



# Patient Review Survey 2024



# Introduction

Online reviews have become an undeniable influence on patient decisions when choosing a healthcare provider. Understanding how patients utilize these reviews is essential for healthcare providers to effectively manage their online reputation and attract new patients.

Recognizing this, we conducted a comprehensive survey in 2024 across the United States to gain deeper insights into patient behavior regarding online reviews for healthcare providers. This report analyzes the valuable responses from 1,426 participants, providing healthcare providers with crucial information to navigate the online review landscape effectively.



# Key Findings

## Patient Engagement and Decision-Making:

- ◉ Engagement: Over 93% of patients visited healthcare providers within the past year, indicating active involvement.
- ◉ Influence Factors: Patients prioritize word-of-mouth referrals from family/friends (60.11%) and medical professionals (58.08%), alongside network status and online reviews (37.79%), underscoring trust and the growing significance of online feedback.

## Consideration of Online Reviews:

- ◉ Online Review Influence: Nearly three-quarters of patients (72.71%) consider online reviews a major influence in their healthcare provider selection process.

## Review Considerations and Preferences:

- ◉ Key Factors: Patients prioritize review sentiment (47.19%), star ratings (27.65%), provider responses (13.93%), review recency (8.42%), and total review volume (2.81%).
- ◉ Star Ratings and Review Volume: A high average star rating is crucial, with the majority of patients requiring at least 4 stars to consider a healthcare provider. Additionally, patients value a substantial number of reviews, with most consulting at least five reviews before forming an opinion.

## Platform Awareness and Usage:

- ◉ Primary Platform: Patients primarily rely on Google Reviews (79%), followed by platforms like WebMD and HealthGrades, stressing the importance of maintaining a strong presence across multiple platforms.

## Consistency and Verification:

- Verification: Patients actively verify NAP consistency when browsing reviews, emphasizing the importance of consistent information across all online listings.

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## Who We Surveyed

We surveyed 1,426 participants across the United States to understand patient behavior regarding healthcare provider online reviews. Here's the breakdown:



### Gender

Close to gender parity, with slightly more females (52.95%) participating.



### Age

Predominantly adults, with the largest group (35.56%) aged 30-44.



### Income

Represented various income levels, with the most common range being \$25,000 - \$49,999 annually (21.01%)



### Region

Diverse representation across all major U.S. regions, with a somewhat even distribution along the East Coast.



### Device Usage

Strong preference for mobile devices, with nearly half using iOS (49.04%) and Android (45.14%) devices.

# Patient Engagement with Healthcare Providers

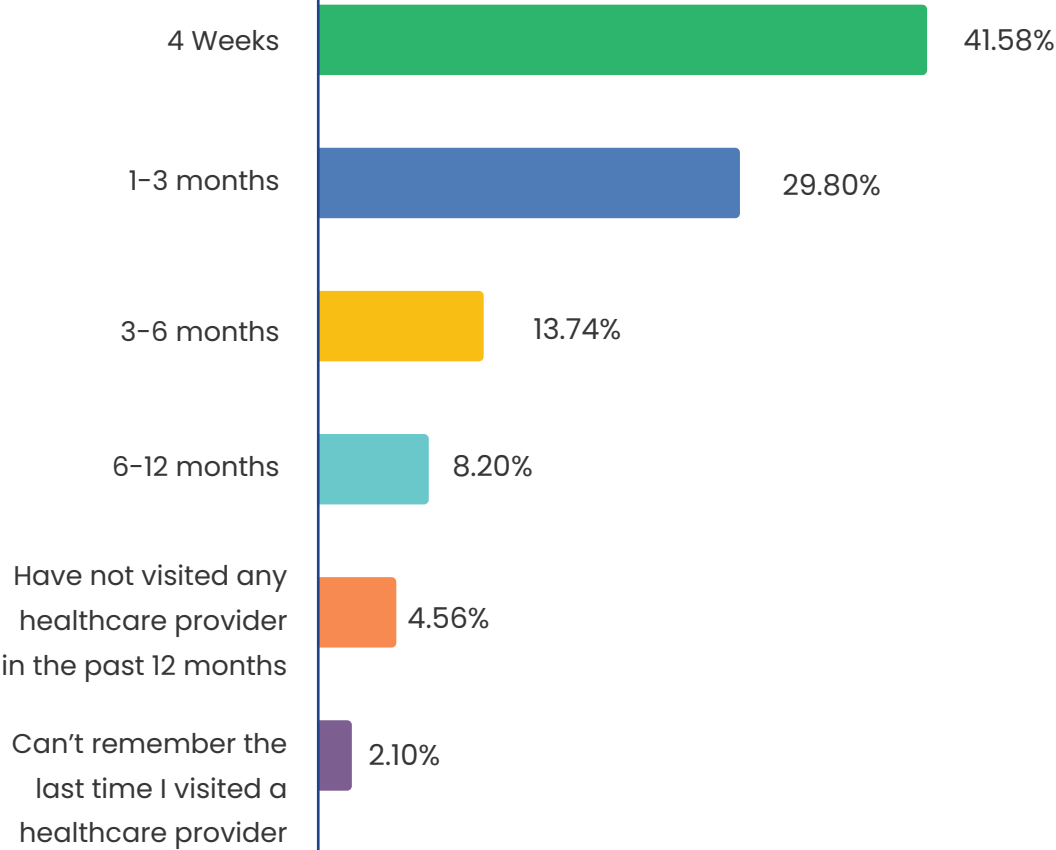
## When was the last time patients visited a healthcare provider?

### Key Findings

- ⦿ A significant portion of respondents (71.38%) have visited a healthcare provider within the past 3 months.
- ⦿ Over 85% of respondents have seen a healthcare provider within the past 6 months.
- ⦿ Nearly 93.5% of respondents reported a visit to a healthcare provider within the last year.

### Insights and Practical Steps:

- ⦿ **Insights:** The findings indicate a population that prioritizes regular healthcare, with a significant portion engaging with healthcare services within a relatively short time frame.
- ⦿ **Practical Steps:** Providers can tailor communication strategies based on this high level of patient engagement. Optimized scheduling and seasonal outreach campaigns can enhance patient experience and retention.



# Factors Influencing Patient Choices

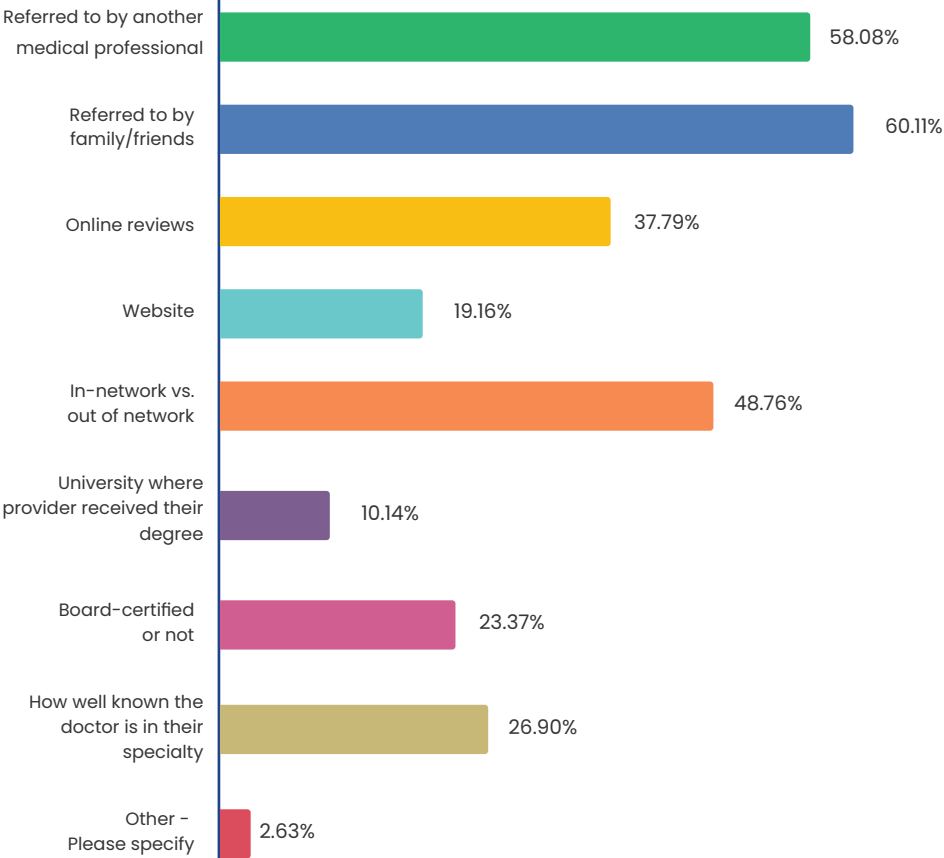
## What factors do patients consider when choosing a healthcare provider?

### Key Findings

- Referrals from family and friends (60.11%) and medical professionals (58.08%) are the top considerations.
- Nearly half (48.76%) consider whether a provider is in-network with their insurance.
- Online reviews (37.79%) rank fourth but still hold considerable weight in influencing patient decisions.

### Insights and Practical Steps:

- **Insights:** Patients prioritize trust and personal recommendations when selecting a healthcare provider, but cost and online reviews also play significant roles.
- **Actionable Strategies:** Providers should leverage referral programs and encourage positive reviews to build trust and credibility among potential patients.





# Insights on Online Reviews

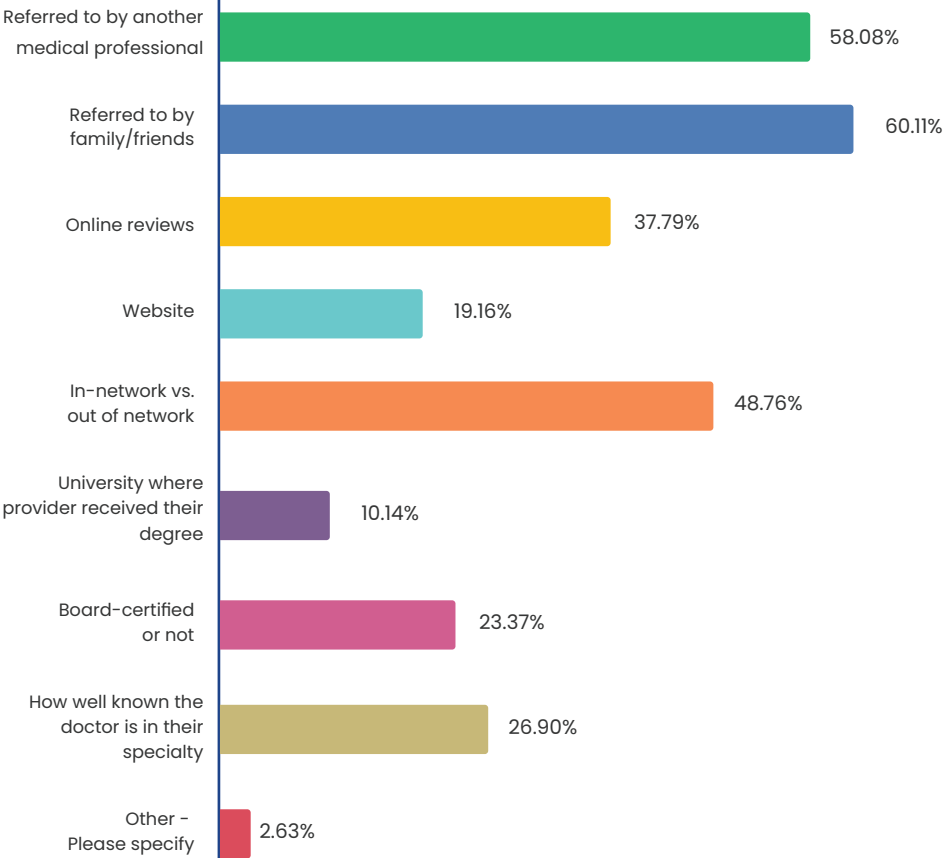
Among the factors influencing patients' choices, which ones are rated as most significant?

## Key Findings

- Referrals remain the top consideration, followed by network status and online reviews.
- While online reviews rank lower, they still hold weight in influencing patient decisions.

## Insights and Recommendations:

- Insights:** Trust and personal recommendations continue to dominate patient choices, but online reviews are gaining importance.
- Recommendations:** Providers should prioritize solidifying referral strategies while actively managing their online reputation through positive review generation and engagement



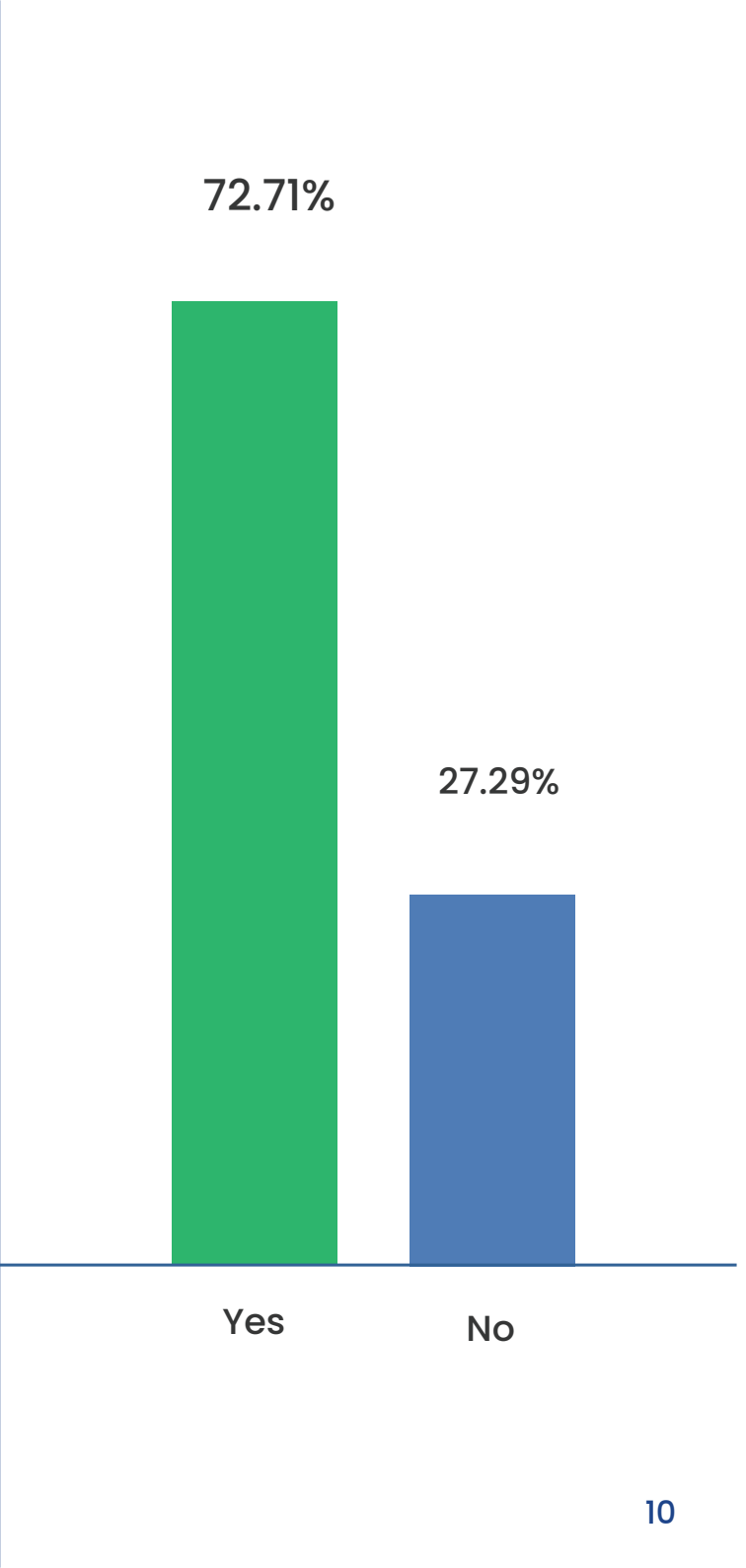
# Do patients consider online reviews when selecting a healthcare provider?

## Key Findings

- While online reviews remain influential, there's a decrease in patients relying solely on them (72.71% in 2024 compared to 75% in 2022).

## Insights and Application:

- Insights:** Patients are becoming more discerning about online reviews due to increased awareness of fake reviews and the emphasis on other factors.
- Application:** Providers should maintain a multifaceted approach to patient acquisition, focusing on online reputation management while leveraging other trust-building strategies.



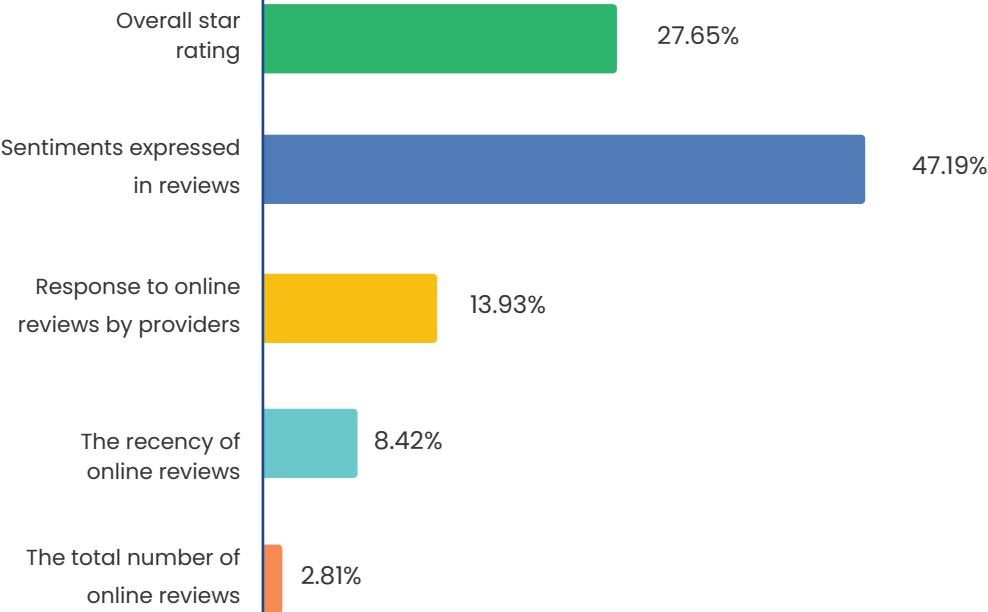
# What are the most important factors of online reviews that patients consider when selecting a healthcare provider?

## Key Findings:

- ⦿ Review sentiment (47.19%) and star ratings (27.65%) are the top factors considered by patients.
- ⦿ Responses to reviews, review recency, and the total number of reviews also influence patient decisions.

## Insights and Suggestions:

- ⦿ **Insights:** Patients prioritize the overall tone of reviews and star ratings when evaluating healthcare providers.
- ⦿ **Suggestions:** Providers should focus on delivering excellent patient experiences to generate positive sentiments and maintain high star ratings, while also encouraging detailed reviews and timely responses.



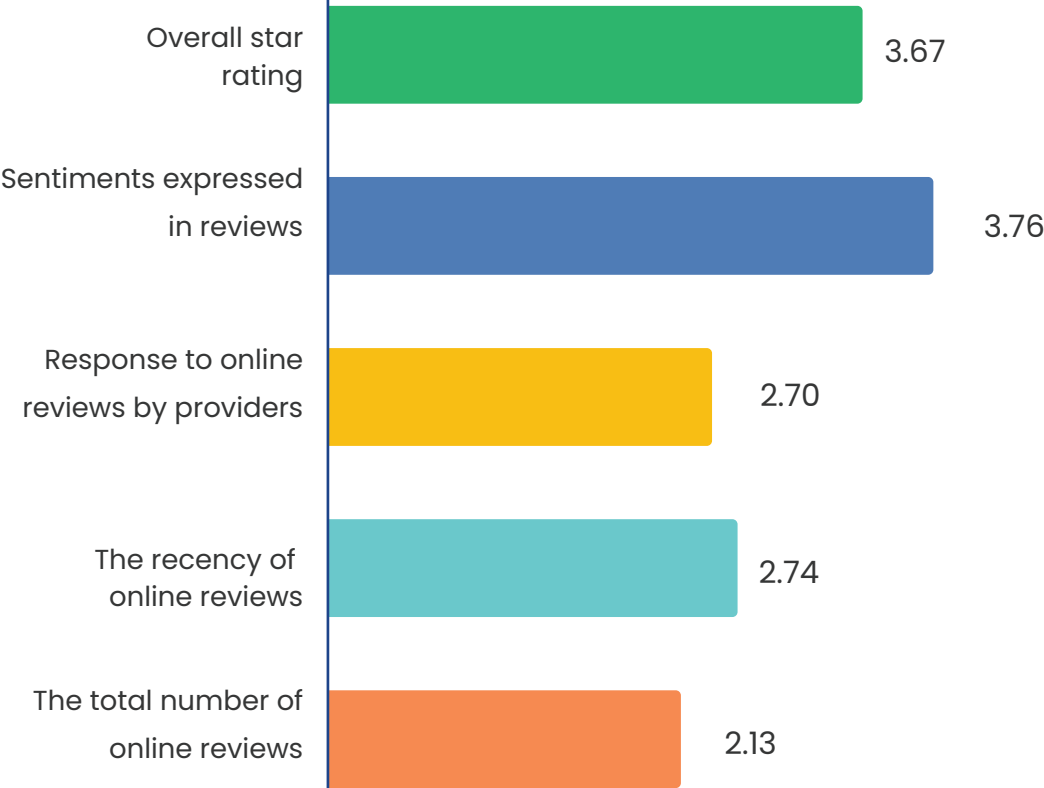
## In what order do patients consider these online review factors?

### Key Findings:

- ⦿ Patients typically begin by scanning the overall star rating before delving into review sentiment and considering additional factors like responses to reviews and review recency.

### Insights and Best Practices:

- ⦿ **Insights:** Patients follow a systematic approach when evaluating online reviews, starting with broad indicators of satisfaction before exploring specific experiences.
- ⦿ **Best Practices:** Providers should maintain a strong overall star rating while encouraging detailed reviews and prompt responses to address patient concerns effectively.



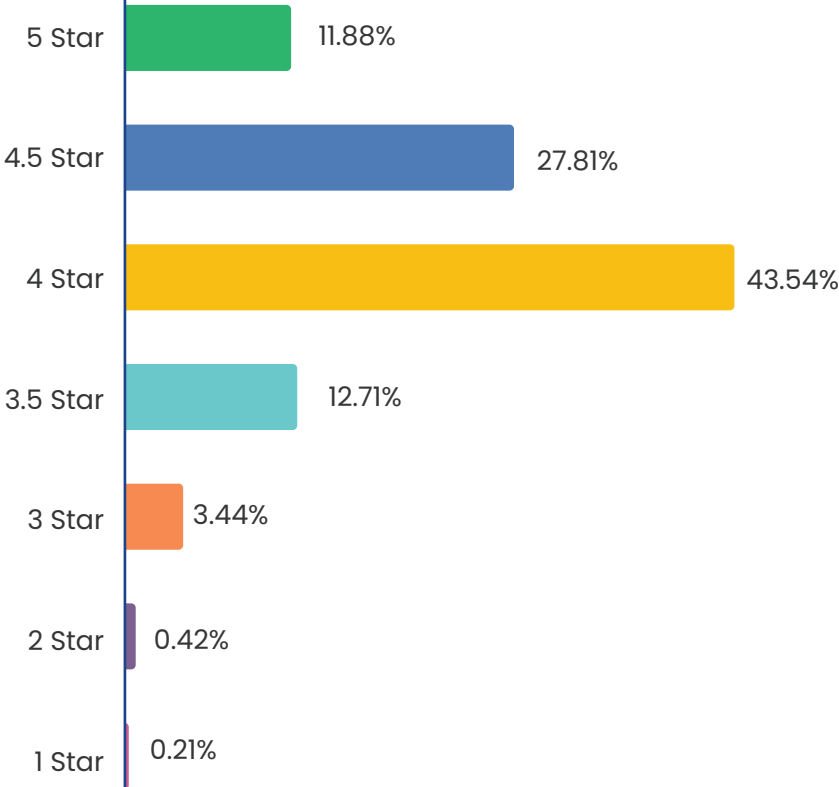
## What is the minimum star rating that patients prefer when considering a healthcare provider?

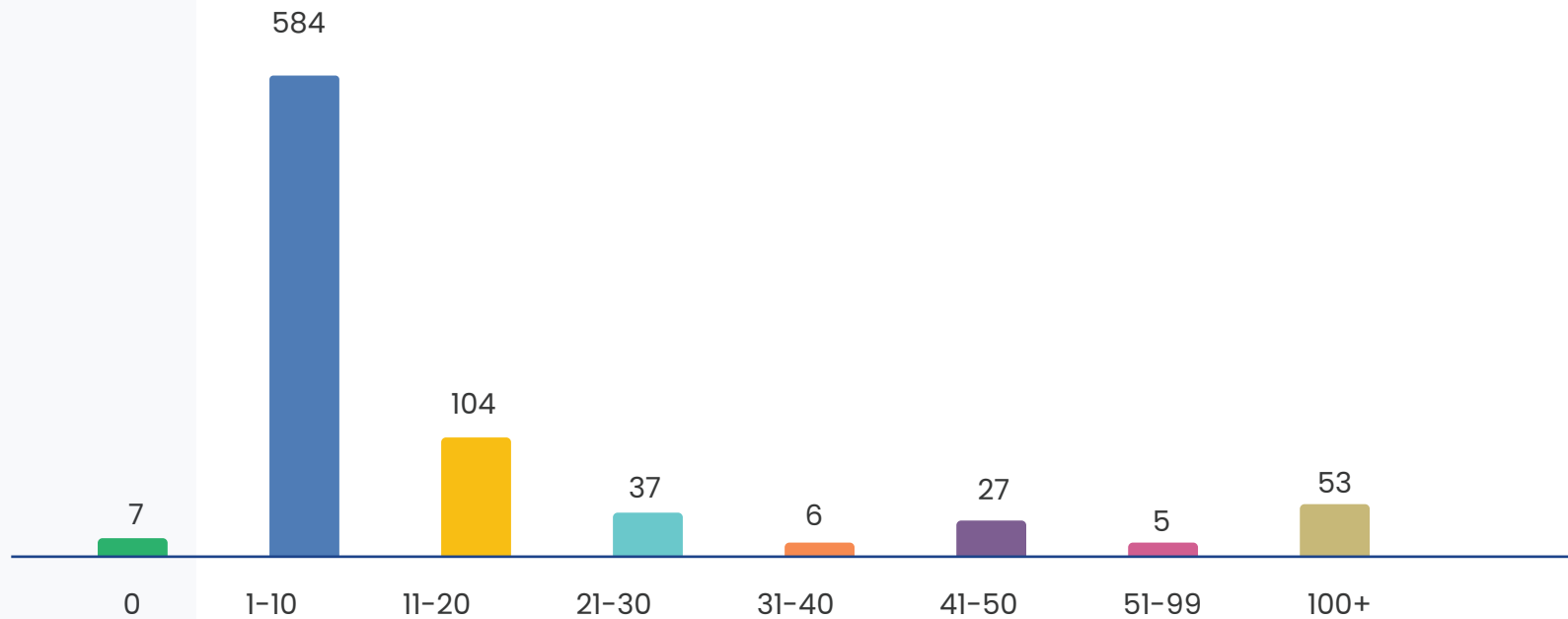
### Key Findings:

- ⦿ A substantial majority of patients (83.23%) require a minimum rating of 4 stars to consider a review.
- ⦿ Nearly all patients (95.94%) require at least a 3.5-star rating to seriously consider a healthcare provider.

### Insights and Recommendations:

- ⦿ **Insights:** Patients have high standards when it comes to star ratings, with most expecting a minimum of 4 stars for consideration other factors.
- ⦿ **Recommendations:** Providers should prioritize delivering exceptional care to maintain high star ratings and attract potential patients.





## How many reviews do patients typically read before forming an opinion about a healthcare provider?

### Key Findings:

- ⦿ The vast majority of patients (70.96%) consult between 1-10 online reviews when forming an opinion.
- ⦿ A significant portion of patients (78.61%) check at least 5 online reviews.

### Insights and Practical Steps:

- ⦿ **Insights:** Patients tend to rely on a moderate number of reviews when evaluating healthcare providers, emphasizing the importance of quality over quantity.
- ⦿ **Practical Steps:** Providers should focus on generating a consistent flow of positive reviews within this range to establish credibility and trust with potential patients.

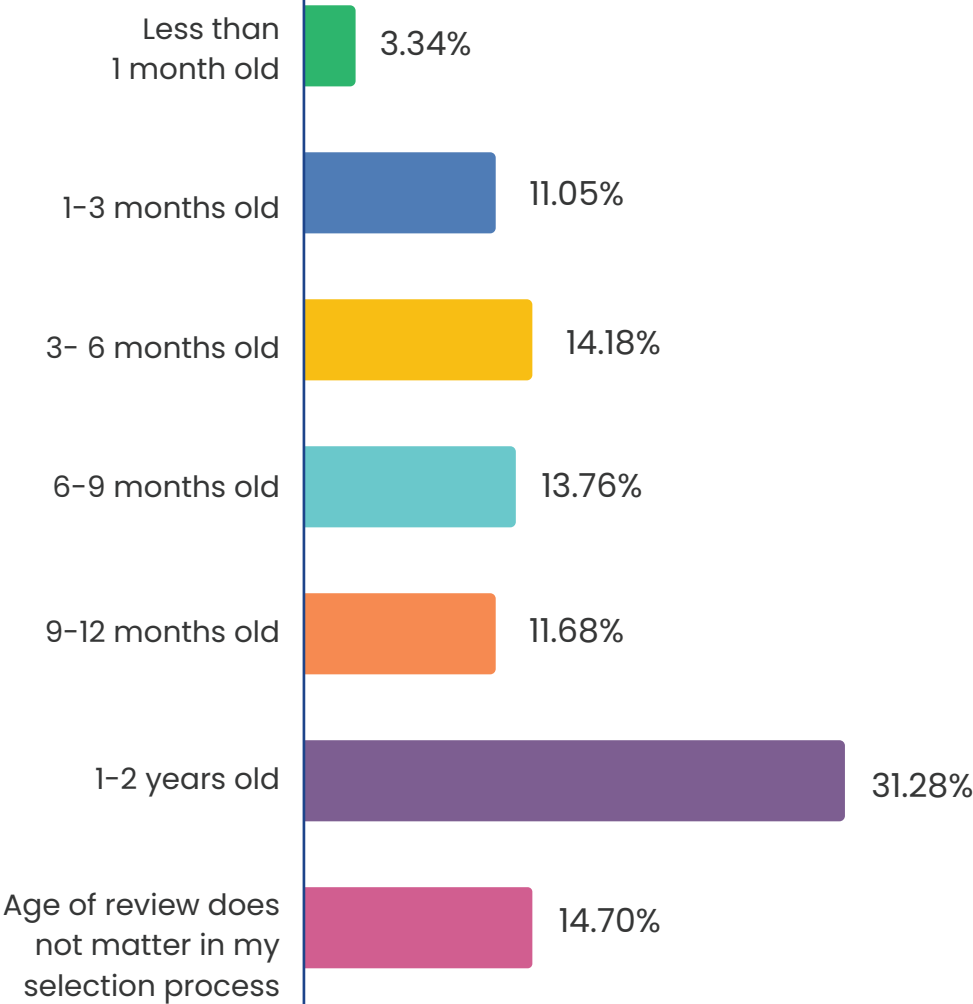
## Would patients consider selecting a healthcare provider with no online reviews?

### Key Findings:

- ⦿ A majority of patients (55.38%) are now willing to consider a healthcare provider with no online reviews.

### Insights and Recommendations:

- ⦿ **Insights:** Patients are increasingly open to providers without online reviews, indicating a shift in consumer behavior.
- ⦿ **Recommendations:** While maintaining a strong review presence is important, providers should focus on alternative methods to establish credibility, such as emphasizing qualifications and patient referrals.



## Platform Awareness and Usage

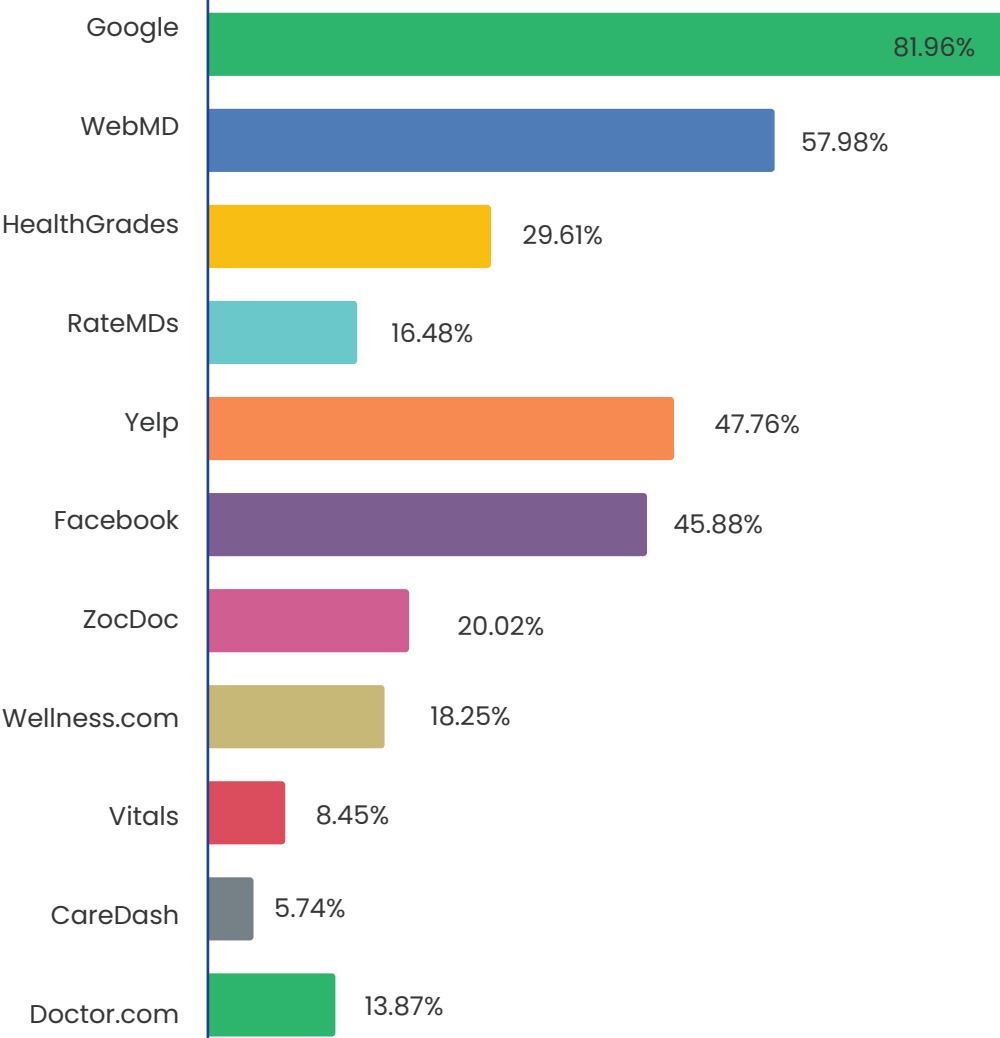
### Which review platforms are patients typically aware of for assessing healthcare providers?

#### Key Findings:

- ◉ The majority of patients (81.96%) are familiar with Google Reviews, making it the most recognized platform.
- ◉ WebMD (57.98% awareness) and HealthGrades (29.61% awareness) are also significant platforms for patients.

#### Insights and Actionable Strategies:

- ◉ **Insights:** Patients are most familiar with Google Reviews, suggesting its importance in their decision-making process.
- ◉ **Actionable Strategies:** Healthcare providers should prioritize managing their presence on Google Reviews while also maintaining profiles on other key platforms like WebMD and HealthGrades to broaden their online visibility.





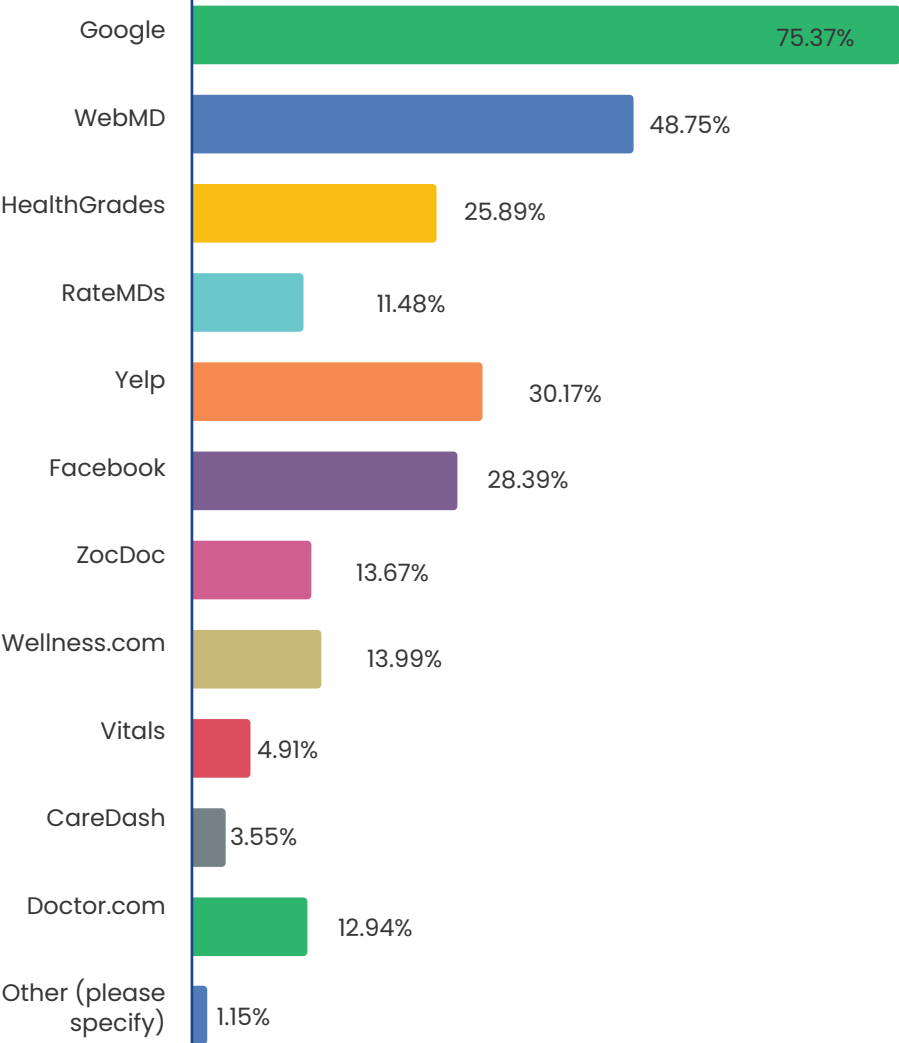
## What platforms do patients primarily check reviews on when evaluating a healthcare provider?

### Key Findings:

- ◉ Google Reviews (75.37%) is the most commonly checked platform for patient reviews.
- ◉ WebMD (48.75%) and HealthGrades (25.89%) are also significant platforms for patient research.

### Insights and Practical Steps:

- ◉ **Insights:** Patients predominantly rely on Google Reviews when evaluating healthcare providers, followed by WebMD and HealthGrades.
- ◉ **Practical Steps:** Providers should prioritize managing their Google Business Profile to ensure accurate and up-to-date information, while also maintaining a strong presence on WebMD and HealthGrades to reach a broader audience.



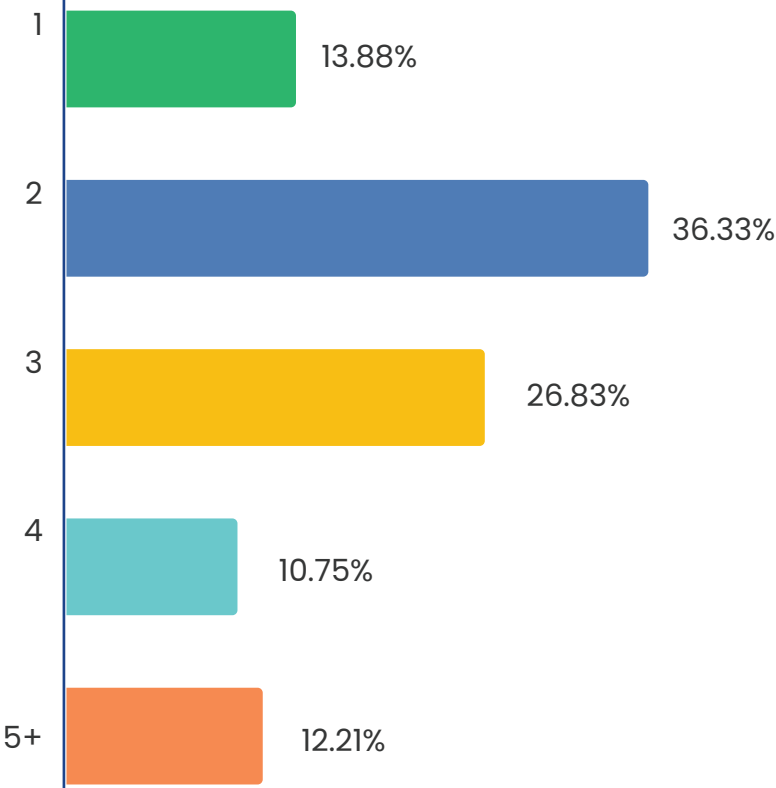
## How many review platforms do patients usually check before making a decision?

### Key Findings:

- ⦿ A significant majority of patients (86.12%) consult at least two online review sites when researching healthcare providers.

### Insights and Best Practices:

- ⦿ **Insights:** Patients commonly consult multiple online review platforms before making a decision, indicating the importance of maintaining a positive reputation across various channels.
- ⦿ **Best Practices:** Healthcare providers should actively manage their presence on multiple review platforms, encouraging positive reviews and promptly addressing any concerns raised by patients.



## Consistency and Verification

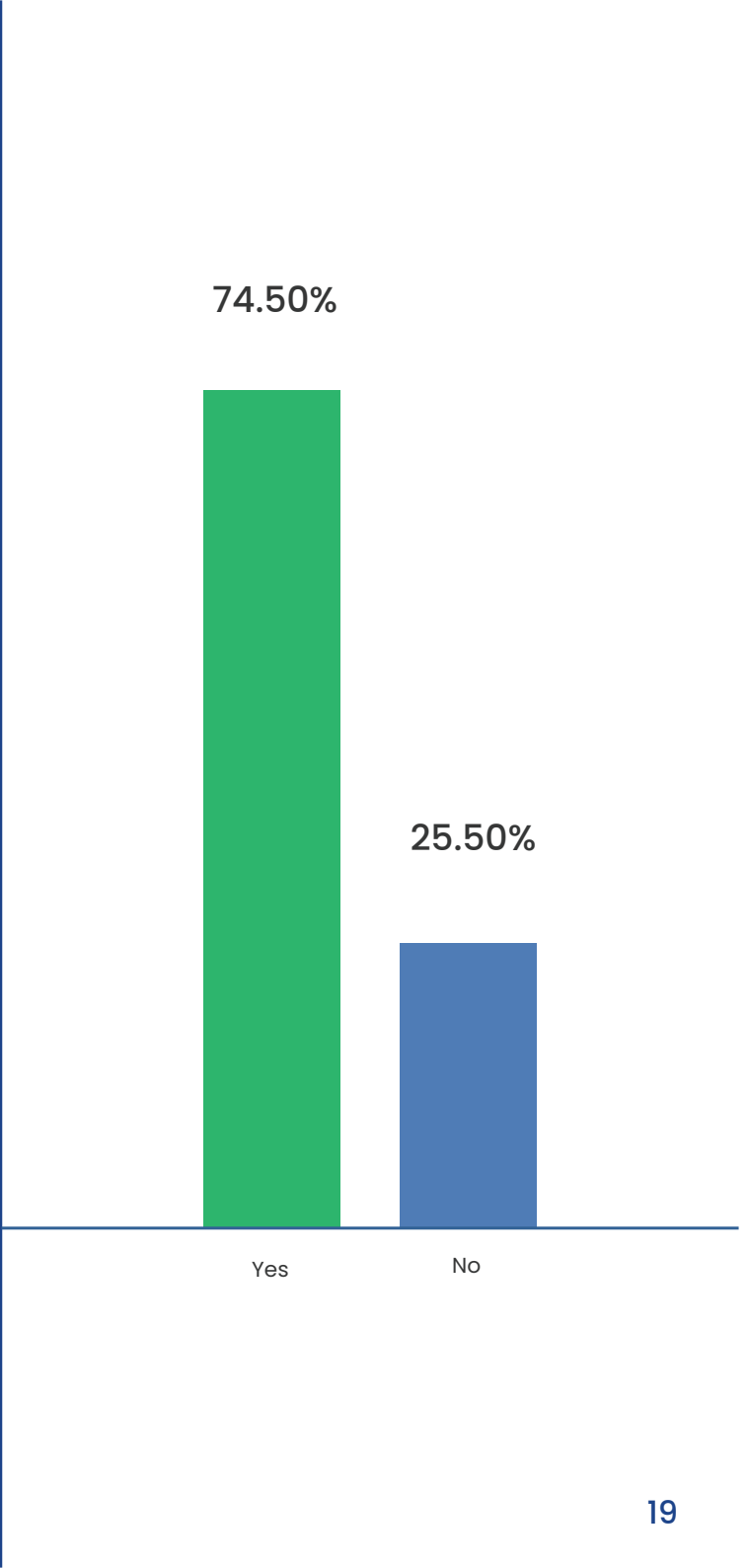
Do patients verify NAP (Name, Address, Phone number) consistency when browsing reviews of healthcare providers?

Key Findings:

- ⦿ A significant majority of patients (74.50%) actively verify if a healthcare provider's address and phone number match information on their website.

Insights and Application:

- ⦿ **Insights:** Patients prioritize consistency in NAP information when assessing healthcare providers, indicating a preference for accurate and reliable information.
- ⦿ **Application:** Healthcare providers should ensure that their NAP information is consistent across all online directories, review platforms, and their website to build trust and credibility with patients.



## Conclusion

Online reviews are shaking up how patients pick doctors. A whopping 73% now consult reviews alongside traditional referrals. These reviews heavily influence a doctor's reputation, making positive experiences and high ratings crucial.

For doctors, navigating this new world means prioritizing positive interactions with patients and actively managing online reviews. By embracing both online feedback and traditional referrals, doctors can build trust, attract new patients, and thrive in this evolving healthcare landscape.

See how your practice measures up! Try RepuTally's online reputation audit today.



## Patient reviews hold immense power! Here's how to leverage them:

- Engage patients: Proactive communication (reminders, follow-ups) builds trust. Don't forget word-of-mouth – nurture referrals!
- Master online presence: Claim profiles, encourage positive reviews, respond to all feedback. Consistency in listings (NAP) is key.
- Showcase positive reviews: Build trust and attract new patients by featuring positive reviews prominently.

### Action Steps:

- Optimize key platforms (Google Business Profile, WebMD) with rich content.
- Prompt positive reviews with post-visit emails or surveys. Make it easy to leave them!
- Respond to all reviews – address concerns, thank for compliments.
- Monitor online presence, address issues, and use reputation management tools.
- Engage patients with health info, practice updates, and seek feedback. Loyal patients advocate for you!





## About RepuGen

RepuGen is a leading reputation management platform designed specifically for healthcare providers. Our mission is to empower healthcare organizations to enhance their online reputation, attract new patients, and improve patient satisfaction.

### Schedule a Demo with RepuGen

Ready to take control of your online reputation and attract more patients? Schedule a personalized demo with RepuGen today and discover how our comprehensive platform can help elevate your practice.

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