

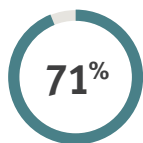
Boost Your Online Reputation and Improve Patient Satisfaction

Clinect Measure: A Clinect Healthcare solution in partnership with NextGen Healthcare

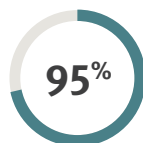
Your online presence can either make or break your practice

How well you maintain your online presence and reputation will determine how your practice differentiates itself from others. In a competitive healthcare marketplace, amplified by retail clinics and direct-to-consumer virtual visit companies, what your patients say about your practice will either help or hurt new patient growth and retention.

Why online reviews matter:



of surveyed patients use online reviews as the **first step to find a new doctor**—online reputation is the first impression your practice makes on many potential patients¹



of patients will **remain loyal** if healthcare professionals acknowledge and resolve their patient issue(s)²

Consumers are more likely to leave a review after a negative experience than a positive one—your practice needs to think proactively about ways to encourage positive reviews.

Online reviews can influence:

- Patient acquisition
- Patient retention
- Revenue

Online reputation management is a challenge for many practices that cannot efficiently manage social media platforms and quickly respond to patients' posts (positive and negative).

Measuring patient satisfaction is instrumental to your practice

In addition to monitoring patients' social media posts, patient surveys are instrumental in measuring patient outcomes, being compliant with quality reporting, and helping with retention. However, this important data is elusive because efforts to distribute, collect, and aggregate these surveys manually are time-consuming and costly.

A better way to measure patient satisfaction

Clinect Measure enables practices to send surveys to their patients by specific appointment type, provider, procedure, or specialty, via text and/or email automatically after a visit.

The solution gives patients a platform to voice their feedback instead of posting directly on social media. Staff can be alerted to issues and proactively mitigate them before escalation to avoid negative social media posts. Practices can also invite satisfied patients to post on their social media platforms.



Features

- **Standard survey library**—includes specialty measure and industry-recognized metrics, such as Net Promoter Score (NPS)
- **Multi-lingual option survey**—enables administration of surveys in any Latin-based language (based on the patient’s preferred language noted within NextGen Healthcare)
- **Rules engine**—utilizes an AI engine that supports rules-based logic at the provider and/or practice level
- **Automation of patient satisfaction surveys**—allows patients to take surveys on their own time and does not require them to give feedback while in the office
- **Custom survey capability**—provides questions specific to the location, provider, event type, specialty, and diagnosis
- **Advanced tree logic**—leverages dynamic response-driven follow-up question capabilities to enable advanced questioning in real time, based on patients’ responses
- **Benchmarking**—compares NPS and survey feedback across providers, locations, and specialties, as well as against national registries
- **Dashboard**—manages all online activity from a single hub to conveniently view analytics and reports, as well as manage alerts
- **Social media publishing**—increases your online reputation by urging satisfied patients to post online reviews on Google, Facebook, Vitals, and Healthgrades
- **Practice website publishing**—posts patient survey scores and selected comments to a practice’s website
- **Automatic and manual trigger for alerts, complaints, and tasks**—allows staff to be informed in real time when response thresholds are met
- **Custom alert**—notifies staff in real time of issues they need to mitigate

Get feedback at every step of the patient’s journey

Clinect Measure allows you to collect patient feedback at every touchpoint of the patient journey. With this input from patients, you can improve patient satisfaction, improve clinical outcomes, and boost patient acquisition and retention.

This elevated level of engagement sustains a patient-centered culture that keeps an open line of communication both within the office and online.

Benefits

- **Improved patient satisfaction**—timely access to patient sentiment coupled with action can help manage online reputation effectively, directly affecting patient retention
- **Stronger online presence**—online reviews increase your rank in local organic search results
- **Optimized patient acquisition**—positive reviews and satisfaction data attract new patients and strengthen your referral network
- **Increased operational insight**—encounter metrics help uncover opportunities to improve workflow and staff performance
- **Patient sentiment transparency**—simplified administrative tools enable you to effectively monitor and respond to patient feedback posted online
- **Real-time mitigation of issues**—take action before issues escalate to negative posts on social media
- **Secured documentation**—HIPAA-secured solution ensures safe and secure online reputation management activities

BETTER STARTS HERE.

Contact us at **855-510-6398** or email **results@nextgen.com**

¹ How Patients Use Online Reviews, April 3, 2020, Software Advice, Lisa Hedges and Collin Couey, <https://www.softwareadvice.com/resources/how-patients-use-online-reviews/#1>. ² 50 Important Stats You Need to Know About Online Reviews [Infographic], Vendasta, Khusbu Shrestha, <https://www.vendasta.com/blog/50-stats-you-need-to-know-about-online-reviews/>