

Digital Reputation Management

Power. Influence. Unlimited growth potential. That's what healthcare consumers possess. And every day, your enterprise's reputation can be put to the test with a few clicks of a keyboard.

With greater out-of-pocket costs and the expectation of sleek digital experiences, consumers and talent now routinely go online to shop for and share about providers, facilities and employment opportunities.

They're using social platforms to share and ratings sites to vet, review and rank everything from salaries to services rendered. The pace of feedback is happening in real-time, and users must rely on their own discretion to determine authenticity of the commentary.

That's upped the ante for healthcare, and leaders are keen to track and to strategically control their online reputations – with intention and urgency.

We can help.

Our team of digital experts views online reputation management from the lens of offense and defense. We collaborate with you to build a proactive base that raises the visibility of your quality care, providing you with the right stories, channels and resources. This foundation helps protect your organization in times of crisis or challenge. After all, reputation is your core strategic asset.



70% of Americans say that online ratings and review sites have influenced their decision when selecting a physician.

Binary Fountain



47% would consider going out-of-network for a doctor with more favorable reviews than those of a doctor in-network.

Software Advice



Two-thirds of consumers will wait longer for an appointment with a provider who has better reviews.

Reputation.com Healthcare Consumer Survey



Hospitals with a high Reputation Score have a 29 percent higher revenue per bed.

Reputation.com Healthcare Consumer Survey

Trusted strategic communications consulting devoted to healthcare providers.

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Let's Get to Work



30 Days: We study your organizational and tech landscapes; satisfaction among patients, employees and physicians; community involvement; compliance and existing online reputation efforts.



15 Days: We craft a custom program features monitoring; roles and responsibilities; tech and measurement recommendations; policy guidance; social media response process and sample scenarios.



TBD: Following report delivery, we train the trainer while offering follow-up coaching and execution of the program if desired.

About Us

With offices in the healthcare hubs of Nashville and Chicago, Jarrard Phillips Cate & Hancock, Inc. is a U.S. top 10 strategic communications consulting firm for the nation's leading healthcare providers experiencing significant change, challenge or opportunity. Founded in 2006, the firm has worked with more than 500 clients in 45 states and specializes in M&A, change management, issue navigation and strategic positioning.

The firm's digital capabilities include the development of enterprise websites, digital strategy development, managing online reputation, technology selection, social media management, data visualization and online consumer research. In 2020, the firm expanded its capabilities by joining as a division of The Chartis Group, one of the nation's leading healthcare advisory and analytics firm. For more information, visit jarrardinc.com.



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