

# Online Reputation Management



# **Do you remember?**

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**“Sticks and stones may break my bones, but names will never hurt me.”**

**May apply to physical harm but not to your online reputation!**

# Why the Concern with ORM?

- Dissatisfied patients comments may remain on the Internet *forever*
- What has taken years to build can be destroyed in a mouse click

# Objectives

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- **What is online reputation management**
- **Why is reputation management important**
- **How can you control your online reputation**

**What is**



**Online Reputation  
Management ?**

**ORM is the art and skill of making your  
name and your Practice look the *BEST*  
on the Internet!**

# Reputation: Two Examples



# Acquiring Positive Reviews

- Ask satisfied patients to write a review on your behalf

*... Make it easy for them!*

# Make It Easy For Patients To Comment Online

*Dr. Neil Baum*

*appreciates your positive feedback!*

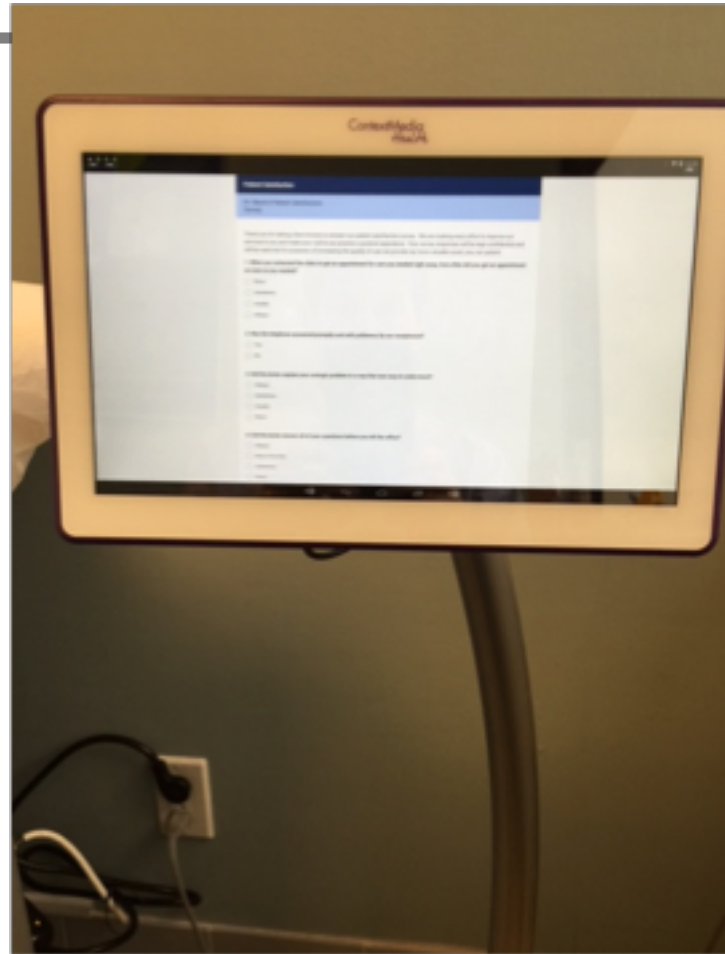
Google and Yahoo! Users:

1. Go to [www.NeilBaum.com/reviews.html](http://www.NeilBaum.com/reviews.html)
2. Google Users: Click on "Write a Google Review"  
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If you don't have an e-mail account with Google or Yahoo! you won't have access to our review page. Create one easily at [google.com](http://google.com) or [yahoo.com](http://yahoo.com)




# OutcomesHealth.com: Kiosks in Exam Room



## Reviews by Google users


★★★★★ **I had the opportunity** of being a patient with Dr. Baum and enjoyed his staff, his caring and compassion and the fact that he had a sense of humor. I recommend him highly

[Edit](#) - [Delete](#)

 **Charles** - Apr 4, 2011

★★★★★ **What an awesome experience.** The staff and the atmosphere is pleasant. Always felt welcome and at home. Dr. Baum is most personable and is not in a hurry at all. I highly recommend him and his staff. I am glad i found them. I wish all my Dr. visits were this pleasant.

Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

 **Wiz** - Nov 11, 2010

★★★★★ **One of the best most caring doctors I have ever met** I had the opportunity of being a patient with Dr. Baum and enjoyed his staff, his caring and compassion and the fact that he had a sense of humor. I recommend him highly

1 out of 2 people found this review helpful. Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

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2 reviews in English



Elite



112

caleb g.

New Orleans, LA

When one is a starry-eyed youth, one does not envision oneself becoming overly enthused about a urologist, but WELCOME TO 50! To share TMI, I availed myself of Dr. Baum's services for, shall we say, a permanent end to fleet week vis a vis the bedroom. My consultation last month served as a harbinger of things to come; everyone in Dr Baum's office was super-professional and efficient and my visit could not have lasted more than 10 minutes.

My appointment last week for my "clipping" was once again marked by really courteous, knowledgeable and funny support staff opening for the headliner. "What?" you say, why the showbiz jargon? Because not only is Dr Baum one of the finest urologists in the region and a samurai master of the vasectomy katana, but he is also a professional magician (you get a free trick with every snip)!

Seriously, the procedure took about eight minutes, we had a friendly chat during it and I experienced no pain nor discomfort during or after it.

At the risk of goofballery, I proclaim Dr Baum is the bomb!

Was this review ...?

Useful

Funny

Cool

Bookmark Send to a Friend Link to This Review


Add owner comment

# Check your reviews

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- **Google Places**
- **Yahoo Local**
- **Bing**
- **Yelp**
- **Healthgrades**
- **CitySearch**
- **Insider Pages**

# Yelp.com

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## Dr. Neil Baum New Orleans, LA 70115

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### 1. Neil Baum, MD



Doctors

Central City, Touro

3525 Prytania St  
New Orleans, LA 70115  
(504) 891-8454



When one is a starry-eyed youth, one does not envision oneself becoming overly enthused about a urologist, but WELCOME TO 50! To share TMI, I availed myself of Dr. Baum's services for, shall...

# Avoid ORM Firms

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**ORM firms emailing or calling their sales pitch to doctors *within minutes* of a negative complaint being posted online**

**They use high-pressure sales tactics and make promises they cannot deliver**

# Managing Negative Reviews

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Don't wait for a *negative review* to show up *before* soliciting *positive reviews!*

It only takes *one* bad review to ruin a reputation





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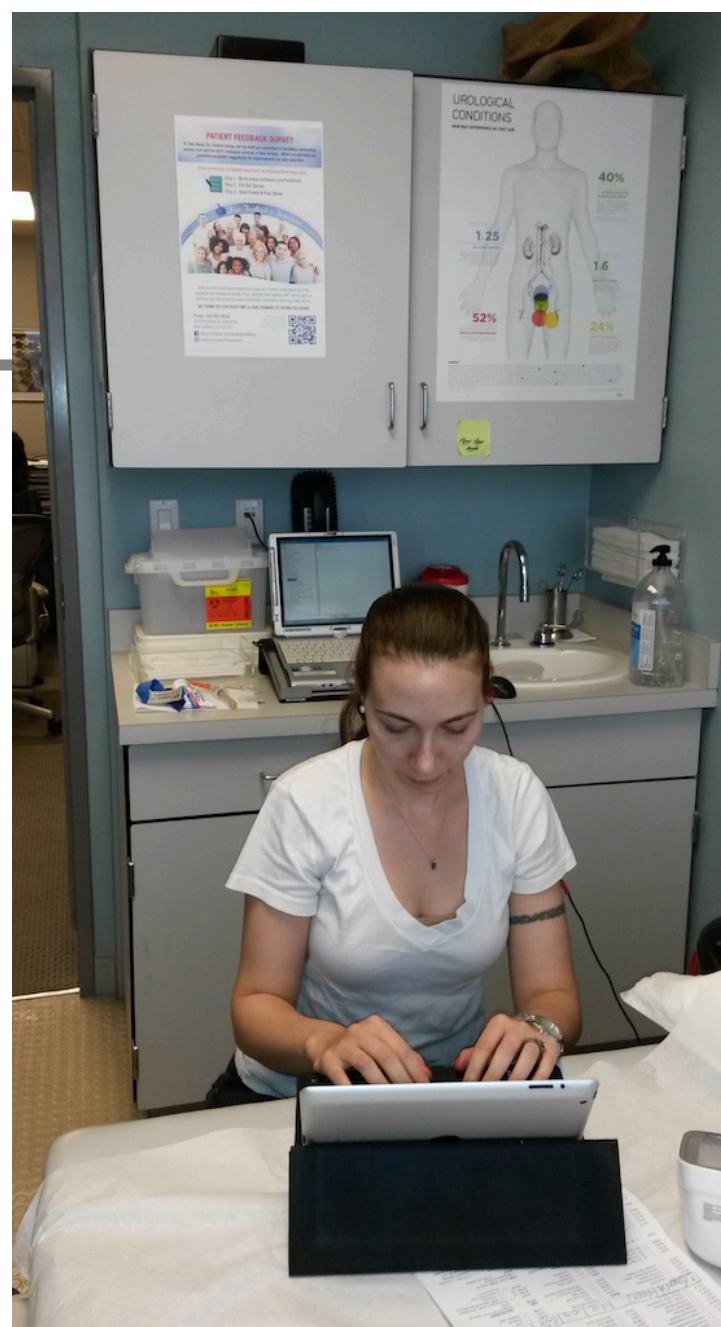
✔ Less than one mile from New Orleans, LA 70115

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**Patient Satisfaction**

★★★★☆  
9 responses  
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### Patient Satisfaction



21 responses

How was your experience?

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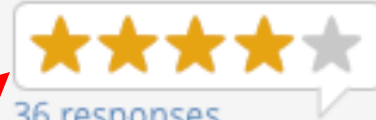


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Specializes in Urology • Male • Age 70

### Patient Satisfaction



36 responses

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# Negative Reviews-Be Proactive

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“Google recommends that businesses (practices) can reduce the visibility of negative content by publishing useful, positive information”

WSJ, Angus Loten, 9\2017

# A "FYI" From a Patient

Message:

Dr. Baum, I'm sorry I wasn't very focused for my checkup yesterday. Actually, I was very upset because I had been waiting in that tiny windowless room for over an hour, no one checked on me during that time, and I thought I had been forgotten about. Although I arrived 10 minutes early, and Ryan quickly and professionally brought me in for my blood and urine samples, then silence for over an hour. You have a good staff and I know how hard you try to provide excellent service to your patients. If you didn't know about this, I thought you should. Thank you and I'll see you next year again for my annual checkup.

# **My Response**

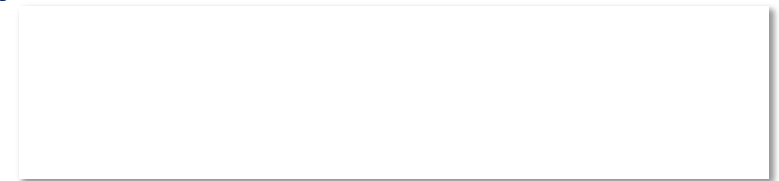
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*“I am so very sorry about the delay in the office a few days ago. I don't know what happened that day but it was most likely overbooking because I was leaving to go out of town for my daughter's graduation.*

*I am very sorry that that happened and I can assure you that is not our usual way that we care for patients. I can promise you it won't happen again. Also, I appreciate your letting me know what happened so we can solve the problem so that it won't affect you or others in the future.*

*Finally, very impressed that you are using E-mail to communicate with friends, family, students, and, of course, your doctor!”*

**Dr. Neil Baum**



# Negative Reviews

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Can *only* remove negative review when hate speech is used

or

*Reviewer did not have the negative experience they're writing about*



# Bottom Line on Negative Reviews

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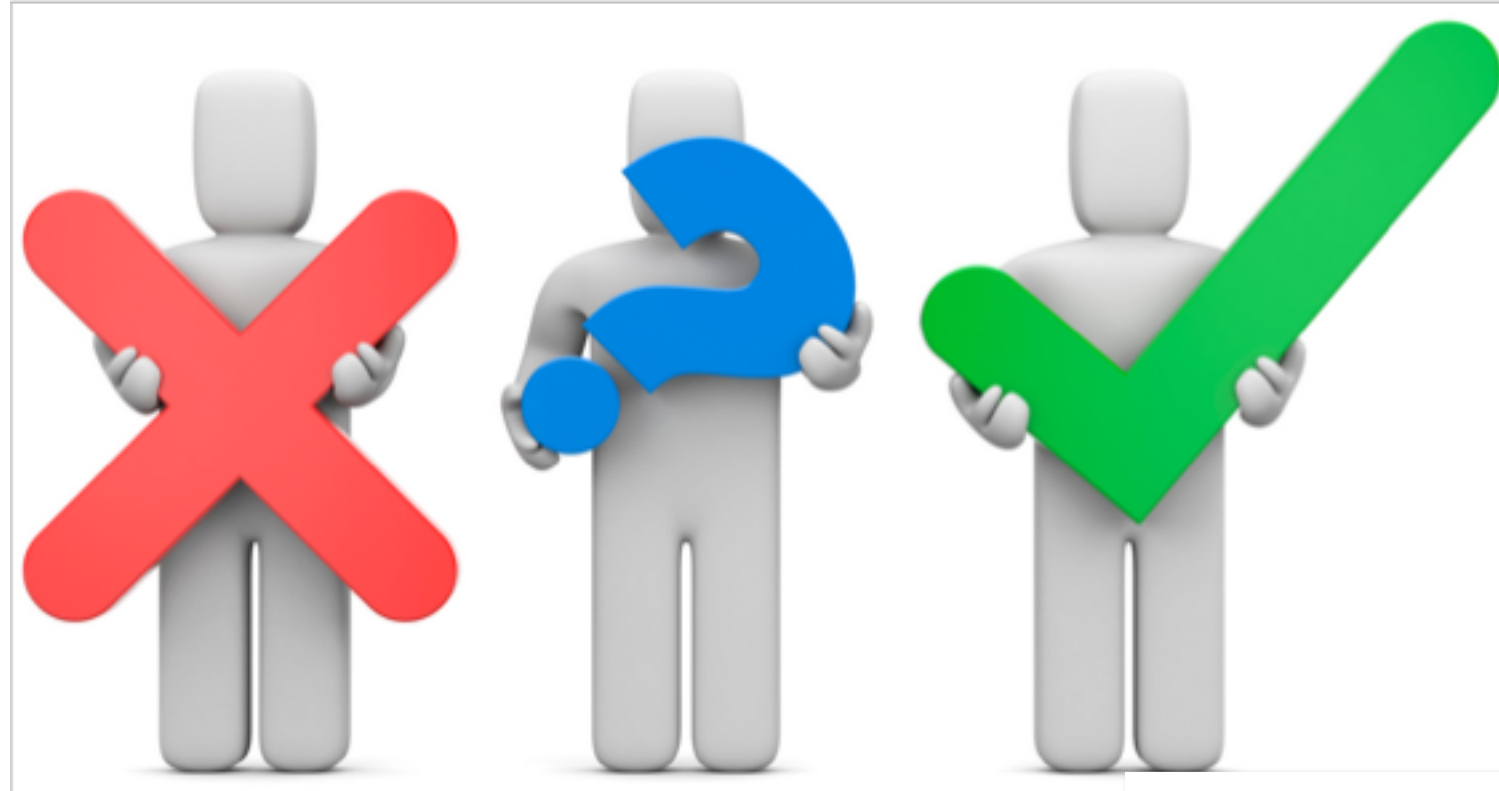
You must balance a negative review with dozens of positive reviews

Negative



Positive

**Do I/We need to do all this “stuff”?**



**If your reputation is important, then you must be proactive about protecting it!**



# Do You Need All this Stuff? **Here's Your Answer**

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# **THM on ORM**

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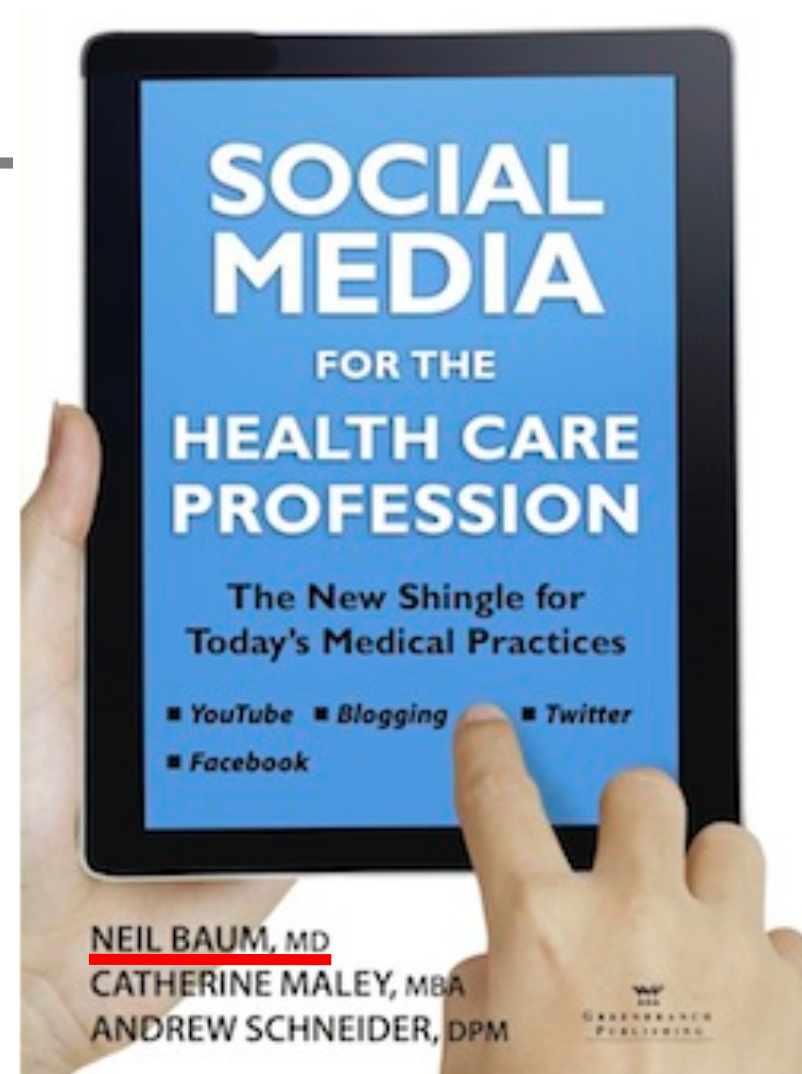
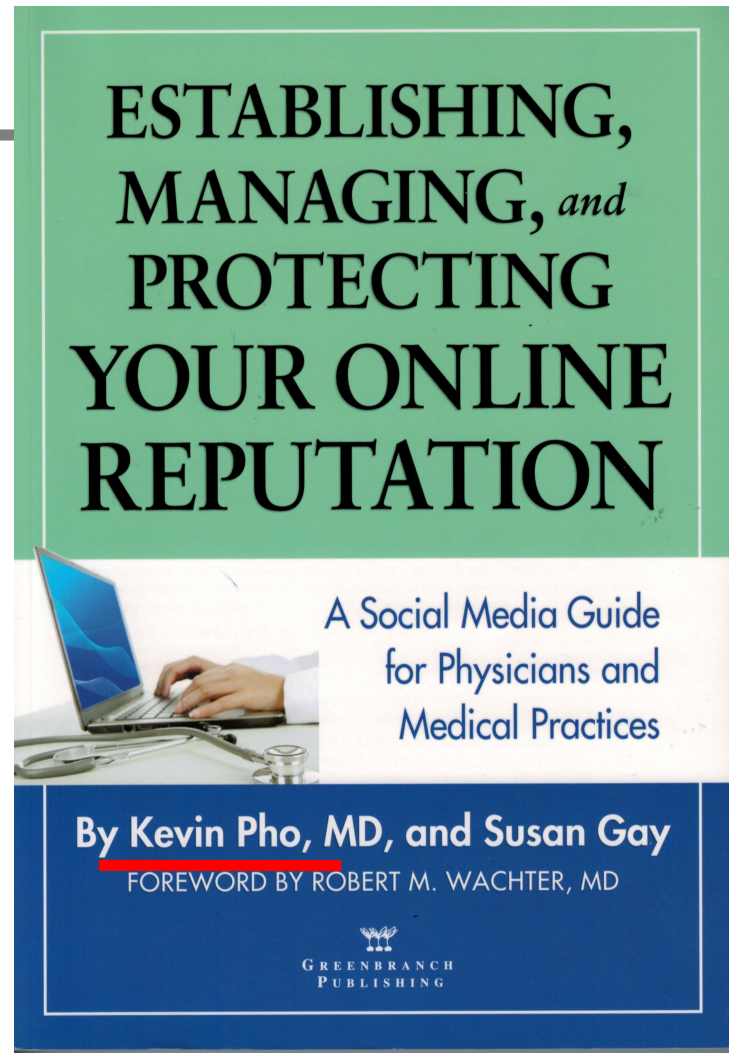
**In real estate the mantra for success is:  
location, location, location**

# For Success in Modern Healthcare



**Now say it 3 times!**

# 2 Excellent Resources 😊



# For a copy of my article on ORM

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doctorwhiz@gmail.com

PHYSICIAN ISSUES

## Reputation Management

Ron Romano,\* and Neil Baum, MD†

to come

**KEY WORDS:** to come

\*President, Instant Marketing Systems and www.YourInternetDoctor.com.  
†Physician in New Orleans, Louisiana, and author of *Social Media for the Health Care Profession* (Greenbranch Publishing, 2011); e-mail: doctorwhiz@gmail.com.  
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