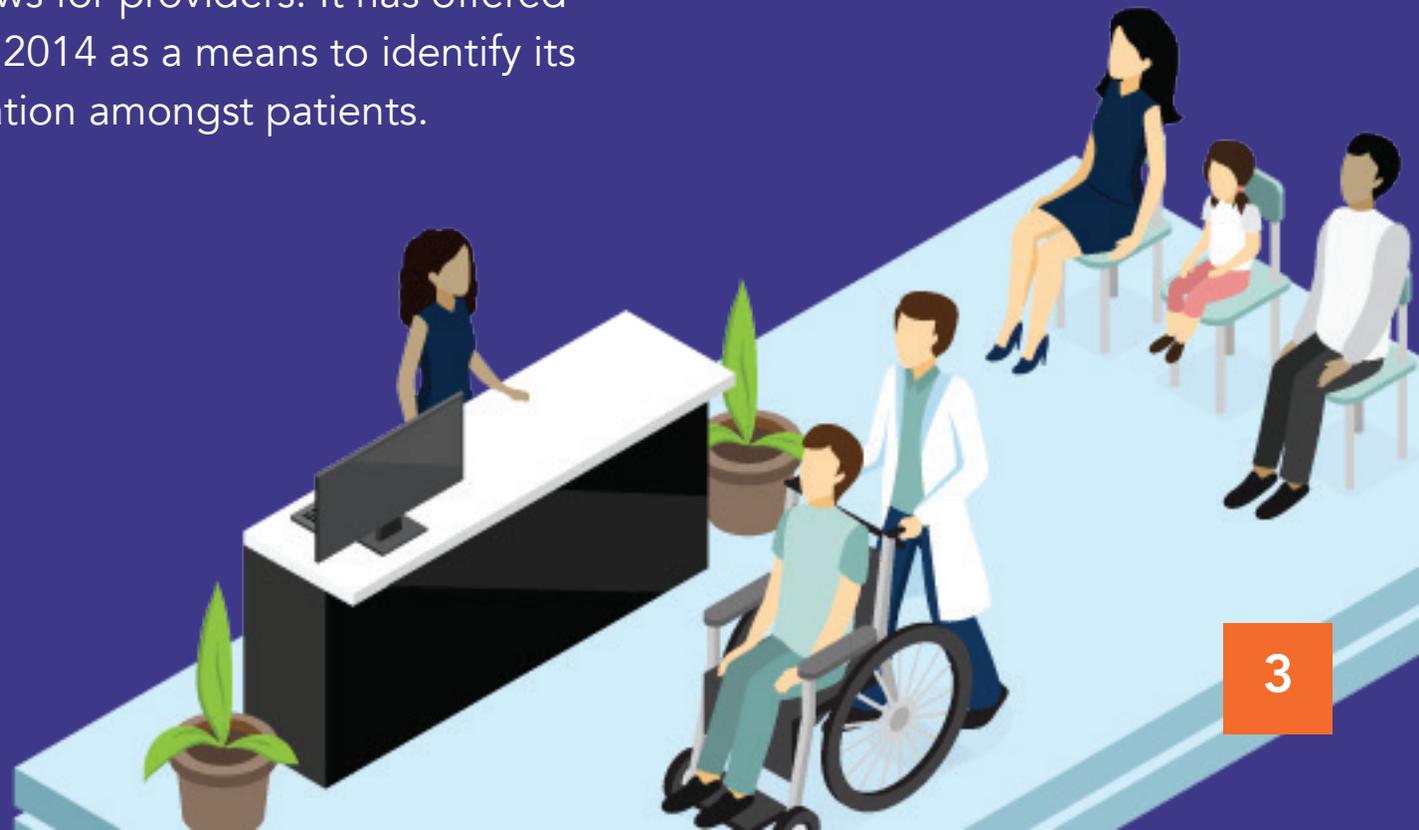
65 hospitals

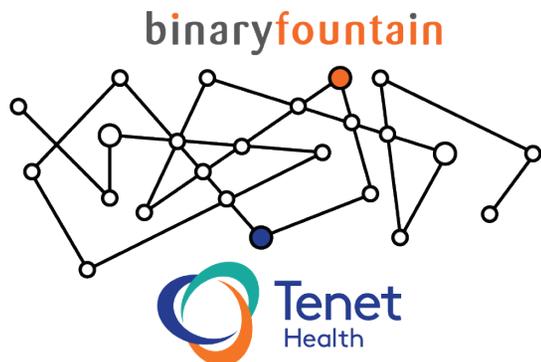
475 outpatient centers

110,000 employees

4 million patients

10 million patient care encounters

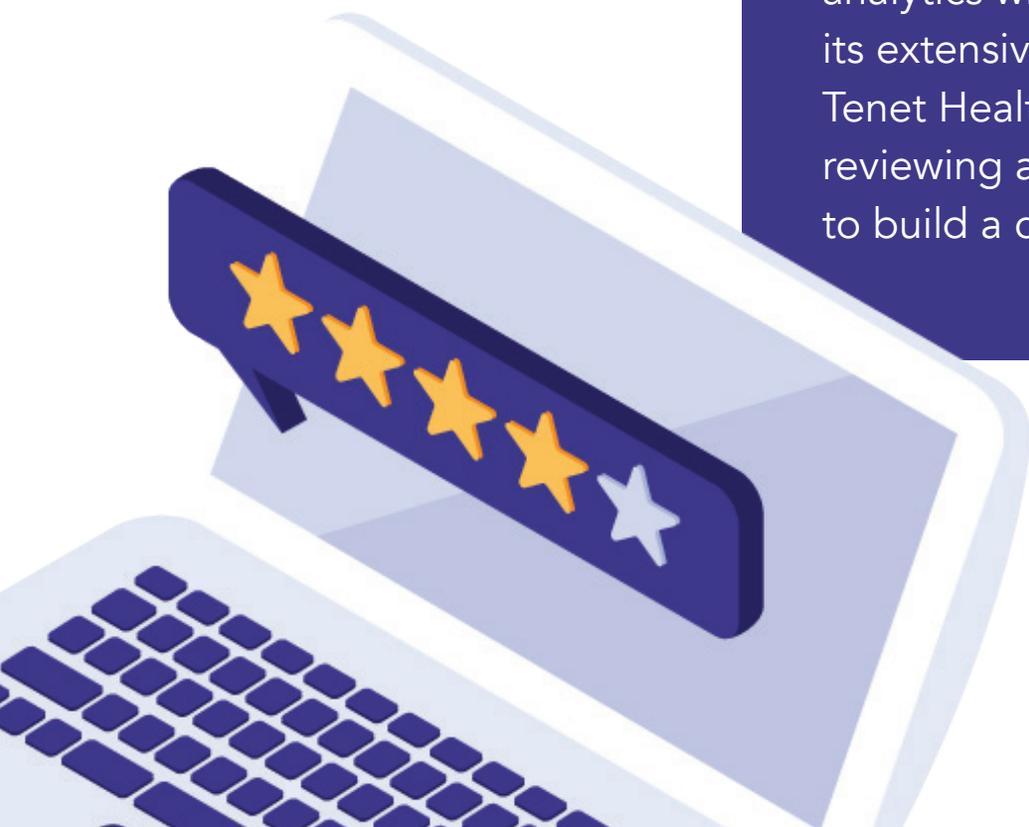




Tenet Health Partnered with Binary Fountain to Update Existing Online Reputation

In 2018, Tenet Health needed to update its online reputation practices to further enhance its reputation and transparency. The system partnered with Binary Fountain, a pioneer in healthcare reputation management, to create a customized solution that leveraged technology to enhance its outward-facing foundation.

Binary Fountain specializes in review generation and deep analytics within the medical vertical. The company used its extensive reputation management experience to help Tenet Health build a program that included service recovery, reviewing and updating online information, and retraining staff to build a culture of excellence.



With Binary Fountain's help, Tenet Health developed a solution that focused on:

- Publishing verified patient survey data to provider profile pages to demonstrate transparency with consumers
- Driving online review generation with mobile testimonials
- Standardizing online review responses with templated responses

The initiative launched with pilots in two markets to better understand workflow, impact and effectiveness of engagement. Tenet Health communicated early and often with providers, practices and leadership to reduce apprehension about the new practices. This internal communication helped gain provider and employee buy-in across the system.



The initial program followed three protocols to maintain posting accuracy at all times:

Process of Review

Binary Fountain helped Tenet Health implement a process for pre-review of comments before they were posted to websites. The review protocol helped determine that shared comments were accurate and relevant.

Process of Appeal

Tenet also announced a method of appeal if someone was uncomfortable about comments gathered, or believed that posted comments were not correct.

Process of Removal

Tenet's program ensured the thorough review and removal of any content deemed "unpostable." Under the initiative's guidelines, unpostable content could include content with personal health information, the wrong practice/physician, sexual comments and libel.

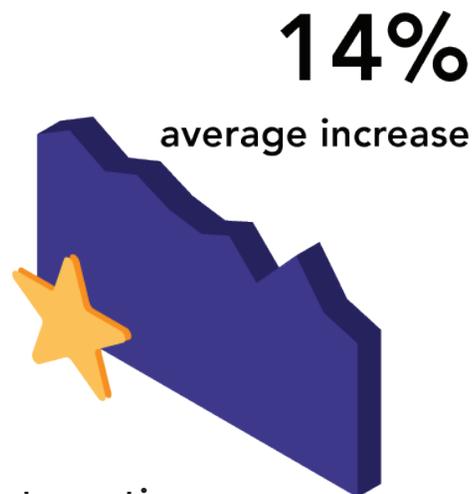
Putting these three guardrails in place was essential to protecting data accuracy and protecting Tenet Health's providers, during the soft roll-out and when it expanded across all 20 targeted markets.

Results of Tenet Health / Binary Fountain Initiative

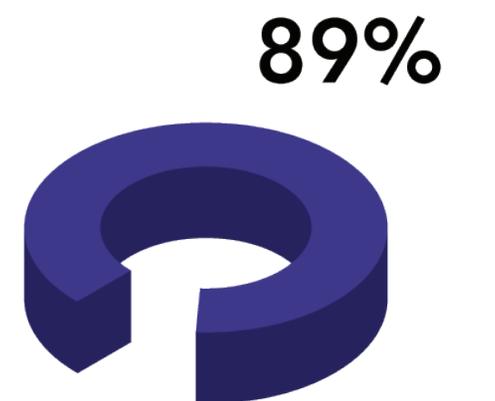
Binary Fountain aligned its review generation, reputation management and deep analytics resources with Tenet Health’s objectives to oversee the healthcare organization’s mobile review generation program. The program boosted several important KPIs, including:



in mobile review responses



in star ratings



reactions were 5-star reviews

The Tenet Health transparency program helped inspire a “halo effect” on other review sites. After the initiative’s launch, Tenet recorded a **17% increase in Yelp reviews, 7% increase in Vitals ratings, and 5% upswing in Google responses.**

Tenet Health Implements Long-Term Review Management Protocol

Binary Fountain also helped Tenet develop a long-term review management protocol to optimize transparency across the organization:

Establish Location Benchmark

As a large, national healthcare enterprise, establishing a location benchmark for aggregated reviews delivered several key benefits. Tenet could quickly identify the number of responses accrued for each facility, and it could pinpoint which sites were performing well and which practices needed to enhance service capabilities.

Streamline Review Request Process

Binary Fountain designed Tenet's mobile testimonial campaign to accelerate patient access to online reviews. The established request flow safeguarded transparency by prohibiting "gating," or removing negative feedback from gathered data.

Expedited Follow Up

Tenet's review management program also established a policy for prompt patient follow-up. Binary Fountain's process ensured that all patients received a request for review within 24 hours of their appointment, increasing the likelihood of a response.

Provider Honor Roll

Binary Fountain also helped Tenet Health use patient feedback to create a Provider Honor Roll. In addition to Binary Fountain's PFS score, it shows where each provider's reputation stands in comparison to other providers. The customized dashboard showcases eight vital patient experience benchmarks, including:

- Likelihood of recommending the practice
- Likelihood of recommending a provider
- Using words you could understand
- Explanation of problem or condition
- Confidence in care provider
- Concern shown for questions or worries
- Efforts to include you in the decision-making process
- Friendliness and courtesy



The accumulated data did more than just allow Tenet to maintain practice and provider transparency. It also equipped the organization to recognize providers who consistently received a high review rating.

Most importantly, Tenet Health's mobile review generation program provided extensive insight into the company's reputation at enterprise, practice and provider levels. The healthcare organization now can plot out reputation changes and identify data patterns based on doctors, staff or facilities. Tenet Health is using this intelligence to develop a specific plan of action based on feedback – one major step to improving service capabilities and overall patient experience.





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