



Ratings and reviews

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1 Introduction

Private Healthcare UK (www.privatehealthcare.co.uk), the leading online portal in the private healthcare sector, has launched a Ratings and Reviews system for patients and buyers of private healthcare services.

Increasingly, consumers worldwide want to hear from “people like me” before they buy a product or service. Holidays, hotels, products on Amazon are reviewed and rated by customers and help potential buyers make the right choice. Healthcare is following this trend. Patients are researching hospitals and clinics online before they decide where to go. Choosing a doctor, operation, or hospital, is a big decision; the more opinions a patient can gather, the more secure they feel with their ultimate choice.

Patients are naturally apprehensive about treatment and want to be fully informed about the choices available to them in the private healthcare sector. Patients want to know about other patients’ experiences. The views and opinions of other patients are an important factor in reducing worries about treatment, and choosing the right treatment or service provider.

Private patients are, in general, extremely positive about their experience, so the addition of Ratings and Reviews to the Private Healthcare UK site will build patient confidence even more.

Patient choice

The Ratings and Reviews system is integral to our business philosophy of “helping people to make the right choice”

Patient choice has become a major driver within the NHS; there’s a need for the private healthcare sector to keep pace with these initiatives and to enable private patients to make fully informed choices.

Private Healthcare UK Ratings and Reviews will provide patients with the “word of mouth” that will help them to make the right choice.

2 How does the Ratings and Reviews system work?

To see an example of how the Ratings and Reviews system works, see the application of Ratings and Reviews to the directory record for the Clementine Churchill Hospital on our site at:

<http://www.privatehealth.co.uk/private-hospitals/hospitaltreatment-findahospital/private-hospitals-directory/?EntryId16=26364>



Also see this review on our dedicated reviews site at:

http://reviews.privatehealthcare.co.uk/8354phc-en_gb/26364/reviews.htm

It's a real review submitted by our Managing Director who underwent a knee replacement at the hospital.

The world leaders in ratings and review systems

We have employed [Bazaarvoice](#), the world leaders in online rating systems to manage our new service. Bazaarvoice provide similar systems for world leading brands such as Dell, Sears, Hewlett Packard, Lego, and Macys.

When a patient submits a review of a healthcare service, hospital or clinic, the review is checked by the Bazaarvoice Private Healthcare UK Reviews team to ensure that:

- The review is valid, honest and fair comment.
- It is not a spurious review that has been “invented” by a healthcare provider to promote their facility or to damage a competitor’s reputation. (See WARNING below)
- The review does not contain profanity or inappropriate content.
- The review does not raise issues of legal liability.

All reviews are checked by our Ratings and Review Team, and if accepted the review will go live on the site within 72 hours. If a review is rejected for any reason, patients are informed by email.

Healthcare providers will be given the opportunity to respond to any negative reviews.

Our investment in the Ratings and Reviews system is significant, and we intend to maintain the validity of our reviews.

A hospital or clinic, or services provider may be tempted to either:

- Create a fake review to promote their own service.
- Create a fake review to damage a competitor’s reputation.

We have chosen Bazaar Voice as the partner for our Ratings and Reviews system because of their ability to identify fake reviews through the algorithms they run on review submissions, the tracking of IP addresses of reviewers, the validation of email addresses, and Bazaarvoice's experience of moderating thousands of reviews for major clients every month.

WARNING!

We operate a zero tolerance policy, if we identify a review that has been invented or falsified.

Very rarely, we may identify a review that violates our review guidelines (see Section 6).

If we identify a review that has been invented or falsified, we will:

- Remove the review(s) immediately from the site.
- Remove the review function completely from that organisation's listings on our sites, and delete all historic reviews.
- Place a message against the organisation's listings, explaining the removal of the reviews.

3 How do Ratings and Reviews benefit a hospital, clinic or private healthcare service?

Encouraging patients to record their experience of your services on Private Healthcare UK will encourage more patients to consider treatment abroad:

- 63% of consumers are more likely to purchase from a supplier, if it has ratings and reviews.
- 77% of online shoppers use reviews and ratings when purchasing.
- 82% of those who read reviews said that their purchasing decisions have been directly influenced by those reviews.

Ratings and Reviews will help patients to find out more about private healthcare services, and helps healthcare providers to tune into the “patient’s voice”.

The Ratings and Reviews system has been applied to private healthcare services under the following headings:

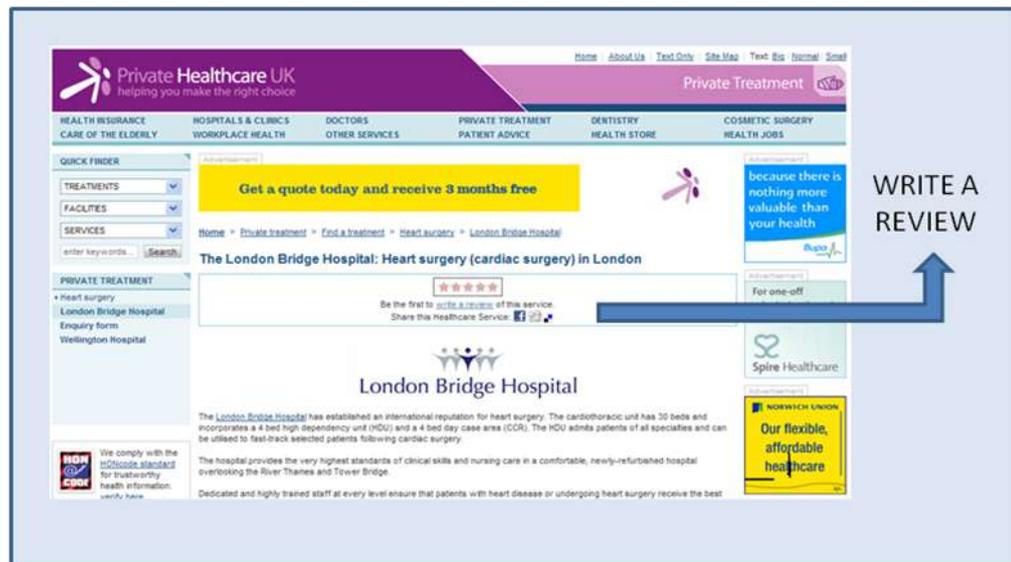
- Allergy clinics
- Cosmetic surgery clinics
- Dentistry practices
- Eating disorders clinics
- Health screening
- Hearing clinics
- Infertility clinics
- Laser eye surgery clinics
- Medical laboratory companies
- Obesity clinics
- Physiotherapy clinics
- Private ambulance services
- Private GP services
- Private hospitals
- Psychiatric care/addiction clinics
- Sports injury clinics

At this stage, we are not enabling Ratings and Reviews on individual Consultants and doctors.

4 How can my hospital, clinic or business generate Ratings and Reviews from patients, clients and customers?

Ask them to write a review of their experience!

A patient can submit a review from any of your Featured Pages or Listings on Private Healthcare UK, by clicking on “Write a Review”



Some ideas to generate reviews:

1. Email some of your past patients

Send an email out to some of your past patients encouraging them to tell other patients about the experience. Or include some standard text about Ratings and Reviews in any post-treatment email that you send out.

Here's what you might say:

Dear Patient

We hope that you are now fully recovered from your treatment at XXXXXXXX, and that you were happy with the service that you received during your stay.

We want to know (and so do other patients!) what it was like for you. Good or bad, your opinion matters to us.

You can rate our service and provide your comments through the Private Healthcare UK Ratings and Reviews service.

Go to our Private Healthcare UK page at:

<INCLUDE THE WEB LINK TO THE FEATURED PAGE or LISTING ON PRIVATE HEALTHCARE UK - See note below>

And click on Write a Review.

It takes no time at all to provide some feedback on our service, and not only will it help us, it will help other patients who follow in your footsteps.

Regards,

XXXX XXXXXXXX

Note on the web link

You may be one of our clients who have several Featured Pages on Private Healthcare UK e.g.

- One for hip replacement
- One for breast surgery
- etc etc

Each of these pages has a separate and distinct address; however, the system will store all reviews together.

2. Include the web link on your post discharge letter or information sheet

If you send information to clients after they have been discharged, include the URL of your Private Healthcare UK Featured Page on the document or letter and encourage them to “Write a Review”.

3. Include the web link on your web site

Prospective patients will be interested in what your past patients have to say. Once you have generated some reviews, encourage visitors to your site to read your reviews on Private Healthcare UK.

4. Include the web link on your literature

For the same reasons that you might want to include it on your web site.

5 Frequently asked questions

What happens if I am unhappy with a review of our services?

Contact reviews@privatehealthcare.co.uk.

If it is an honest review submitted by one of your patients, it will not be removed unless it breaches our Review Guidelines. You have the right to respond to any negative comments. We will post these comments against the review.

Bear in mind that the majority of patient comments about private treatment are incredibly positive.

Is the Ratings and Reviews system only available to the patients of Private Healthcare UK clients?

No. A patient or consumer will have the facility to submit a review of any healthcare facility or service that appears in our basic directory listings.

However, Ratings and Reviews will be included on all Featured Pages that clients purchase on our sites. They will not only appear on Private Healthcare UK. They will also appear on our other healthcare sites such as the Harley Street Guide at www.harleystreetguide.co.uk.

Can I decide not to have Ratings and Reviews on my pages or listings?

Yes, you can. However, bear in mind this simple statistic:

- 63% of consumers are more likely to purchase from a supplier, if it has ratings and reviews.

What does it cost me?

Nothing! It's part of the enhanced services that we are including for all Private Healthcare UK clients. It is a major investment for our company, but we believe such a system is important in both developing the private healthcare market and providing added value to our clients.

Who are Bazaarvoice?

Bazaarvoice (www.Bazaarvoice.co.uk) offers outsourced technology, hosting services, analytics and expertise to help brands enhance the online shopping experience with social commerce applications that drive sales. Launched by web analytics pioneer and Coremetrics founder Brett Hurt in the US in 2005, Bazaarvoice's stable of over 160 clients includes Dell, Early Learning Centre, figleaves.com, Hewlett Packard and Timberland. Bazaarvoice Ratings and Reviews and Ask & Answer™ products help brands to maximise

the impact of user-generated review content through customisation, deep integration, community management, advanced analytics, search engine optimisation and syndication across the Web. Bazaarvoice's services empower consumers to share honest opinions and influence each other to make more informed and rewarding purchase decisions. Bazaarvoice was named Marketing Innovation of the Year in the 2006 US ClickZ Marketing Excellence Awards and one of the 'Red Herring 100 Global' in 2007.

6 Review guidelines

These are the guidelines for reviewers that we post on the site:

Private Healthcare UK values your feedback!

When writing your review, please consider the following guidelines:

- Focus on the service and your individual experience using it
- Provide details about why you liked or disliked a service
- All submitted reviews are subject to the terms set forth in our Terms of Use

We reserve the right not to post your review if it contains any of the following types of content or violates other guidelines:

- Obscenities, discriminatory language, or other language not suitable for a public forum
- Advertisements, “spam” content, or references to other services, offers, or websites
- Email addresses, URLs, phone numbers, physical addresses or other forms of contact information
- Critical or spiteful comments on other reviews posted on the page or their authors

In addition, if you wish to share feedback with us about service selection, pricing, ordering, delivery or other customer service issues, please do not submit this feedback through a service review. Instead, contact us directly.

Enjoy writing your review!

7 Press release

The following press release has been issued to support the introduction of Ratings and Reviews.

Private Healthcare UK launches online patient reviews

Private Healthcare UK - the UK's largest online healthcare guide that helps people make informed decisions about all aspects of private healthcare services and providers is launching a Ratings and Reviews service.

This new Ratings and Reviews service will enable potential patients to find out about the experiences and opinions of patients and health insurance consumers when considering their private healthcare options. The service has been introduced to enhance the already comprehensive information and guides provided on the site for those researching all aspects of private health care services including private hospitals, private doctors, specialists and health insurance companies.

www.privatehealthcare.co.uk has been established for ten years and currently has 400,000 visitors a month. Keith Pollard, Managing Director of Intuition Communication Ltd who owns the site says.

“The Ratings and Reviews service is intended to further inform patient choice in the private healthcare sector. Peer endorsement is very important to people considering private healthcare services. Our goal is to provide clear, easy to understand information and the introduction of the Ratings and Review service will benefit patients who are looking to find out even more details about treatments, hospitals, clinics, and services from people who have experienced it for themselves.”

The technology behind the Ratings and Reviews service is supplied by Bazaarvoice, whose clients include leading national and international brands like Dell, Early Learning Centre and Hewlett Packard and the service is available through Private Healthcare UK and on a dedicated reviews site - <http://reviews.privatehealthcare.co.uk/>

- Example of Ratings and Reviews implementation on Private Healthcare UK main site: <http://www.privatehealthcare.co.uk/private-hospitals/hospitaltreatment-findahospital/private-hospitals-directory/?EntryId16=26364>
- Example of Ratings and Reviews implementation on Reviews site: <http://reviews.privatehealthcare.co.uk/>
- Further information on the Ratings and Reviews system: <http://www.privatehealth.co.uk/reviews/>

Ends

8 Who to contact

For further information about Ratings and Reviews on Private Healthcare UK:

Call: Philip Archbold – Head of Sales
01442 817811 (Direct line)
07799 333965 (Mobile)
0870 777 0401 (Switch)

Email philiparchbold@privatehealth.co.uk

Call: Vivienne Gibb – Sales Executive (Consultants & Dentists)
01442 817812 (Direct line)
0870 777 0401 (Switch)

Email viviennegibb@privatehealth.co.uk

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