

VMO Self-Marketing Guide

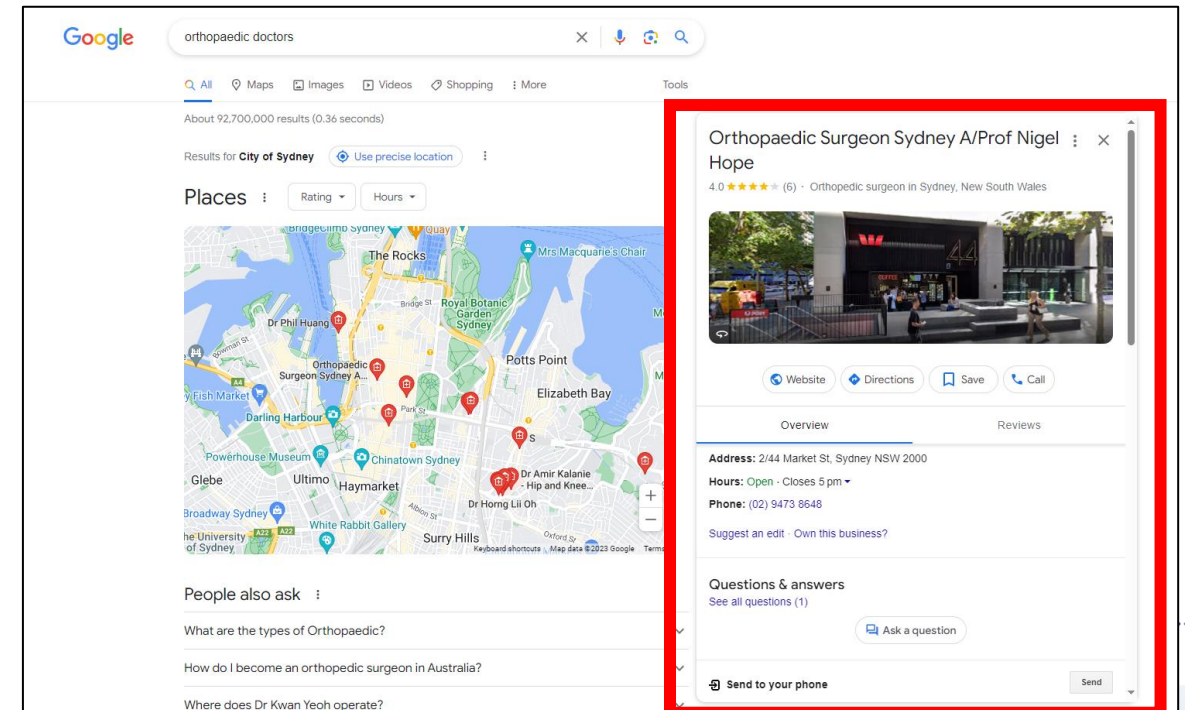
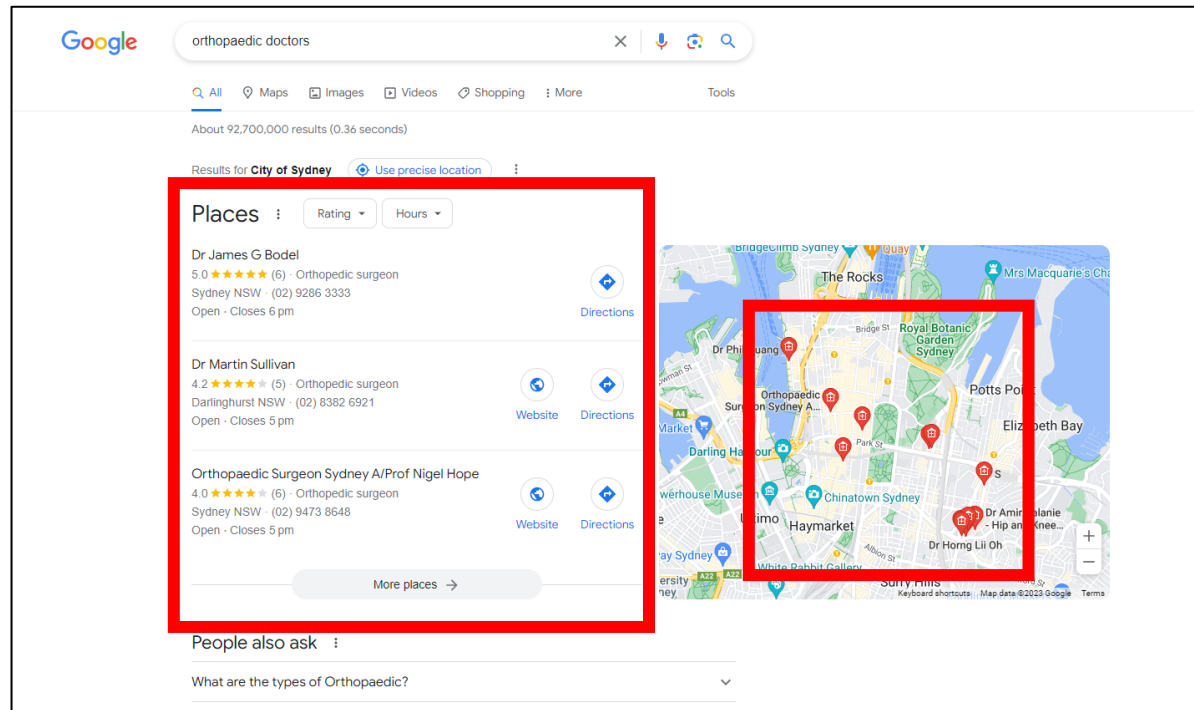
Google Business & Online Reviews

Google Business

Under the stewardship of Mary Aikenhead Ministries

Google Business

The Google Business Profile is an integral component of your practice's Google listing. It's the information that appears on Google Maps and in Google search results when someone looks for your clinic's name or services related to your practice. Google places a strong emphasis on displaying local businesses because these types of searches typically indicate that individuals are seeking nearby physical locations.



As a small business, you utilise the Google Business profile to provide people searching online with information about your establishment. This includes information such as your **address, contact details, a description of your services, and images of your location**. It also serves as a platform to encourage customers to share their **reviews**.

Google Business Profiles offer numerous advantages, with the primary ones being:

- Enhanced discoverability in Google search and on Google Maps.
- Increased visibility to a broader audience (patients and GPs searching online)
- The ability to provide information about your operating hours, ensuring customers stay well-informed.
- The opportunity to accumulate reviews.
- The capability to showcase your primary service.
- The chance to establish a connection with customers even before they visit your physical premises.

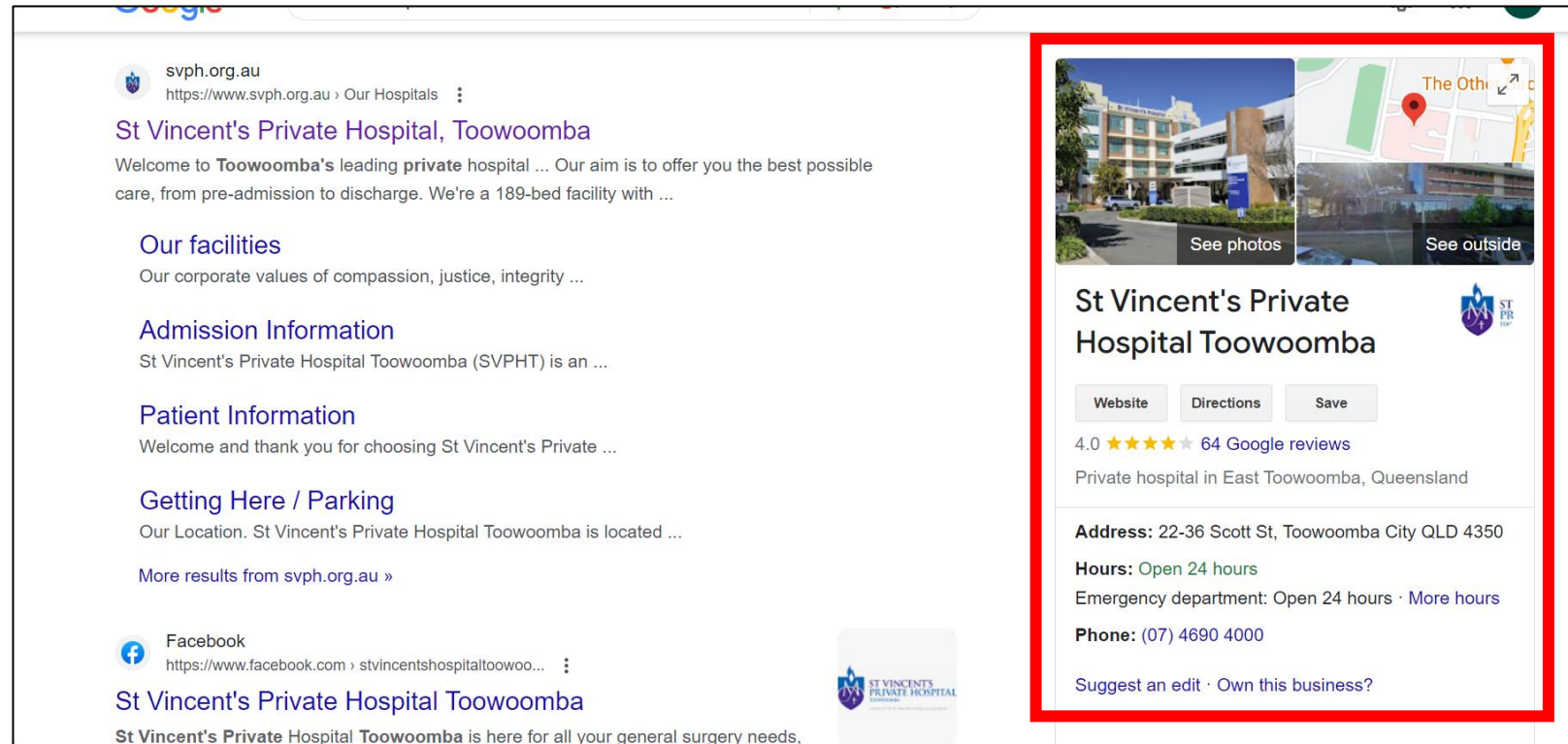
Accessing or updating your Google Business account

How to update, refine or access your Google Business Account

Step 1: Let's test the strength of your existing business presence within Google.

Start by searching for your name or your practice name and location in Google (e.g. Western Sydney Orthopaedics or Dr John Smith Orthopaedics).

In this example on the right, we will search for "St. Vincent's Private Hospital, Toowoomba". The area shown in red is the information displayed within the Google Business account. See page 3 for other areas the Google Business account information may be displayed (E.g. Business list, map).

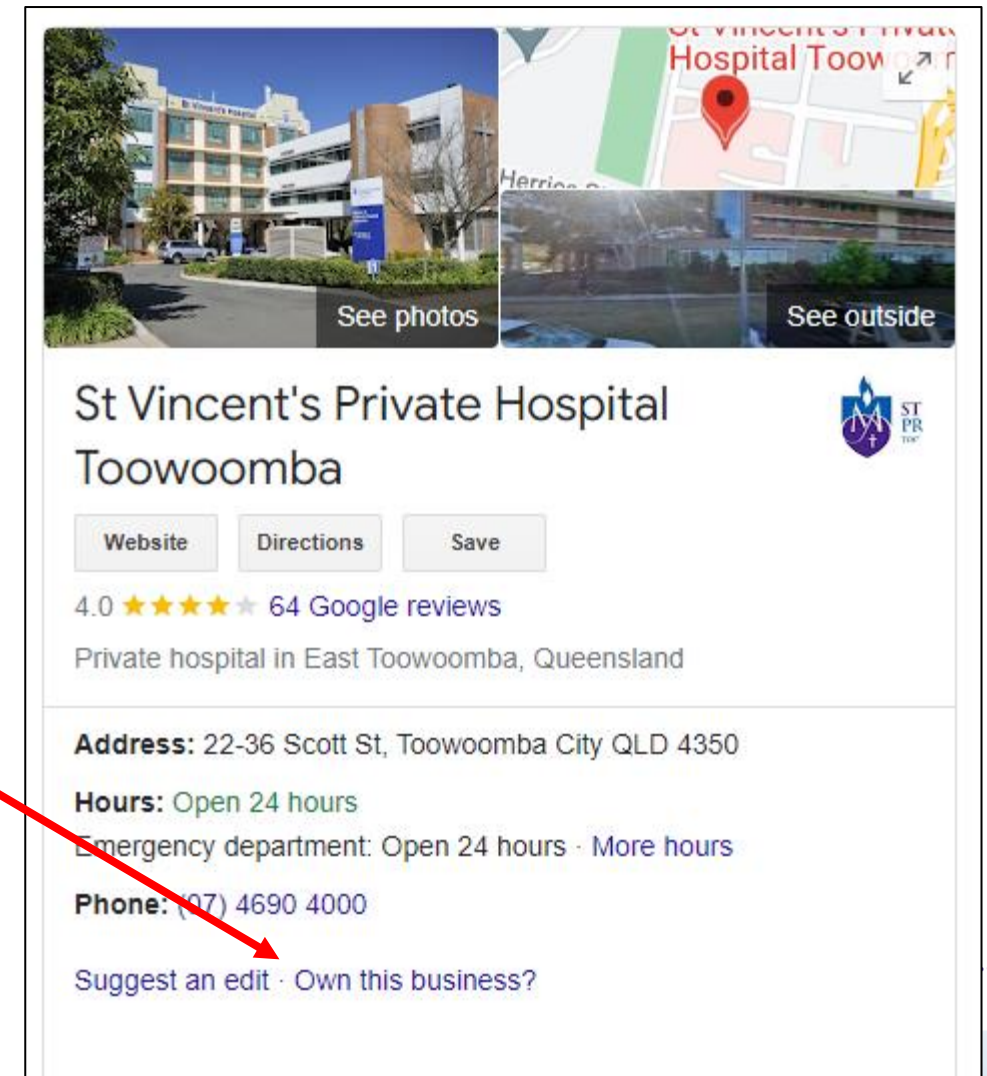


Step 2 (continued):

When you complete your search, if information does appear in this window, we suggest you give it a thorough review and note down any errors or room for improvement. (e.g. opening hours, address, phone number, etc.)

To amend any errors, you will need to access the Google Business account.

If you're unsure how to access this account, click on "Own this business?" shown in the screenshot on the right, and see if you recognise the preview shown of the business account owners email. If so, you will just need to login to the google business account using that email at www.google.com/business.



Need assistance getting set up?

There are a number of agencies that can help get you configured for Google Business, such as LocalMD as an example. We do however encourage you to search online for one that best suits you or discuss with your St Vincent's Marketing and Business Development team.



The screenshot shows the LocalMD website. The header includes the LocalMD logo (a green location pin with a white cross) and navigation links: ABOUT, PROJECTS, SERVICES (with a dropdown arrow), RESOURCES (with a dropdown arrow), and a green button labeled GET IN TOUCH. The main content area features the heading "Google Business Profile Management Service" and the text "Claim and optimise your listing or miss out on patients from your local area". To the right of this text is an illustration of a storefront with a green and blue awning, a magnifying glass over a laptop, and several puzzle pieces. Below this is a green section titled "CHOOSE YOUR PROBLEM" with three white boxes. The first box has an icon of a storefront with a checkmark and the text "Can't get my GBP verified". The second box has an icon of a storefront with three people and the text "Want to utilise our profile to get more patients". The third box has a lightbulb icon and the text "Want to learn how to use GBP".

LOCALMD

ABOUT PROJECTS SERVICES RESOURCES GET IN TOUCH

Google Business Profile Management Service

Claim and optimise your listing
or miss out on patients from your local area

CHOOSE YOUR PROBLEM

- Can't get my GBP verified
- Want to utilise our profile to get more patients
- Want to learn how to use GBP

Online Reviews

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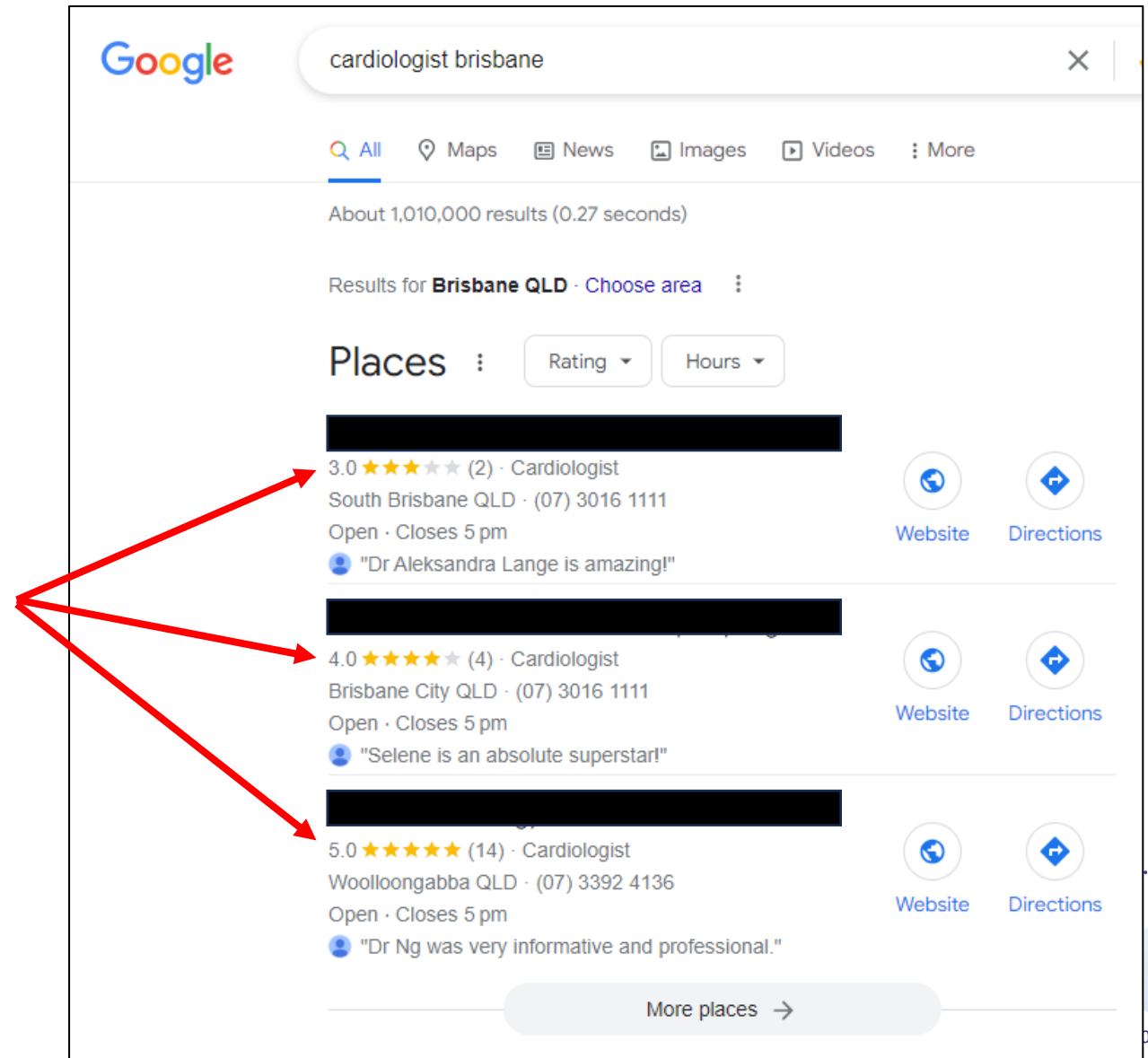
Online Reviews

When individuals seek a healthcare provider, many of them rely on online reviews to assist in making an informed choice.

According to data from HotDoc, a provider of online booking software, 54% of Australian patients refer to a clinic's Google reviews before making their selection. Along with this, 77% of them tend to schedule appointments with clinics that have received 4–5-star ratings.

Patients are customers for healthcare practices, and without actively seeking feedback regarding your clinic's performance, it becomes challenging to identify areas for improvement.

When a clinic is unaware of its shortcomings, it becomes susceptible to negative Google reviews. Unfortunately, individuals are more inclined to post a review following a negative experience, than a positive one, unless encouraged to do so. Positive patient feedback plays a pivotal role in enhancing your online reputation.



Positive patient feedback helps boost online reputation!

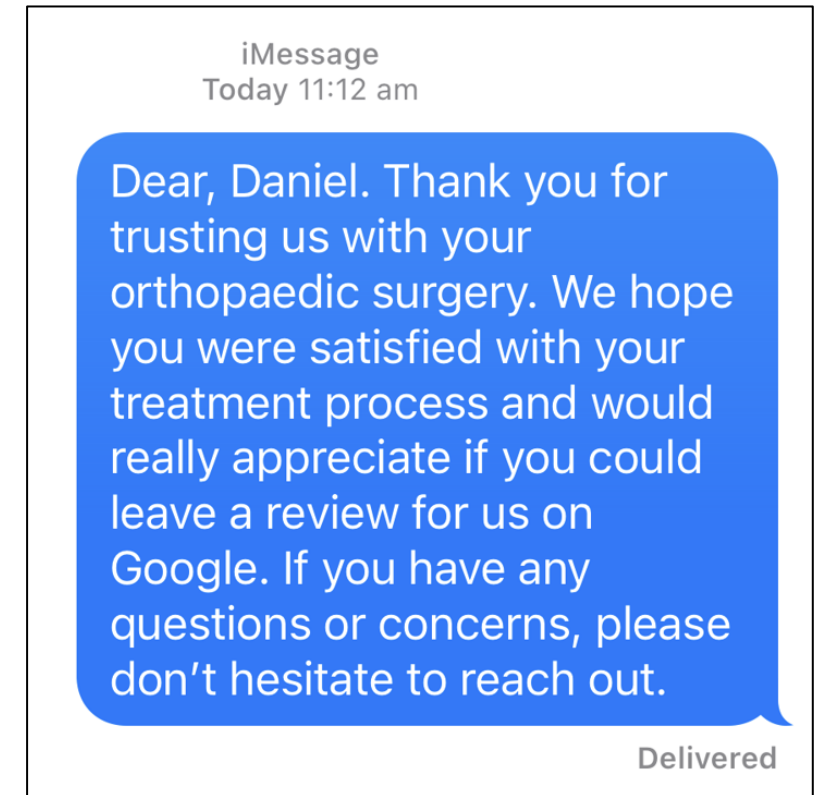
Online reviews are an inescapable aspect of every healthcare business's existence. While they can be disabled on platforms like Facebook, and practitioners have the choice to opt into review sites such as Whitecoat, Google doesn't offer such an option.

Google reviews are an important feature of the Google Business profile, which is essential for boosting a practice's online visibility. Google reviews cannot be deactivated. Whether one appreciates or dislikes them, Google reviews are an integral component of a practice's branding and online presence. Patients may be drawn to or deterred from a practice based on the cumulative Google review star rating and accompanying comments.

Furthermore, Google employs two key metrics, **the quantity** of Google reviews and their **rating scores** on a scale from 1 to 5, to rank/order businesses in their lists.

Consequently, if your business has amassed a greater number of reviews and maintains a high rating, it is more likely to secure a prominent position in search results when compared to your competitors.

Action: We would encourage you to ask patients to leave a review by incorporating this as part of the follow up consult process. **Note:** You will need to ensure you have a Google Business account configured first. See previous section of this guide.




Monitor and respond to reviews

As part of your day-to-day marketing efforts, it's advisable to regularly monitor the feedback you receive, enabling you to stay informed about patients' opinions regarding your medical practice.

As mentioned previously, favourable reviews have the potential to enhance your institution's reputation and serve as valuable patient endorsements, while unfavourable ones may have adverse effects.

Routinely overseeing your online reviews allows you to promptly intervene in the event of an unsatisfied customer and resolve any concerns before they have a detrimental impact on your business.



K [Redacted] 17 reviews

★ ★ ★ ★ ★ 3 years ago

Rude, arrogant and didn't seem to care. Didn't think I had a problem with me knee and didn't even bother to check the x-rays in the appointment. Lucky I went and got a 2nd option to find out I had no ligaments left and that was the cause of the pain. Wouldn't recommend him to anyone

👍 2

Response from the owner 3 years ago

I'm very sorry you had a less than positive experience. As this is my first negative review on Google, I can certainly state that I aim to provide ethical advice to all patients and only suggest surgery after non-operative treatment has failed to achieve a good outcome.