

A top-down view of a medical desk. In the upper left, a white smartphone is partially visible. In the upper center, a pair of black-rimmed glasses lies on a dark blue surface. In the lower left, a silver stethoscope is coiled. In the lower right, the chest piece of a stethoscope is visible. A white coffee cup with a black rim is in the top left corner. The background is a dark blue surface with a white curved shape at the bottom.

Healthcare's Location Data Crisis:

Improving the Mobile Patient's Journey

“Where am I?”

It’s a simple question — one that healthcare professionals, the world over, hear on a daily basis. A wide range of injuries and medical conditions can disorient a patient. Thankfully, their anxiety can be eased by an empathetic caregiver armed with facts about their location, condition, and prognosis.

However, healthcare marketing and patient experience teams have increasingly begun to face the question “Where am I?” in an altogether different context:

- A patient gets lost en route to their doctor or a healthcare facility due to outdated address, GPS or physician listings found online.
- A physician discovers their profile information is missing from search results related to their practice area, facility, and region.

In these cases, the “Where am I?” question is a telltale symptom of bad or missing location data. Local listings across the web (found via search engines, physician locators, maps, apps, healthcare directories, GPS systems, and more) now shape the patient journey from discovery to diagnosis to treatment. Addressing the underlying issues effectively will take more than empathy from healthcare providers — it will take action.

Our aim in creating this guide is to help you solve your online location data challenges in ways that eliminate patient confusion, maximize the value of your physician investments, and increase opportunities for both patient acquisition and loyalty.



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A stylized, handwritten signature in black ink, consisting of several fluid, overlapping strokes.

Marc Ferrentino
EVP, Strategy Yext

The Healthcare Location Crisis

The Merriam-Webster Dictionary defines a crisis as:

A difficult or dangerous situation that needs serious attention.

When it comes to location data, Yext believes that the healthcare industry has just such a situation on its hands. Why? In our most recent analysis of more than 15,000 facility and physician online listings, we discovered these troubling statistics:

68%

of listings had a name-related error

29%

of healthcare listings lacked accurate phone numbers

48%

of healthcare listings contained basic address errors that misdirected patients

32%

lacked an online, local listing — that's 3.6x greater than the unlisted average (8.68%) of other businesses!

That's right — in an industry where mere minutes can mean the difference between life and death, nearly a third of all facilities and practitioners lack any local listings. And close to half of the healthcare listings that do exist have significant inaccuracies, compromising the quality of the patient experience before they even reach the facility doors.

These errors and omissions aren't merely cosmetic. They are detrimental to your marketing efforts, and may be having a negative impact across your entire healthcare organization such as:

- Misdirected/lost patients
- Poor patient experience
- Negative facility or doctor reviews
- Frustrated physicians (due to listings inaccuracies)
- Non-uniform branding across the desktop and mobile search landscape.
- Missed opportunities to acquire patients
- Lower patient retention

To address this crisis head-on, your organization needs to know:

- How the evolving patient journey necessitates the provision of accurate location data.
- What constitutes location data.
- How your organization can turn its location data crisis into an opportunity to improve the patient experience and physician relations.

Let's dig in and explore each of these topics in greater depth.

“It's imperative that we get our facility and physician data right everywhere. Mobile patients often engage with us through search first, and they need to find us easily, no matter what device they are using. Steward Health Care prides itself on attracting top physicians, and by ensuring their listings are accurate across all channels, we help them provide our patients with the best possible care.”

Brian Carty

CMO, Steward Health Care



The Ever-Evolving Patient Journey

We all know how much the patient journey has evolved in the age of the internet. Search engines and social networks are part of today's patient experience and now shape diagnosis, treatment, and recovery as much as physicians themselves. Smartphones are already more powerful than the "medical tricorder" that used to be the stuff of science fiction on Star Trek. And wearable devices increasingly provide us with the kind of insights into our health that actually change our behavior for the better.

In this futuristic environment, it may seem odd — even rudimentary — to discuss location data. However, location sits right at that critical nexus of patient discovery and patient action. Indeed, all healthcare searches are local in nature. They are about the patient, their needs, and their ability to secure meaningful care.

Figure 1 illustrates the complexity of how patients access your location data today across:

- **Multiple devices**
Desktop, laptop, GPS, tablet or smartphone.
- **Multiple channels**
Website, map, app, search engine, directory, GPS provider or social network.



Figure 1

To truly serve each patient, you must update, manage, and maintain your location data across each of those devices and channels. Moreover, you must be able to address two disparate forms of discovery activity performed by patients:

- **Unbranded Search**

The patient is looking to find information about a condition or symptom, as well as nearby facilities and physicians best suited to assist in diagnosis and relevant care.

- **Branded Search**

The patient is looking for a specific facility, practice, or physician — with the intention to call, visit, or learn more about their services and quality of care.

In addressing these two types of searchers, you must empower each to take action with direct, accurate access to:

- Facility and physician locators (that aid patient discovery of facilities and physicians with the services, skills, and coverage needed to serve their needs).
- Facility and physician listings (that contain accurate address information to capture more patient search traffic and provide accurate online directions).
- Facility and physician profile information (that attract more patient search traffic and inform patients and prospective patients as to the reason they should select your organization for care).

As the patient moves from research to action, the smartphone becomes central to their journey. In fact, according to the Pew Research Center, over 90% of U.S. smartphone users now use location-based services on their devices. It is not enough to simply publish your location data on your own website, app, and facility or physician locator — you must get it right across all the mobile services a patient might use to find you.

But let's pause just a moment and reflect upon exactly what we mean by "location data." Since, in the age of the mobile and social internet, location data is more than mere address information.



What Is Location Data?

Location data encompasses all of the information related to a particular facility, office, physician or other medical professional. At its most fundamental level, location data includes name (facility or individual), address, phone number, and hours of operation. However, it can also encompass hundreds of other useful data points including:

- GPS coordinates for directions (the “pin drop” found on a digital map)
- Emergency, holiday, and other variable hours of operation
- Practice-specific points of entry to a facility
- Insurance affiliations
- Educational content
- System affiliations
- ACO affiliation
- Certifications
- Specialties
- Ratings
- Photos
- Videos
- URLs

Each of these data points helps shape the patient search journey in different ways. As a patient learns more about their condition, their search behavior moves from generic to specific

and universal to local. As a result, location data is about far more than name, address, and phone number — it becomes increasingly about answer questions about who serves my community, my condition, and my demographics.

All of this location data is leveraged by a wide variety of internal systems from payroll to operations. Typically though, your patients will most frequently interact with location data through your online listings via both first-party and third-party resources:

First-party resources (provided by an organization, facility or physician group) include:

- Apps
- Directories
- Websites
- Locators

Third-party resources include:

- Directories, Information & Ratings (Vitals, WebMD, Yelp, ZocDoc)
- Discovery apps (AroundMe, Foursquare)
- Insurance apps (with embedded facility or physician locators)
- Maps & GPS (Apple Maps, Google Maps, Here, Mapquest)
- Search engines (Google, Bing, Yahoo)
- Social media (Facebook)

The provision and maintenance of accurate, consistent location data across all of these sources has five primary benefits to healthcare organizations:

1 **Improved Patient Experience**

Accurate location data eliminates the frustration of bad directions, phone numbers, and hours of operation. This ensures that no matter the device or channel used, patients get to where they need to be without friction or frustration.

2 **Improved Physician Relations**

Since the Affordable Care Act (ACA), physicians have increasingly moved facilities, merged practices, and joined an ever-changing assortment of Accountable Care Organizations (ACOs). These ongoing changes have left physician location data in disarray. Indeed, many high-profile physicians have changed affiliations only to find themselves still listed online at their prior facility. Accurate location data eliminates these frustrations, ensuring that new physicians are able to attract new patients, as intended.

3 **Increased Search Engine Visibility**

Consistent location data across the web helps search engines, like Google, better assess the value of your information, including any linked websites. This, in turn, boosts the visibility of your listings on relevant, local search terms — the holy grail of any Local SEO effort — and increases your ability to attract and acquire new patients.

4 **Consistent Brand Presence**

As healthcare brands become more important to distinguish the quality and nature of care, accurate location data ensures your brand is associated with its most current roster of facilities and physicians. This helps aid patient recall and loyalty.

5 **Increased Operational Efficiency**

Properly managed location data (by way of a solution like Yext) eliminates manual, duplicative processes. Moreover, it increases the efficacy of all your marketing efforts. People who search for you will find your accurate location data everywhere, so you won't hear from lost patients or frustrated physicians.

Convinced that robust and consistent location data is key to the health of your marketing, operational, and patient experience efforts? Good! Now here's how Yext can help you get your location data in shape.

The Solution

Yext for Healthcare applies our award-winning location management technology to the unique needs of the healthcare industry, so you can fix all of your location data with just one click. This comprehensive solution includes the Yext Location Management Platform, PowerListings, and Pages. Here's what Yext for Healthcare offers your organization:



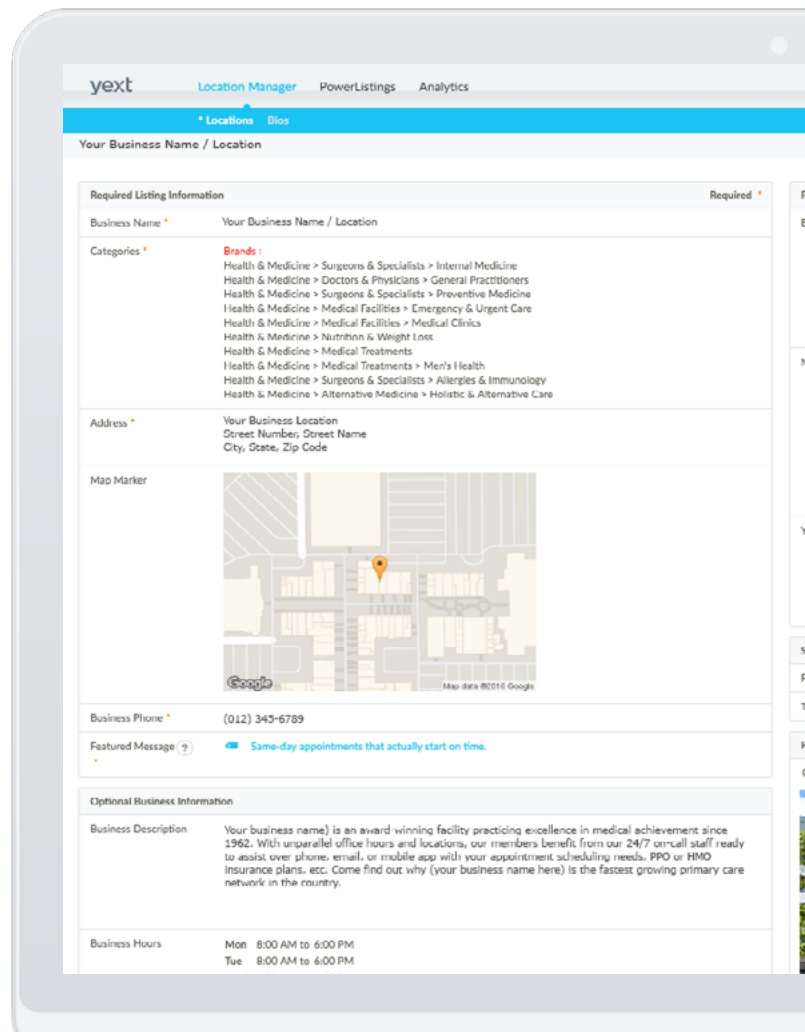
The Location Management Platform

Our award-winning Location Management Platform (LMP) is the foundation upon which all of our products are built. Upon engagement, our team helps you assess your best location data sources, scrub the data for inaccuracies and duplicate entries, and upload it into the Yext LMP. From there, you can choose to make the Yext LMP your “source of truth” for your location data or utilize our APIs to integrate with internal systems as you see fit.

The SaaS architecture of the Yext LMP is scalable, dependable, and ensures you benefit from our latest upgrades as soon as they are released. Our platform also enables you to:

- Manage over 100 location data fields including *external fields* such as: credentials, practice affiliation(s), specialties, and subspecialties and *internal fields* such as NPI number and physician network.
- Host text and visual content related to your facilities and physicians.
- Easily add and remove physician and practice location records when doctors move in and out of your system and when you open, close, or consolidate facilities

- Assign different managerial rights to put control over location data in the best hands within your organization.
- Store and publish location content in multiple languages.
- Monitor facility and physician reviews.



PowerListings®

Fixing bad location data internally is a major step for many healthcare providers — but most also struggle to correct and control how that data appears to consumers online. PowerListings puts healthcare providers in full control of their listings on 60+ third-party maps, apps, social networks, and search engines — including Google, Apple Maps, Facebook, Bing, and Yahoo.

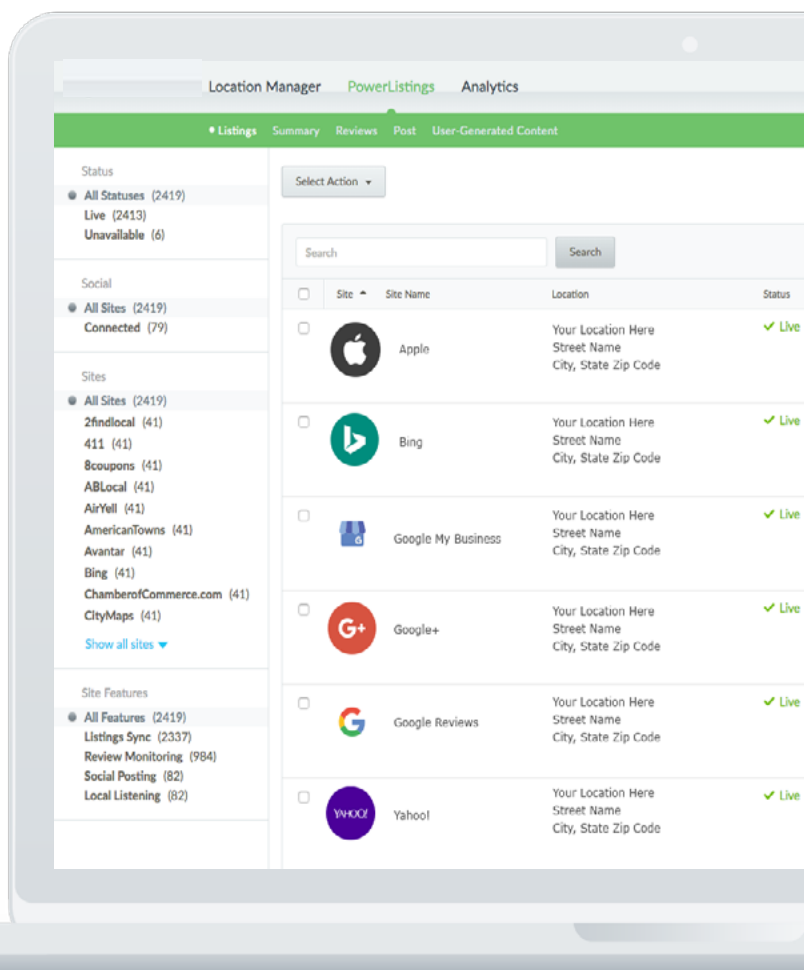
Without PowerListings, third-party sites gather data about your physicians and facilities from a variety of sources, ranging from Chamber of Commerce records to data aggregators. Collecting this data can take months, and with increasing practice consolidation and doctors moving in and out of networks, it can often become outdated before it even appears to patients online.

Healthcare providers can't rely on this old system of data aggregators and manual submission to keep up with their changing information and direct patients to the right place. When it comes to medical care, stakes are simply too high to risk sending a patient to a closed office or the wrong treatment facility.

PowerListings puts you in control over the location data that appears for your physicians, facilities, and brand. Via Yext's patented, direct API integrations with PowerListings publishers, healthcare providers can update their location data in real time and publish it across Google, Apple, Facebook, Bing,

Yahoo, and 60+ other sites, maps, apps, search engines, and directories — all with a single click. PowerListings' direct integrations also create new opportunities for you to engage with potential patients who have yet to form any affinity for a specific healthcare provider.

Accuracy, consistency, time-savings, and increased visibility — they are the benefits of your listings when managed with Yext and published to our PowerListings Network.



Pages

With Pages from Yext, the ability to update once and publish everywhere doesn't just apply to third-party search engines and apps — it also applies to information on your website and within your own app. Here, too, there are many different places where location data appears:

- Local facility pages
- Local physician profiles
- Facility locators
- Physician locators
- Mobile apps

Because search engines treat first-party information as the most authoritative, Pages and Store Locators from Yext play a crucial role in local SEO.

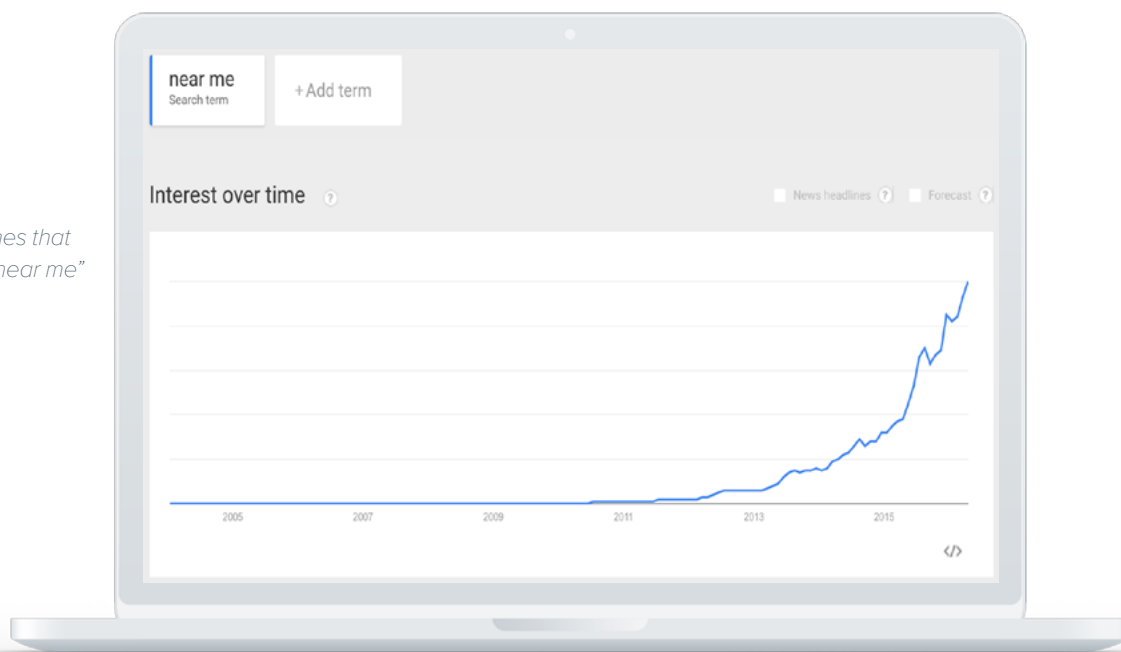
To maximize search visibility, each doctor and facility is given its own individual page that lists all its important location data. Of course, Yext Pages sync with our Location Management Platform, so any changes to your underlying location data is immediately visible to patients viewing your Pages.

Yext Pages are built following the best practices established by Schema.org, so that search engine crawlers can read and index the information for relevant local and “near me” searches. According to Google, “near me” searches grew 146% in the last year, and 88% of those searches come from mobile. A strong local SEO presence is the best mobile search strategy.

Like surgeon and assistant, PowerListings and Pages work together to fix your local search presence and maintain its health going forward.

Increase in searches that include the term “near me” from 2005-2016.

Source: Google



All Healthcare Is Local

All healthcare is inherently local. Patients search for and receive care close to where they live, and the success of healthcare providers depends on their ability to effectively deliver care to the local population. As patients become increasingly mobile and empowered by online search, organizations that invest in getting their location data right will be able to better serve them.

The benefits of having accurate and consistent location data touch on every level of a healthcare organization. Manage your online location data effectively, and you'll see:

- Improved patient experience
- Improved physician relations
- Increased search engine visibility
- Consistent brand presence
- Increased operational efficiency

Yext for Healthcare gives you the tools that you need to manage your location data within your organization and maintain accurate information where patients are looking online. We look forward to the opportunity to help your organization turn a location data crisis into a location data success story.



