



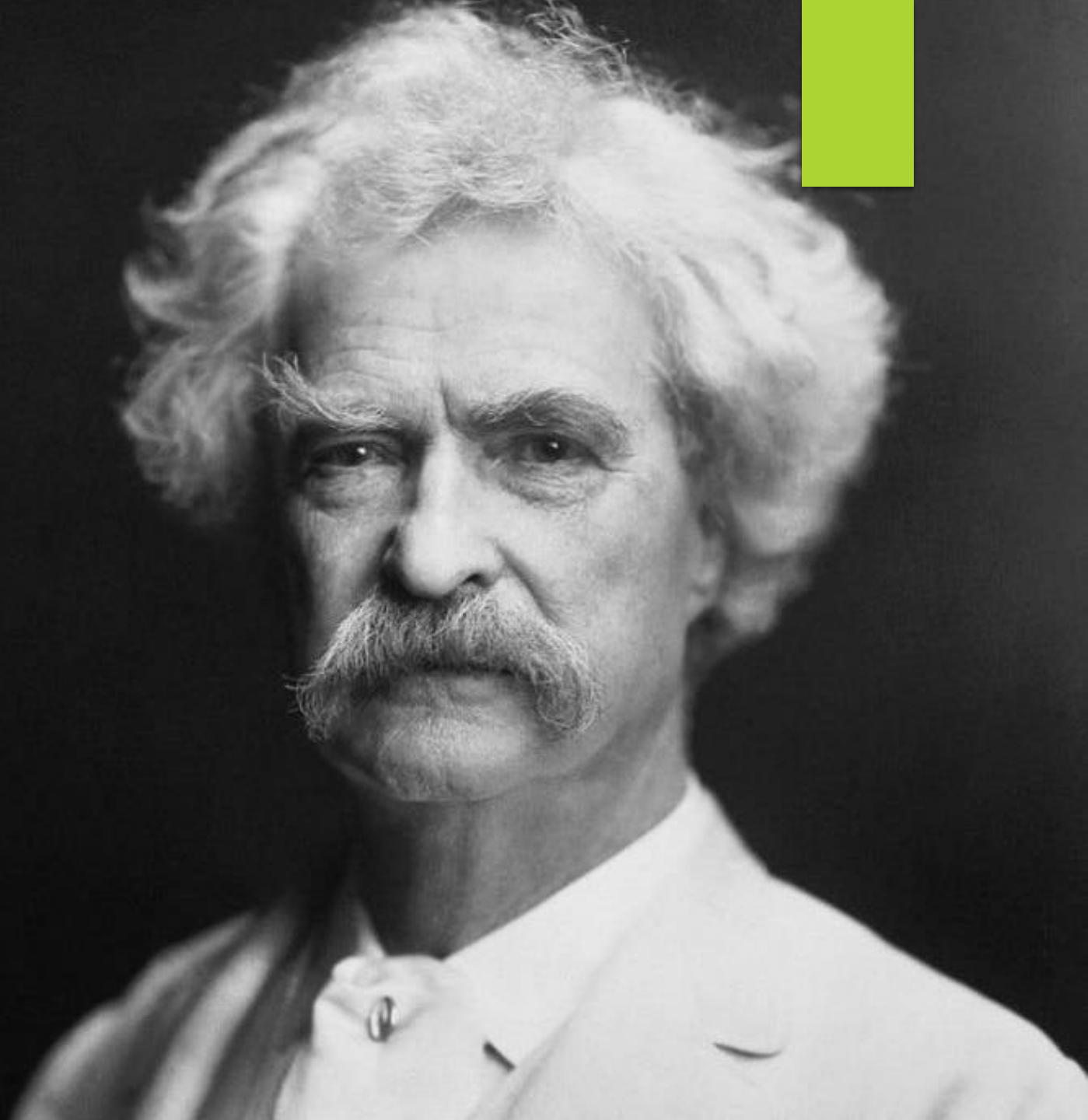
Protecting your online reputation

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Sage advice

Never pick a fight with
people who buy ink by the
barrel.

~Mark Twain





When life hands you lemons, make lemonade.

- ▶ Never ignore
- ▶ Never hide/delete
- ▶ Never lie
- ▶ Never attack/retaliate
- ▶ Never use PHI
- ▶ Rarely squelch

Bad Example

- ▶ \$500 for bad review
- ▶ Claimed joke
- ▶ “mean spirited nonsense”
- ▶ “made it all up”
- ▶ Deleted bad reviews
- ▶ Trolls involved
- ▶ 4 stars to 1 star
- ▶ Now closed



The Streisand Effect - Forbidden Fruit



- ▶ Coastal erosion study
- ▶ 1 of 12,000 photos
- ▶ Cease and desist
- ▶ Lawsuit
- ▶ Only 6 views before
- ▶ >400k in month after
- ▶ Wiki page

What should a provider do, then?

- ▶ Recognize that you have an unhappy patient.
- ▶ Respond to the complaint in a positive manner.
- ▶ React based on a full and objective assessment of the situation.





Recognize

- ▶ One unhappy patient
- ▶ Difficult when being attacked
- ▶ Right or wrong
- ▶ Positive and Professional
- ▶ Most patients happy

Respond positively

- ▶ Acknowledge patient not satisfied, that patient satisfaction is important, and ask to take the conversation offline to address the issue
- ▶ If patient does not call, call them
- ▶ Tailor response
- ▶ Waiting example
- ▶ No show example
- ▶ Cool off first
- ▶ Beware HIPAA



Beware HIPAA-case example

- ▶ U. Phillip Igbinador, D.M.D. & Associates, P.A (UPI)
- ▶ Complainant posted a negative review of UPI on UPI's Google page using a pseudonym, so as not to reveal his real name
- ▶ Same day, UPI posted a response on its Google page to Complainant's negative review
- ▶ Result- \$50,000 CMP and 2 years of compliance monitoring.

"It's so fascinating to see [Complainant's full name] make unsubstantiated accusations when he only came to my practice on two occasions since October 2013. He never came for his scheduled appointments as his treatment plans submitted to his insurance company were approved. He last came to my office on March 2014 as an emergency patient due to excruciating pain he was experiencing from the lower left quadrant. He was given a second referral for a root canal treatment to be performed by my endodontist colleague. Is that a bad experience? Only from someone hallucinating. When people want to express their ignorance, you don't have to do anything, just let them talk. He never came back for his scheduled appointment Does he deserve any rating as a patient? Not even one star. I never performed any procedure on this disgruntled patient other than oral examinations. From the foregoing, it's obvious that [Complainant's full name] level of intelligence is in question and he should continue with his manual work and not expose himself to ridicule. Making derogatory statements will not enhance your reputation in this era [Complainant's full name].

Get a life."

React Appropriately

Sometimes a complaining patient is :

Right

Bad day

Emergency

No show policy

Wait times too long

Evaluate and improve

Wrong

Bad day

Emergency

No show

Save a patient

Not right fit

Not a Patient

Ex- spouse

Business rival

Disgruntled employee

Malicious acts

Rally the Troops-Be proactive



- ▶ Post blogs
- ▶ Ask patients
- ▶ Lone voice in a crowd
- ▶ Crisis/Media Consultant, Larry Holdren
- ▶ Last resort- litigation

Questions

