

reputation.com

Online Reputation Management for Senior Communities

California Association of Health Facilities (CAHF)

Shrey Bhatia, CEO
Palm Springs | November 14, 2017

Introduction
Digital Trends
Online Reputation Management
Case Study

Overview

- 150 healthcare clients
- 60,000 physicians
- 26,000 facilities
- 240,000 locations
- 22,000,000 reviews managed
- 1,000,000 social posts
- Launched 2006
- HQ in Silicon Valley
- Operations in North America, Europe, Asia
- 25 patents awarded

AMA AMERICAN MEDICAL ASSOCIATION

HIPAA Compliant

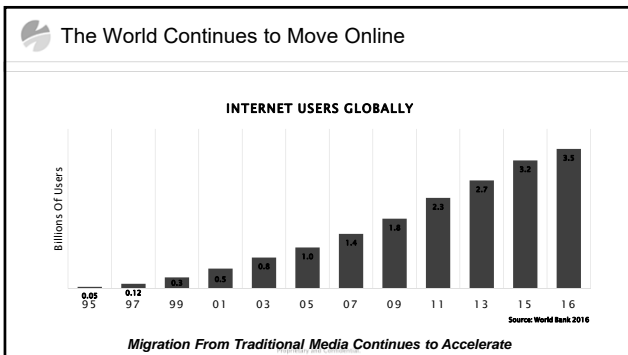
Google facebook yelp healthgrades

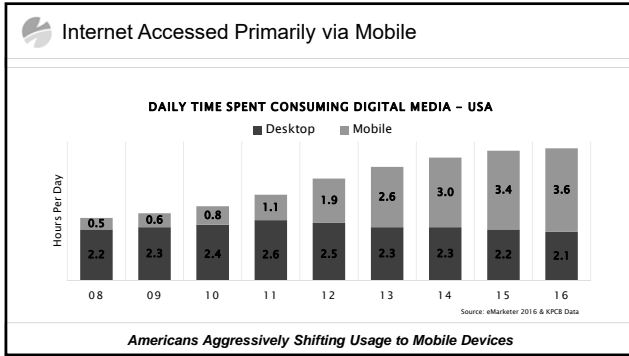
Most Trusted Reputation Platform for Healthcare

Other Industries

Proprietary and Confidential

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Marketing Becoming Hyper Local

A Single Brand

With Thousands of Locations

Each Location Has a Reputation on 20+ Sites

Resulting in... Over 80,000 Points of Presence to Manage

ASCENSION

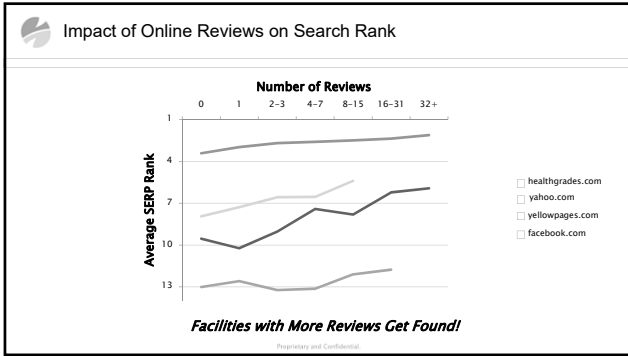
Each Location Has a Reputation on 20+ Sites

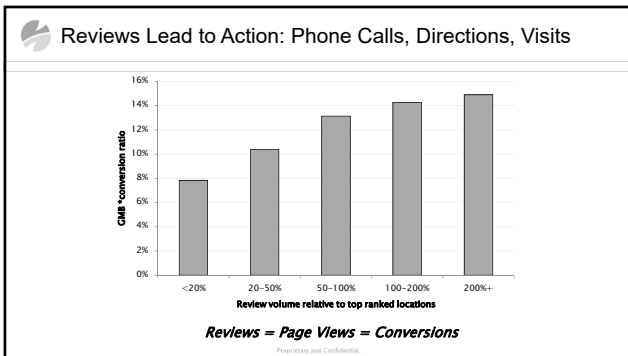
Resulting in... Over 720,000 Points of Presence to Manage

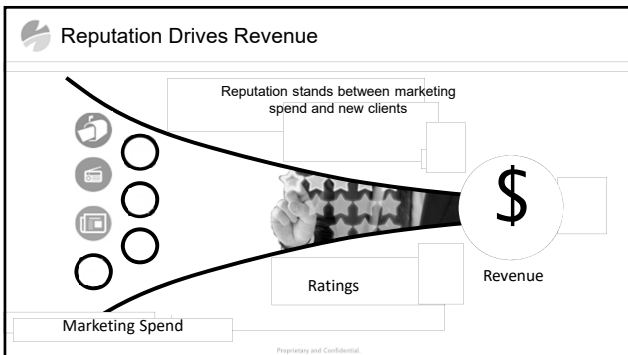
Marketing Moving to Thousands of Points of Presence ... Requiring Technology

The Search for a Senior Living Community


Ranking in the Top Three Generates 2X Profile Views













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 A Reputation Management Platform

Reviews	Surveys	Business Listings	Social Media	Operational Insights	Flexible Reporting
					
<input checked="" type="checkbox"/> Monitor <input checked="" type="checkbox"/> Request <input checked="" type="checkbox"/> Respond <input checked="" type="checkbox"/> Share	<input checked="" type="checkbox"/> Build <input checked="" type="checkbox"/> Report <input checked="" type="checkbox"/> Share	<input checked="" type="checkbox"/> Audit <input checked="" type="checkbox"/> Correct	<input checked="" type="checkbox"/> Monitor <input checked="" type="checkbox"/> Respond <input checked="" type="checkbox"/> Publish <input checked="" type="checkbox"/> Schedule	<input checked="" type="checkbox"/> Diagnose <input checked="" type="checkbox"/> Improve	<input checked="" type="checkbox"/> CEO & Local <input checked="" type="checkbox"/> Benchmarks

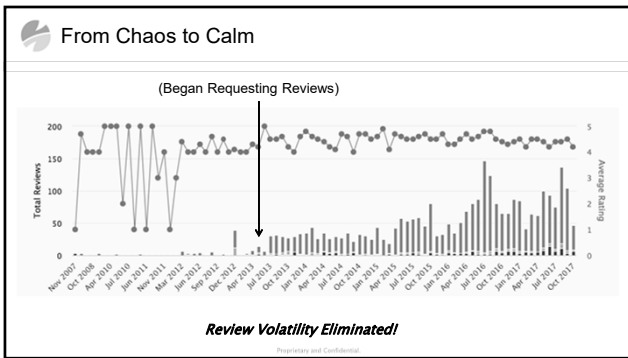
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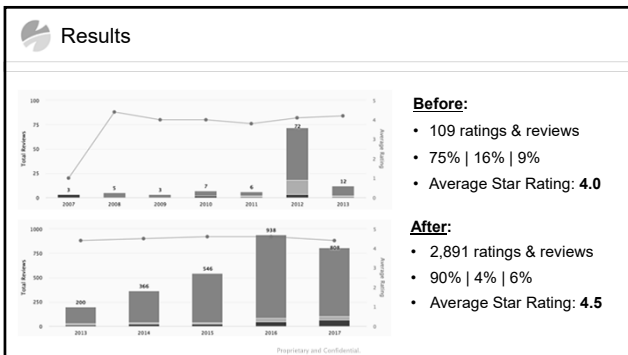
Case Study: A National Developer and Operator

- Client since April 2013
- Owner/operator of communities for:
 - » Retirement
 - » Assisted Living
 - » Memory Care
- Running Reputation.com for:
 - » **Reviews:** Monitoring, Requesting, Publishing
 - » **Managed Services:** Review Response
 - » **Social:** Content, Monitoring, Publishing & Responding



Proprietary and Confidential





Questions?

Thank You
