

Background

- Positive online physician reviews (ie: Yelp, Google Reviews, Healthgrades) are important for managing a surgeon's online reputation
- No study has ever quantified the tangible impact of positive reviews for a medical practice
- This study calculates the financial benefit from online reviews for an early-career hand surgery practice

Methods

- During a 28-month period I queried all patients for their referral source and any online review sites they visited
- I then analyzed the financial gain (total dollars collected) for treatment
- Online reviews were quantified monthly during the same period
- A baseline control period was established during the first 3 months prior to any interventions

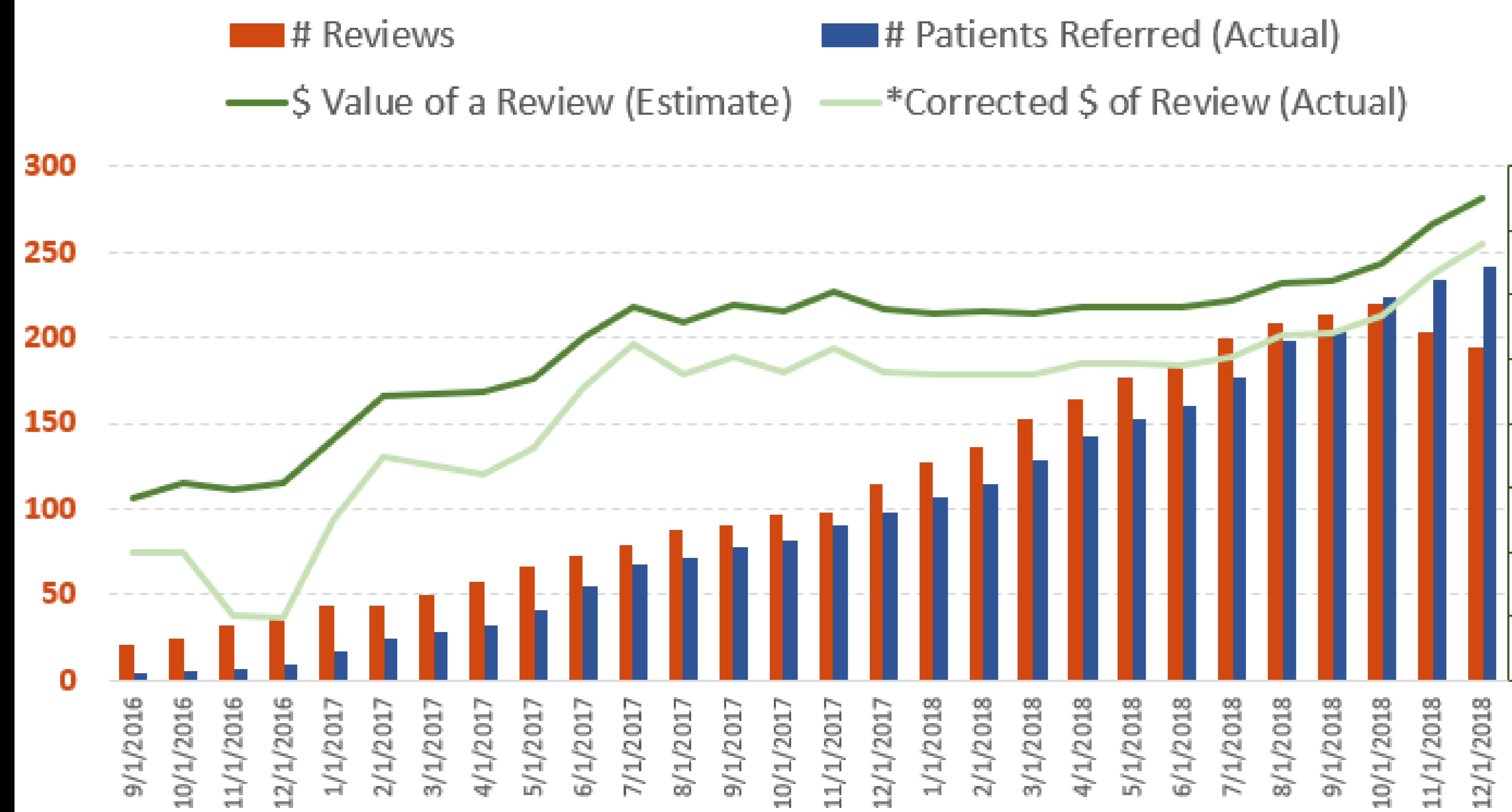
Results

- Yelp and Google Reviews accounted for >90% of all online review referrals
- 146 reviews were acquired above the control acquisition rate
- 158 patients referred to the office Total practice collections was \$69,836 with 146 reviews, averaging \$478 per review
- When extrapolating to all patients, review values reached \$1,065 per review

Summary Points

- Online physician reviews increase referrals to a hand surgery practice
- A single Yelp or Google review is worth between \$442 and \$1,065 in revenue
- In one small hand practice, online reviews yielded \$155,000 in additional revenue over 28 months

The Monetary Value of a Single Online Review Over 28 Consecutive Months (Actual)



The Monetary Value of a Single Online Review Over 28 Consecutive Months (Estimate)

