ANALOG INFORMATICS CORPORATION

REPUTATION MANAGEMENT – NEW PATIENTS VIA MODERN PATIENT ENGAGEMENT

REALITY: Today, patients find and evaluate your practice via online searches on Google, Yelp, and others.

An excellent online reputation is the easiest, quickest, and cheapest way to acquire more patients.

PROBLEM: It's human nature that people are **quick to complain and slow to compliment**.
Most patients **only review your practice when they are upset or dissatisfied**. Ironically, a potential patient's human nature also requires seeing ten or more good reviews for a single bad review. Today you **need hundreds to thousands of recent good reviews** to acquire a new potential patient. **Your staff does not have the time to get the reviews you need.**

SOLUTION - GETTING PATIENTS TO REVIEW YOUR PRACTICE

Using AI technology and your EMR data, we **automatically follow up with your patients, caregivers, and family members**. We periodically ask them to review your practice via email and SMS text. These messages link to a per-patient customized web page, helping them complete online reviews.

To improve review completion success rates, we also contribute to the charity of the reviewer's choice.

We provide reminders to gently, yet persistently, ask patients to complete their reviews without annoying them. All templates and workflows are configurable by your staff.

MEASURING REPUTATION, PROGRESS, AND YOUR RESULTS COMPARED TO PEERS

Our AI technology analyzes existing review sites gathering your online reviews and those of your peers. Using our cloud data warehouse combined with data science, we provide on-tap visual and numerical analysis of your reputation. As you use our solution, you will see a quick improvement in your reviews and an **increase in inbound new patient inquiries.**

KEY TAKEAWAYS

- Managing your online reputation is complex and time-consuming. Your staff lacks the time, attention, and expertise to manage it effectively.
- Today patients choose a practice based on its online reputation and recent quality reviews.
- Most online practice reviews are awful because only complainers review your practice. It takes 10x to 20x good reviews to overcome a bad review.
- Our AI technology reaches every patient. Our data warehouse visualizations prove the efficacy of our technology and its ability to improve your reputation.
- AI and automation are the only solutions for engaging today's always-connected patient.

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