

Data from the 2021 Healthcare Reputation Report shows:

Why Healthcare Reviews Matter More Than Ever



Healthcare Providers Need to Catch up to Consumers

80%

of healthcare consumers trust online reviews.

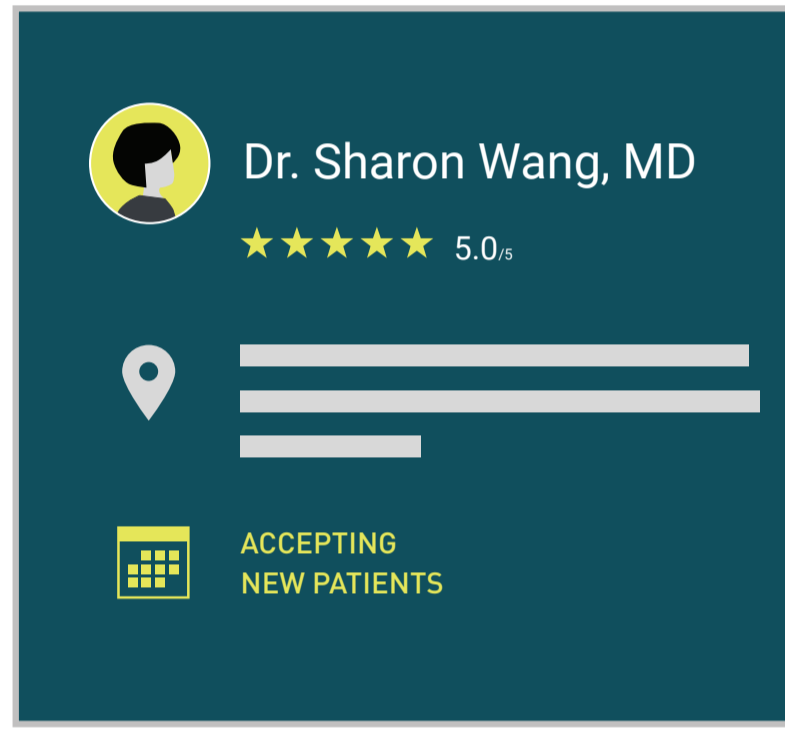


50%

of patients have selected one doctor or location over another based on reviews.

78%

of healthcare consumers want the doctor they choose to be rated 4 out of 5 stars or higher.



But

65%

of physicians

and

50%

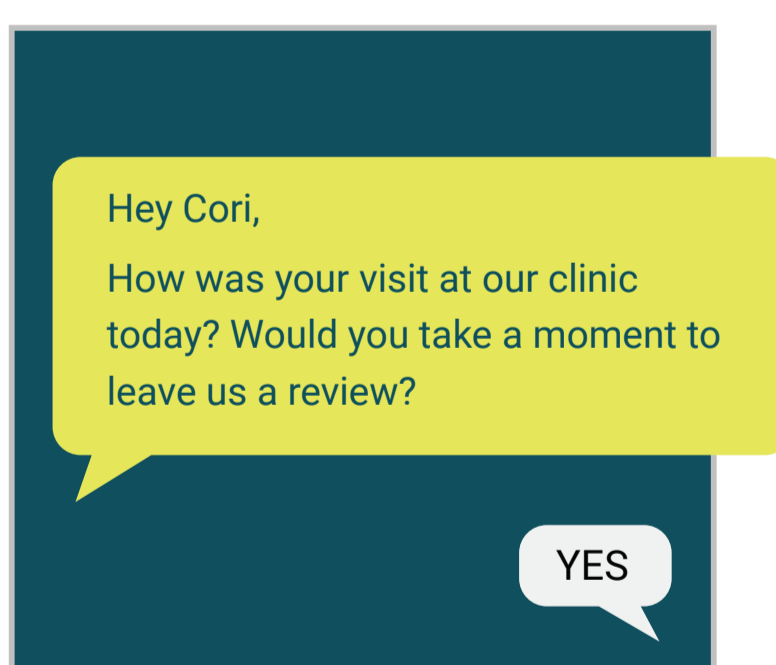
of healthcare locations

had zero online reviews in 2020.

What Healthcare Providers Need to Do Now

Ask for reviews.

Ratings and reviews are the third most important decision factor for patients, after insurance and location.



Focus on Google.

Google is the #1 review site used by healthcare consumers. **48% of Millennials use Google reviews to evaluate a provider.**

Check out the **2021 Healthcare Reputation Report** to capitalize on the latest trends to drive your business. [Read the Report →](#)

Source for data: 2021 Healthcare Reputation Report