RESEARCH ARTICLE

A REVIEW ON ONLINE REPUTATION MANAGEMENT FOR DOCTORS AT INDIAN CORPORATE HOSPITALS.

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Manuscript Info	*Abstract*
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	Over the past few years, healthcare industry has been witnessing a restructuring. Due to which the small and independent corporate hospital doctors are facing the difficulty in the form of maintaining a strong reputation. It is quite easy to see people are researching their doctor's reviews online before visiting them. Negative reviews will have a huge impact on doctors and corporate hospitals too. In today's competitive world online reputation management not only affects the selection of doctors, but reflects on hospitals, employees and referral sources. This paper gives an overview on how online reputation can be managed by the Doctors at corporate hospitals in India.

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Introduction: -

Online reputation management is the way to monitor and manage the reputation of the firm, with the aim of removing the negative reviews on the search engine results. It is a practice to know about the public perceptions through online and taking control on online conversations. It is a technique and strategy to find right person according to their need when they look online (Barlow Moller, 2008). For Indian corporate doctors, online reputation management is crucial for the survival and growth of any practice. The competition is making tough for practices to outshine others. So instead of getting tensed the doctor at corporate hospitals can learn how to improve themselves and overcome competitors (Gaines-Ross, 2010).

Whether you are an individual physician or an established doctor or a startup keeping a sharp vigil on online reputation is a vital growth. The doctor practice research results will impact the decision of potential patients. Online reputation management help to collect the patient reviews which will be published online. Either a doctor trying to overcome negative reviews or want to build a strong reputation of his practice online reputation management is an effective tool for establishing himself (Hann & Scrittenden, 2011). It empowers doctors to look and perform better every day. Reputation management is an easy way for a physician to monitor his profile. The solutions which reputation management provides will help the doctors to collect track and promote patient's reviews with review management, social media monitoring, by tracking what people are saying about the physician service, will give a power to protect the physician reputation in a fiercely competitive healthcare market (Gillian & Gianforte, 2012).

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Literature review: -
Online reputation management is the way to reach to the patients effectively to defend their reputation. As mentioned the doctors in India are not effectively organizing and executing online reputation management. According to (Kaplan & Heinlein, 2010) one reason of their incapability is because of lack of understanding how to implement that. Hence the corporate doctors must be aware and understand the fundamental changes taking place, if they want to organize and execute a successful online reputation management. Historically corporate hospitals in India could control the information available about the doctors through strategically placed press announcements. Today's however, the corporate hospitals have been increasingly relegated to the sidelines as mere observes, having neither the knowledge nor the chance or sometimes even the right to alter publicity posted comments provided by their patients (Kaplan & Heinlein, 2010). Hospitals have no notice and time to reflect to it. When traditional battles were brewing, hospitals need to take of the reviews by patients. (Gaines-Ross,2010).

With the changes in the technology people are searching before visiting doctor and social media is the main tool where the hospitals need to pay attention (Kaplan & Heinlein, 2010). However corporate hospital doctors need to understand that the consequences of the rise of the online reputation management are significant. According to (Kietzmann et, al 2011) with the rise of online reputation, it appears that corporate communication has been democratized. The power has been taken from those in marketing and public relations by the individuals to create and share the reviews on the doctors on websites, Facebook etc. (Anderson &Wolff, 2010). Now, almost everyone with a proper connection to the internet have access to all kinds of information using the word Google, in addition to these reduced transaction and costs, patients are adopting the internet for business may be able to overcome time, distance and location constraints (Pires, Stanton, & Rota, 2006).

From the patient point of view, access to more information about the doctor is complemented by larger choice sets due to the global reach of the internet, by the ability to exchange the opinion through reviews (Morrissey, 2005). The reviews by the patients use to send through traditional media, but it spread all over the world when it come on social media. Therefore, online reputation management strategy is of great importance for doctors because such patient's attacks occur more often than many people know. It is relevant as a doctor to know how to react when a doctor is a subject of a patient review, but well working strategies need to be implemented by the doctors towards patient reviews. To do a critical review about the knowledge in this area, classification of existing literature will help. The concepts are determined to organize the online reputation management framework. To build online reputation management below are the marketing strategies in three stages which will be helpful for the Indian doctors to implement.

Stage 1: Social Media Strategy
Reputation for corporate hospitals, doctors are very important to maintain the brand image. There are more than 264 million people are using internet in India in which 150 million people are using social media like Facebook, twitter, LinkedIn etc. more than 60% of people above age of 18 put reviews about their experiences or check the reviews before deciding (Barlow & Moller, 2008). Reputation management will help the doctors to track bad reviews where doctor can make a strategy to overcome that by engaging with the patient's time to time to make them to feel comfortable. There are many marketing strategies which can help the corporate doctors to build their online reputation. Social Media is a two-way street, where if you are going to build a brand there, you would be better to get the best (Gillian & Gianforte, 2012). Corporate hospitals need to train the doctors with their new media tool kits so that they can react to the patient reviews (Gaines-Ross, 2010).

The most appropriate method is to prevent the doctors from the bad reviews from patients. That sounds logic but it is possible to increase the brand image of the corporate hospitals by different approaches, first, by reviewing what the bad review says and what patient wants (Kaplan & Heinlein, 2010). Building a loyal patient support will help to increase the good reviews and brand image of the hospitals. The importance of patient input has also been confirmed by other literature too which emphasizes that any social media strategy should also focus on increasing patient happiness (Kietzmann et al, 2011). An analysis of patient reviews on doctors shows a clear clink between poor customer service and online retaliation. Nearly all incidents were preventable if there were more attention paid to process, training and patient values. Statistical evidence proves that service to patients is increasingly a key driver of repeat business word of mouth awareness and customer acquisition (Gillian & Gianforte, 2012).

Doctors must organize themselves on social media to prevent hospitals from patient reviews on social media. So, it is recommended to be active on Social media platforms. Each social media application usually attracts a certain group of people and hospitals how active the doctors available (Kaplan & Heinlein, 2010). Therefore, it is necessary to decide which network is related before somebody else does and make it easy for each patient to subscribe to hospital content if that is their preference (Gillian & Gianforte, 2012). There must be a group to manage social media. This is because the public is more likely to relate to patients on the frontlines with ability to solve problems (Gaines-Ross, 2010). Hospitals need to create social media policy with clear rules how to deal with bad reviews, social media trainings are therefore useful addition to HR education programs (Gillian &Gianforte, 2012). If the hospital is subject to patient attack, a well-organized social media policy defines clearly when doctors must react to the roles and responsibilities. In this way doctors, can deal with the patients efficiently on social media. Social media platforms are tools which can be quickly attacked towards reputation (Gaines-Ross, 2010). Marketers with a social media presence should face on tracking that indicates brand engagement (Hana& Scrittendon, 2011). Conversation can be tracked by the screening systems. To make a speedy and numerous conversation hosted by social media platforms such as twitter, need tools and capabilities that allow them to screen social media. Once the doctors and hospitals identify the appropriate metrics for the reputation, the company can have an appropriate tool for evaluation. Evaluating Social media is difficult, because reputation is a matter of trust (Kietzmann et.al, 2011). However, there are some different tools which create overall image or message of all the conversation about the doctors and hospitals on social media.

Stage 2: Reaction towards Reviews
The first impression of every patient who go through online search is website. So, it is important for the doctors to have a well-designed website to get the right impression from the point of view of patients. The reviews of other patients could be useful which can be linked to the website. There must be unique content about the doctors on website such as specialty, service that doctors provide put the patient to understand in better way. Beside of having unique content it is necessary to have a good SEO, and the information provided on that must be original (Gaines-Ross, 2010).

There are numerous platforms to reviews about doctors in India such as Yelp, Yellow pages, health grades, Rate MDs etc. which allows patients to post their reviews and other patients can read what other patients got experiences. So, it is necessary for doctors to proactively check review sites and reply them promptly. It is better to know what competitors are doing where it can help to formulate the strategies around it and improve your practice marketing operations (Anderson, 2010). Don't forget to ask for reviews from your happy patients through mails and messages. It is important to maintain online reputation; doctors need to follow a strategy that is more interacting with patients. Doctors should know how to deal with negative reviews like dealing them personally and welcome them to the scope of improvement. Doctors can use surveys to know whether patients are comfortable with them.

If a hospital is subject to patient attack, the reaction towards this is quite important. As we see in Indian hospitals doctors don't react to the allegation on what patient makes. In all cases, it is important for the doctors to spread the message. Do make the press releases supplementary to social media responses and recruit or deploy force who will echo Doctor's message (Gaines-ross, 2010). The intension to stay always connected to social media is to engage and share the discussion and opinions. When the hospitals don't react to the patient allegations it looks clueless (Gillian & Gainforle, 2012). Although this is not real reaction on a patient review, hospitals must be discouraging to deal with social media this way. Deleting messages and attacks of patients are the worst kind of reactions that hospitals cannot do. When hospitals remove reviews on doctors it will make it even worse, because patients feel that they are not taken care. Patients will get upset and may share their message through other platforms, this can damage more reputation of doctors (Barlow & Moller, 2008).

Stage 3: Learning and Evaluation
If doctors are not receiving many online reviews, doctors need to encourage the patient to provide a review. According to 2016 survey, 70% of the patients said they will leave review only if they ask to do. In fact, more than 50% of patient's report leave positive review and to compare 7% of people leave negative reviews. As Indian doctors are in very busy schedule it is recommended to hire a reputation firm where these firms will train staff and keep online image focused on the positive aspects about their practice, so that new patient's reviews can be added to that. They can also advice how to overcome negative reviews. Before writing any review about the patient it is important to consider the situation from patient point of view, nothing looks worse than a doctor auguring to patient online. Instead doctor need to encourage the patient to act the practice. Always it is necessary to address the reviews

professionally (Gillian & Gianforte, 2012). By evaluating the negative reviews of patients, it would be helpful to change it to good reviews and build their reputation.

Conclusion:-

Several years ago, the doctors could defend their reputation by controlling information available about them. Today, with the rise in the social media, reputation management has been expanded with online reputation management. Reputation damage will influence overall results of hospitals in the future. Online reputation management is the way by which doctors can deal with patient reviews on social media or online sites, that is why Indian corporate hospitals need to organize and execute an effective online reputation management. The paper classified the existing knowledge to build a strategy
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The first stage social media strategy it is like a prevention. Doctors do not react to patient's reviews if the strategy is effective and adequate by which reputation damage will certainly happen. However, if the doctor is subject of a patient review, the reaction is of great importance. A doctor must understand the different principles of reaction, to acquire a well understanding, how to take care of patient reviews and how patient reaction can be avoided. After a patient review, doctor must lean and evaluate what went wrong and what went right in preventing and reacting on the patient reviews. Corporate hospital need to rethink their reputation management by changing the mindset, adopting new tools. Hospitals can protect their doctors from the worst patient reviews in the future.

After effective online reputation is of great value because a well performing online reputation management is necessary to defend hospital and doctor reputation damage. This paper provided the doctors how to organize and execute their online reputation management. Overall, online reputation management is a new field of technology to obtain more sophisticated and complete view on online reputation management.

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