

OVERVIEW

Today, everyone creates their own digital footprint—whether actively or passively. A digital footprint is a map or trail that helps consumers navigate the digital space, and we all use it—whether we agree to or not—so it's not surprising that healthcare decisions are now being driven through an interconnected and syndicated map of experiences and information. Today, consumers review a myriad of websites—from payor portals, to third-party review sites, to Google listings—to evaluate health care providers.

Because of this consumer shift, providers must now become proactive about managing their digital footprint to assure that it is reflective of the quality of service they provide as well as engage in service recovery on negative reviews left in public forums. The Providence Provider Digital Footprint Management Platform was developed to help Providence Providers have visibility into and proactively manage their online visibility, reviews and reputation, helping them deliver better care to more patients through active participation with direct consumer feedback.

RESULTS

- Managed external presences drive 9x more traffic and engagement than websites.
- Managed Google presences drove 3.8 MM phone calls and 3.1MM web visits in 2021
- Providence Reviews made over 250MM impressions in 2021

Technology

The system enables Providence providers to gain more visibility and insight by increasing their presence on digital channels via syndication, gathering information through third-party review sites, and actively engaging all patients to give feedback on the services that are provided.

PROVIDENCE.ORG PROVIDER REVIEW PLATFORM

Internally developed platform that proactively asks for feedback and reviews.

BINARY FOUNTAIN

Platform for mining patient feedback from patient experience surveys as well as online ratings and review sites to create informed feedback loops for providers.

PRESS GANEY

Platform that provides patient satisfaction measurement, analytics, and insight.

YEXT

Platform for syndicating the accurate and robust provider information to third-party sites.

Team

PROVIDENCE DIGITAL INNOVATION GROUP - DIGITAL EXPERIENCE (DEX) TEAM

Program strategy, tool design, development and execution.

PROVIDENCE PHYSICIAN ENTERPRISE GROUP

Operational processes for monitoring, responding to, and managing provider reviews and program insights.

PROVIDENCE COMMUNICATIONS TEAM

Internal communications and external campaigns that align with program insights.

