



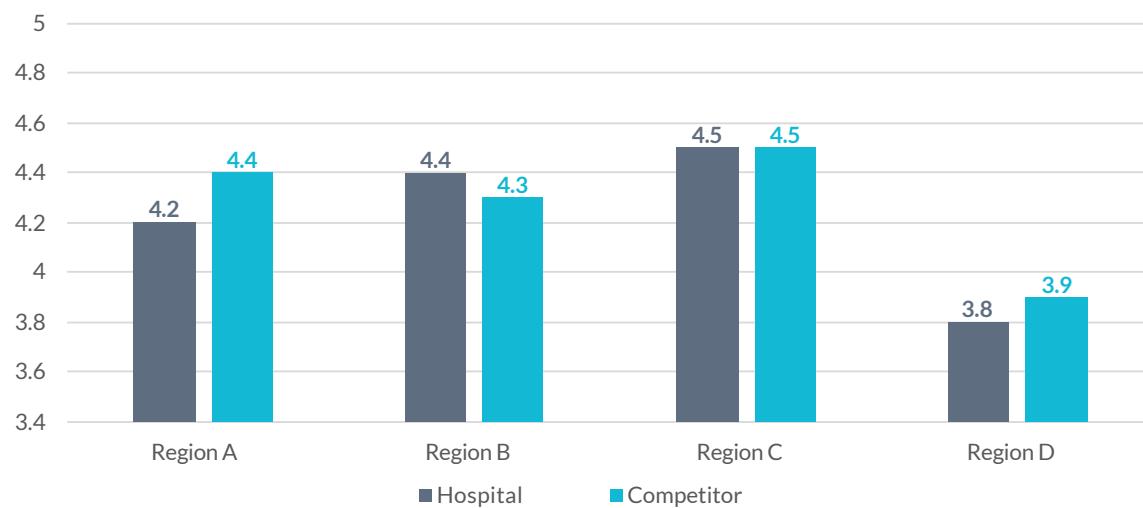
## **Differentiating a Community Hospital: Patient Engagement Technology in the Era of Consumerism**

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In the age of Yelp, Zocdoc, Healthgrades, and others, healthcare technology for patients is becoming a commodity. While many solutions and EHR patient portals focus on one aspect of the patient journey, regional leaders are adopting differentiated solutions to provide the best end-to-end patient experience and stand out in their respective markets -- and their strategies are working.

As most community hospitals are increasingly overshadowed by academic medical centers and 20+ facility health systems, certain elements of care are becoming critical to maintain a market foothold for elective procedures. For example, within total joint procedures, the most common measurements to remain competitive are quality, safety, and experience. But as performance, in regards to each measurement, is reaching its apex, trivial improvements aren't enough to stand out.

### Hospitals' online reputation prior to the implementation of a web-based patient engagement platform against their local competition



Since most Community Hospitals don't have large employer contracts or brand recognition to rely on, they must find alternative ways to distinguish themselves, such as advanced certification, strong referral sources, and, due to the accelerated increase of web-based platforms and review sites, online reputation.

**As of 2016, 84% of consumers turned to review sites to find a doctor.**

*"Having technology to guide my recovery was awesome! I easily got answers and guidance along the way following surgery. I have recommended my doctor, his staff, and the hospital to many people who are contemplating knee and/or hip surgery. Thank you for the opportunity to share my experience."*

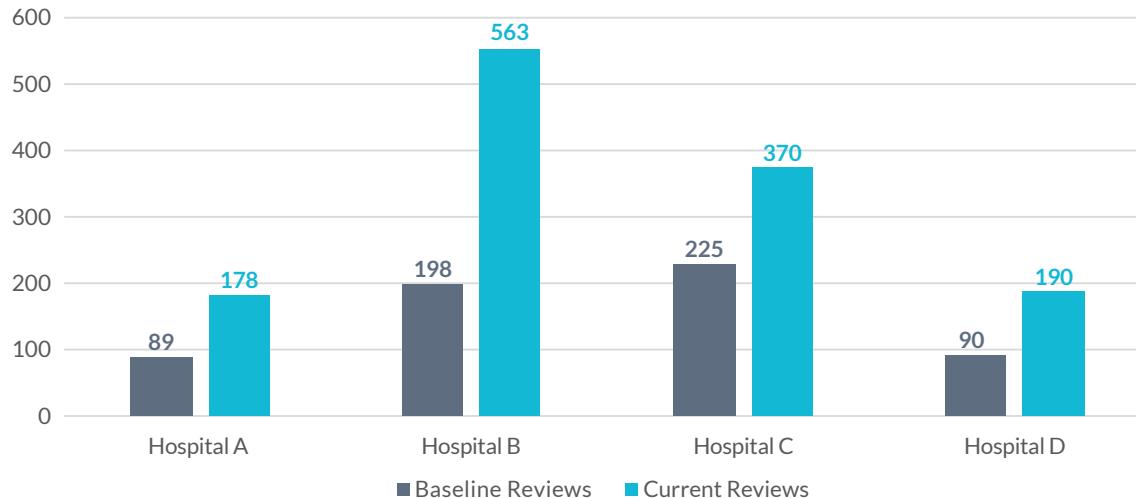
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For patients, online reputation may direct them to a provider, or more importantly, give them confidence prior to surgery about the doctor they have chosen. Trust is a key element for patients, as studies have shown that patients reported more beneficial health behaviors, higher quality of life, and increased satisfaction with treatment when they had higher trust in their health care professional.

## Among those who look at online reviews, 68% said a positive review makes them trust a business more.

The recent shift to recovery in the home, accelerated by the Covid-19 Pandemic, is making telehealth platforms (or patient portals) expected by patients and payers. Leaders are examining the entire episode of care and applying differentiated solutions with extremely savvy and comprehensive video and digital connections for higher engagement and an improved at-home experience towards recovery. By improving web-based engagement and trust, patients are much more likely to give their physician a positive online review.

### Hospitals' number of online reputation reviews before and after the implementation of a differentiated web-based platform

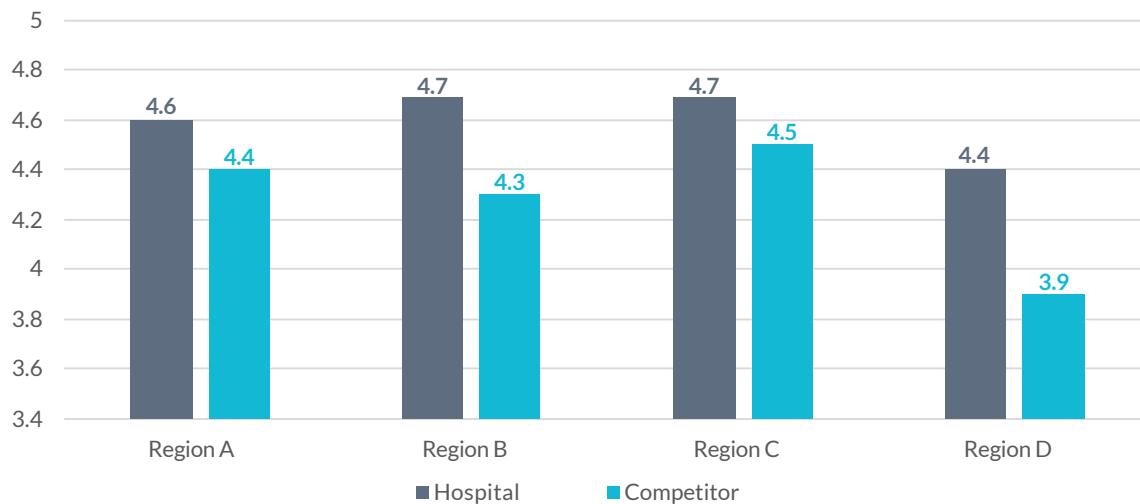


*"My hip feels completely restored. His discussion/interpretation of my test results, and Q&A sessions were calming/informative. Facilities were immaculate; surgical staffing/care outstanding; office member responsiveness wonderful. The app he provided was most effective ... This doctor will make you whole again. He is in a league of his own!"*

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If 84% of consumers (in healthcare, consumers are turning more and more technologically proficient) look at online review sources to find a doctor, and 68% say a positive online score increases trust, then 57% of our prospective patient pool is influenced by positive online reputation.

## Hospitals' online reputation after the implementation of a differentiated web-based platform against their local competition



If a local hospital can increase their online reputation, over half of their prospective patient pool will take notice. It's not unrealistic to estimate that 5-10% of this pool, which otherwise would've gone to the regional competition, will now choose the hospital that understands the impact of diagnosing, correcting, and improving their online reputation. Using technology to win market share is imperative in an era where patient satisfaction and reputation are tied to growth and reimbursement.

*"It was great having an extension of my doctor and the hospital with me at all times through my personal recovery platform. The support I received from everyone was phenomenal. And speaking to a representative regarding the technology was wonderful. I recommend my doctor and his program to everyone."*

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# About Force

Founded in 2010, Force Therapeutics is a powerful, episode-based digital care platform and research network designed to help clinicians intelligently extend their reach. Our platform leverages video and digital connections to directly engage patients at every step of the care journey – from the point of surgery scheduling, to post-op recovery and beyond. Backed by the insights of more than 70 leading healthcare centers across the country, Force is proven to drive more effective recovery, lower costs, and achieve better patient outcomes.

## Sources

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- 3 Murphy, Rosie. "Local Consumer Review Survey: How Customers Use Online Reviews." BrightLocal, 9 July 2020, [www.brightlocal.com/research/local-consumer-review-survey/](http://www.brightlocal.com/research/local-consumer-review-survey/).