

Rothman Institute Orthopaedics Improves Online Physician Ratings with MDValuate

In 60 Days, Practice Increases Ratings Volume by 490% and Quality by 38%

BACKGROUND

With more than 100 physicians, Rothman Institute is the largest and most experienced orthopedic practice in the Philadelphia and South Jersey region:

- Rothman Orthopedic Specialty Hospital ranks #1 in surgical care and patient satisfaction (2013 HCAHPS & SCIP Data).
- Its Spine team performs more than 3,000 surgical procedures each year.
- Rothman's team performs approximately 10,000 hip and knee replacements a year.
- Its Sports Medicine team evaluates more than 40,000 sports injuries and performs more than 5,000 surgeries each year.
- They are the Team Physicians for the Philadelphia Eagles, Philadelphia Phillies, Philadelphia Flyers, USA Olympic Women's Gymnastics Team, Saint Joseph's University Hawks, and others.



ROTHMAN
INSTITUTE

"A patient's perception is their reality and MDValuate provides real-time access to how patients perceive the care they received from our physicians. The information is well displayed, easy to understand, actionable and gives us an incredible competitive advantage."

- Michael Sheerin, Senior Vice President,
Rothman Institute

THE CHALLENGE

Need More and Better Online Ratings, and Insight to Drive Decisions

As an internationally renowned independent practice, Rothman employs cutting-edge marketing and customer-experience strategies and technology in order to grow and improve its practice.

Rothman understands that when a prospective patient gets a physician's name from a referring physician, family member, or friend:

- The patient doesn't always go to that doctor: He or she will instead do online research for that physician name.
- Doctor-rating sites are what patients find first, because they always show up at the top of all searches.
- Ratings need to be managed, and each doctor needs a 4.5-star rating or better in order to avoid a prospective patient de-selecting him or her.

In this case, Rothman was looking for a single solution in order to help it:

- Increase the number of online patient ratings of its physicians.
- Improve the average star rating of its physicians.
- Quickly identify and resolve any issue encountered by a patient before being broadcast to potential new patients online.
- Provide its leadership team with immediate insight into the performance of its physicians across measures.

THE SOLUTION

MDValuate's Physician Intelligence and Improvement Platform to Capture, Increase, and Improve Online Ratings

Rothman had tried a well-known vendor's technology in order to help it monitor, manage, and improve its online ratings, but the solution proved to be unhelpful in that it provided too much unintelligible data and not enough insight to drive conclusions or decisions.

Rothman then evaluated and ultimately chose the MDValuate physician intelligence and improvement platform in order to help it accelerate, increase, and improve the number and quality of online patient reviews and star ratings:

- MDValuate's Doctor Rate™ product allows physicians and their staff to capture a patient's feedback and rating of his or her doctor at the point of care—before the patient leaves the office and within 90 seconds.
- MDValuate also monitors and manages online ratings and reviews for a practice's physicians across the most popular rating sites, including Healthgrades, Vitals, Yelp, Facebook, and Google.
- And the MDValuate Physician Intelligence Dashboard gives Rothman's leadership immediate, actionable insight into physician performance across measures.

THE RESULTS

Immediate, Dramatic Improvement in Physician Rating Volume and Quality

As an example, Rothman's Dr. Ari Greis and his team embraced and implemented the MDValuate solution. Dr. Greis is a board certified physician who specializes in the non-operative treatment of spinal and musculoskeletal disorders.

Within 60 days of rollout of MDValuate's Doctor Rate in-office patient rating-capture application, Dr. Greis realized the following results:

- 490% increase in the number of patient reviews from n=23 to n=136 reviews)
- 38% improvement in his average star rating (from 3.4 stars to 4.7 stars) on the leading physician rating website
- More than 30 positive online comments from his patients, which can help influence future online consumers and be utilized to reinforce credibility with referring primary care physicians

Because MDValuate is constantly monitoring and managing reviews across the Internet, Rothman knows that it will not be blindsided or affected by the occasional negative review.

And with MDValuate's Physician Intelligence Dashboard™, Rothman's leadership team is able to quickly view the performance of all of Rothman's physicians (as well as the competition's physicians) through the user-friendly application and dashboard.

