



Practice Builders Success Insights
myPracticeReputation™

Multi-physician group practice works with Practice Builders to implement myPracticeReputation across multiple locations to improve online reputation and drive referral business from key target audience

Large established, independent, multi-specialty group practice with 50+ physician owners and multiple locations across North Carolina, implemented and used Practice Builders myPracticeReputation™ across their multiple locations and in the first year their program success included:

29%

Average score rose from 3.68 to 4.77 showcasing a total overall improvement of over **29%**

22%

Scores by individual physicians also resulted in improvement of over **22%**

48x

Significant increase in online reviews after implementation of myPR – **48x** more reviews -

Before reviews totaled 1,296 vs. after 63,499

The Challenge

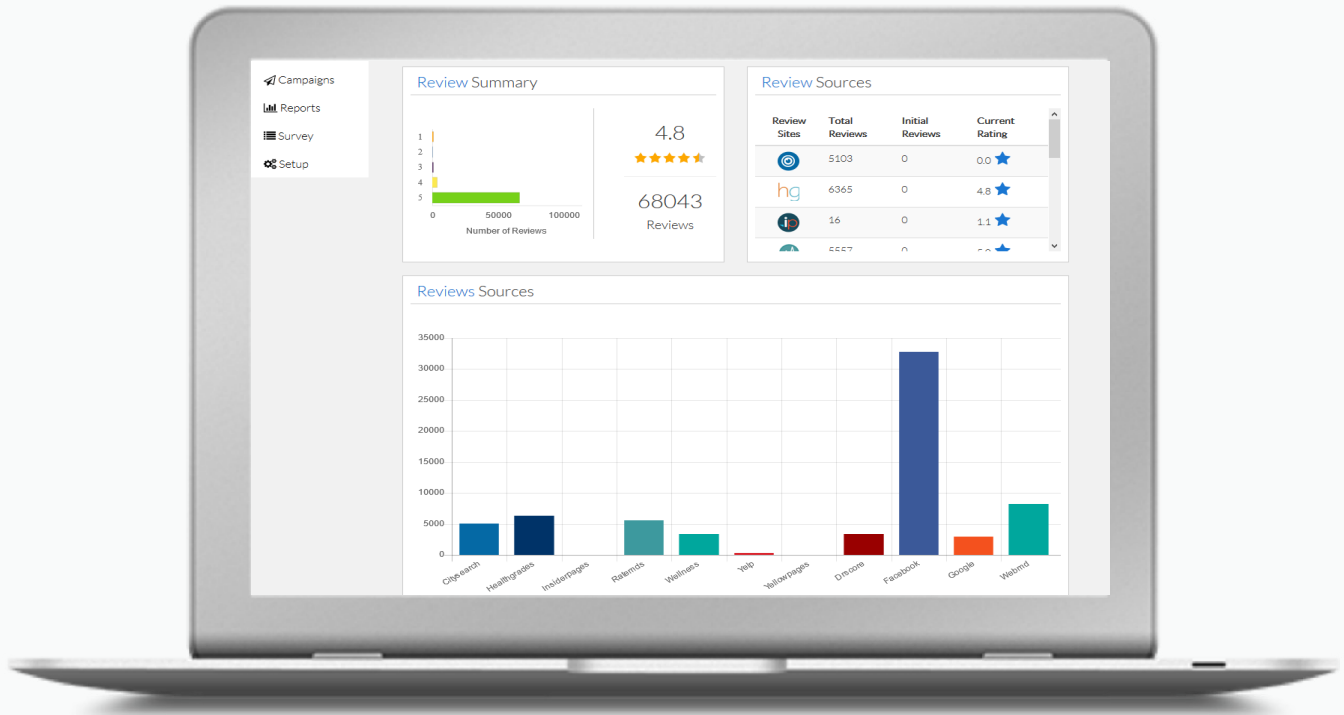
With a large presence in North Carolina communities, this physician group had received the highest-level recognition by the National Committee for Quality Assurance and has been designated as a Certified Patient-Centered Medical Home. Although they received one of the highest medical practice honors for distinguished excellence in healthcare, their leadership, their patient-centered, forward-thinking approach to medicine along with high-tech, high-touch care, their existing marketing strategy did not leverage this favorable positioning. Nor did their community outreach strategies appeal to those they were trying to attract to their practice, which was a large demographic of Spanish-speaking populations. They had low reputation scores, with two specific locations obtaining negative online reviews despite this being an innovative and leading practice with Spanish-speaking physicians.

The Payoff

To help take hold of their online presence and communication strategies across their multiple sites, the group practice partnered with Practice Builders to implement the myPracticeReputation tool and apply specific website enhancements and SEO improvements to achieve their objectives: attract their key population targets, increase appointments and maximize community outreach, highlighting their core services and driving referrals.

By implementing [myPracticeReputation](#), the group practice was able to monitor, protect and control online reputation for all providers across their multiple sites. Messaging was updated to reflect and position the practice as leading-edge and innovative and was showcased in new collateral that provided the ability to collect new email addresses, add pages to the website to increase SEO and maximize new patient opportunities.

The end result was not just a revamped website presence with new keywords but an ability to showcase this group practice as a center of excellence in healthcare. It provided an opportunity to display their effective community outreach that reflects their standard of quality care, ultimately helping them achieve their desired objectives of increasing new patients, retaining current patients and driving additional revenue to the practice.



At Practice Builders, helping practices attract, connect, convert and retain patients is our ongoing mission.

We understand the importance of practice reputation and how a positive online presence is key to ongoing practice success and positive patient engagement. Our marketing solutions are designed and built to enhance and support online practice reputation. We offer our clients key practice management marketing solutions that meet their specific needs and budgets, including:

- Customized website that fits the needs of the practice
- One-stop marketing solution partner and resources offering competitive pricing, along with multiple marketing products, services and custom solutions
- Specialized marketing expertise – not a software vendor or conglomerate
- Exclusive ownership and rights to custom website – once contract paid in full
- Customized training to help guide staff at every touchpoint of the patient journey