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Each 5-Star Rating Generates \$923 in Hand Surgeon Revenue over 3 ½ Years

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Hypothesis: No prior study has quantified the financial impact of 5-star online reviews. While positive online physician ratings (ie: Yelp, Google reviews) are frequently cited as relevant and important towards maintaining a successful practice, this is not proven. This study's purpose is to scientifically quantify the value of a 5-star Google or Yelp review to a hand surgery practice.

Methods: During a consecutive 3.5-year period, we solicited online physician reviews while analyzing the referral source for new patient visits. We also analyzed the financial impact (total dollars collected) for each patient based on their referral source. Calculating the value of a review accounted for the number of reviews obtained above baseline control values, number of patients referred via reviews, the number of total patients seen in the practice, and the average revenue per referred patient. The final valuation formula was as follows: (Avg \$ Revenue per Patient) * $\left(\left[\frac{\# \text{ Referred Online}}{\% \text{ of Total Patients}} - (\text{Control } \# \text{ Referred Online}) \right] / (\# \text{ Online Reviews} - \text{Control } \# \text{ Online Reviews}) \right)$

Results: We found that Yelp and Google Reviews accounted for >90% of all online review referrals and limited our analysis to those reviews only. Average revenue per "online referred" patient was \$465. In total, we accumulated 276 reviews and scheduled 549 patients referred by online reviews. This calculated a value of \$924 per review during the 3.5 year analysis period (Figure 1). In total, reviews generated \$255,285 of additional practice revenue, or \$127,643 per surgeon.

Summary Points:

- Online physician reviews are highly valuable to a hand surgery practice
- A single Yelp or Google review is worth \$924 in practice revenue
- In one practice, soliciting online reviews generated \$127,643 per surgeon of additional revenue over the 3.5 year study duration

Level of Evidence – Non-clinical study



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Figure 1:

