



## Aethena Gynecology Associates

**Location:** Vancouver, Washington

**Specialty:** Technologically advanced and comprehensive women's healthcare

**Founded:** January, 2005

**Size:** 3 doctors, 8 support staff

This gynecology practice uses Demandforce to make scheduling appointments easy, collect feedback on patients' office visits, and leverage positive word-of-mouth to build its online presence.

# AETHENA GYNECOLOGY ASSOCIATES AMPLIFIES PATIENT REVIEWS, BOOSTS REFERRALS

Traditional word-of-mouth referrals are moving online. Today, patients are researching doctors online before making an appointment, even if a friend or family member recommended them. A recent study published in the Journal of the American Medical Association revealed that 35% of those who researched potential physicians online picked a new doctor because of a good rating, while 37% avoided a doctor with a poor rating. Clearly, your online reputation does matter.

## GOAL: LEVERAGING POSITIVE REVIEWS

Aethena Gynecology Associates (AGA) took notice of this trend. "We knew we had happy patients," says Lauren Harris, clinic administrator for AGA. "We wanted to leverage our excellent reputation in the community and use word-of-mouth marketing more effectively." Specifically, AGA wanted to start surveying patients to collect feedback and testimonials they could publish for potential patients to see.

## SOLUTION: THE RIGHT FEATURES

As the group was already using athenaCollector® practice management software, Harris looked for additional suggested solutions on the athenahealth marketplace. When she found Demandforce, she knew it had the right combination of features. Demandforce leveraged the patient data in athenaCollector to automatically collect patient reviews after each visit. She says, "We were looking for the survey capability, but we also really loved the idea of having the reviews posted online for us, and offering new patients the ability to request appointments from our website."

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— Lauren Harris, Clinic Administrator

Through athenahealth, AGA's existing patients can request appointments from a patient portal, but Demandforce extends that same convenience to potential patients as well. Medical practices simply add a button to their website and Facebook page that accepts appointment requests any time of day. "Other solutions offer similar features," says Harris, "but the patient gets the impression that they're scheduling a confirmed time. With Demandforce, they can request a specific date and time, but it's clear that we make the final decision about what works with the practice schedule." Offering quick and easy appointment scheduling is a great way to complete the loop with potential patients who are doing their online research and like what they see.

Each day, Demandforce receives AGA's patient and appointment information from athenaCollector, so the two programs always stay in sync. "The two solutions work really well together," Harris says.

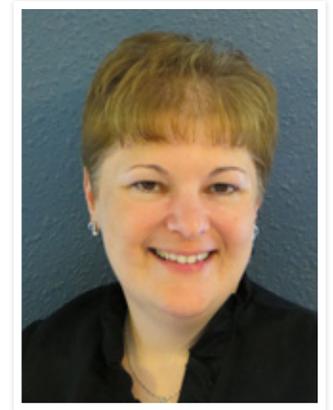
## WORD OF MOUTH, AMPLIFIED

Once athenaCollector confirms a patient has completed her appointment, Demandforce automatically sends a thank-you email with a satisfaction survey and an invitation to review the practice. When patients provide feedback, Demandforce automatically distributes those certified patient reviews to AGA's website and Facebook page, as well as to a host of syndication partners, including Google+ and Bing, for all current and prospective patients to see. AGA doesn't have to do a thing.

## RESULTS: MORE PATIENTS, ENHANCED EXPERIENCE

The survey feedback has been extremely positive, but AGA has also received a few improvement ideas. "We definitely pay attention to the comments we get and have made changes based on that," says Harris. For example, one patient suggested it would be nice to have water while she waited for her appointment, so AGA installed a water dispenser in the waiting area. It may seem like a small thing, but AGA knows that details matter when it comes to patient experience.

After using Demandforce for just eight months, AGA has collected over 130 public reviews to strengthen its online reputation and bring in new patients. "When people see reviews from our current patients in their own words, that adds a lot of credibility. Online reputation management is a big thing right now," she says, "and this is a way for practices to get the word out."



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