

COVID-19 Digital Reputation Management

Everyday life has virtually moved to the web over the past weeks. As such, your organization's online reputation has likely become a key component to building and relaying trust.

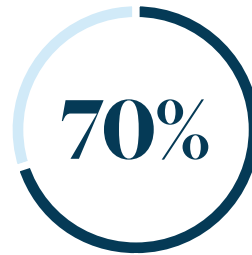
Pre-COVID-19, stakeholders had gained an appetite for online healthcare information and access. The pandemic, however, has changed that appetite into an urgent craving for authentic guidance, data and stories. Aware that people are now devouring digital sources for the right information, how should healthcare providers and organization's help them?

Stakeholders are using social platforms to share and ratings sites to vet, review and rank everything from salaries to services rendered. The pace of feedback is happening in real-time, and users must rely on their own discretion to determine authenticity of the commentary.

This has upped the ante for healthcare, and leaders are keen to track and to strategically control their online reputations - with intention and urgency.

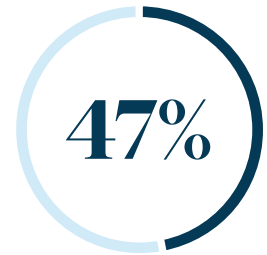
We can help.

Our team of digital experts views online reputation management from the lens of offense and defense. We collaborate with you to build a proactive base that raises the visibility of your quality care, providing you with the right stories, channels and resources. This foundation helps protect your organization in times of crisis or challenge. After all, reputation is your core strategic asset.



of Americans say that online ratings and review sites have influenced their decision when selecting a physician.

Binary Fountain



would consider going out-of-network for a doctor with more favorable reviews than those of a doctor in-network.

Software Advice



Two-thirds of consumers will wait longer for an appointment with a provider who has better reviews.

Reputation.com Healthcare Consumer Survey



Hospitals with a high Reputation Score have a 29 percent higher revenue per bed.

Reputation.com Healthcare Consumer Survey

Trusted strategic communications consulting
devoted to healthcare providers.

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Let's Get to Work



Step 1 We quickly study your organizational and tech landscapes; sentiment among patients, employees and physicians; community connectivity; compliance and existing online reputation efforts.



Step 2 We craft a custom roadmap that features monitoring; roles and responsibilities; tech and measurement recommendations; policy guidance; social media response process and sample scenarios.



Step 3 Following report delivery, we train the trainer while offering follow-up coaching and execution of the program if desired.

About Us

Jarrard Phillips Cate & Hancock, Inc. is a strategic communications consulting firm devoted to helping healthcare providers navigate change, challenge and opportunity.

Ranked a top-10 firm nationally, Jarrard Inc. has guided leaders at more than 500 healthcare organizations across the country through high-stakes moments, including M&A, crisis, significant growth, and systemic internal change.

Our team of former journalists, political operatives and healthcare executives is built to serve the unique needs and challenges of national health systems and academic medical centers, regional and community health systems, and health services companies.



Interested in learning more?

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