

HIPAA and Reputation

What you need to know!



What You Can Expect

- How to assess your reputation
- How HIPAA affects reputation management
- Ways of improving reputation
- Staying HIPAA compliant when engaging

Online Reputation Management

- Influencing results of web searches for a business or individual



Assessing Your Online Reputation

- Search from your prospect's perspective
 - Not everyone searches the same way
 - Patients don't think of you like you think of yourself



Consider Variations of Search Terms

- Use variations on your name
 - Middle name/initial, dr. vs. MD, etc.
- Include professional and location qualifiers
 - Specialty, practice name; city name, zip code, neighborhood; etc.



Modern Medical Marketing

web *for* **doctors**



robert jones md



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Robert Jones, MD - Utah Gastroenterology

www.utahgastro.com/robert-jones-md

Robert Jones, MD - Utah Gastroenterology. "I enjoy the balance of clinical decision-making and procedural skills required to take care of complex GI patients."

Robert Jones, Jr., MD - Community Internal Medicine, Cleveland Clinic

my.clevelandclinic.org/staff_directory/staff_display?DoctorID... Cleveland Clinic

★★★★★ Rating: 4.9 - 175 votes

Robert Jones, Jr., MD, is a Staff physician in the Department of Internal Medicine at Cleveland Clinic's Independence campus. He was appointed in 1995.

Middlesex Hospital Primary Care: Robert N. Jones, M.D.

<https://mhprimarycare.org/healthcare-providers/robert-n-jones-m-d>

Robert N. Jones, MD is board certified in family medicine and practices at the Middlesex Hospital Primary Care-Old Saybrook office.

Jones, Robert W. MD - Affinity Health System

www.affinityhealth.org/providers/jones-robert-w-md.htm Affinity Health System

Jones, Robert W. MD. 9 | 4 | . : r. Back to List. Specialties: Neurology. Locations: Oshkosh - Mercy Oakwood Medical Building2700 W. Ninth AvenueOshkosh, ...

Impact Orthopaedics

www.impactorthopaedics.com/

In addition, Dr. Jones has served as the orthopedic team physician for many high ... Robert G. Jones, MD is they founder of Impact Orthopaedics, P.A. He ...



Kaiser Permanente: Jones Robert S MD

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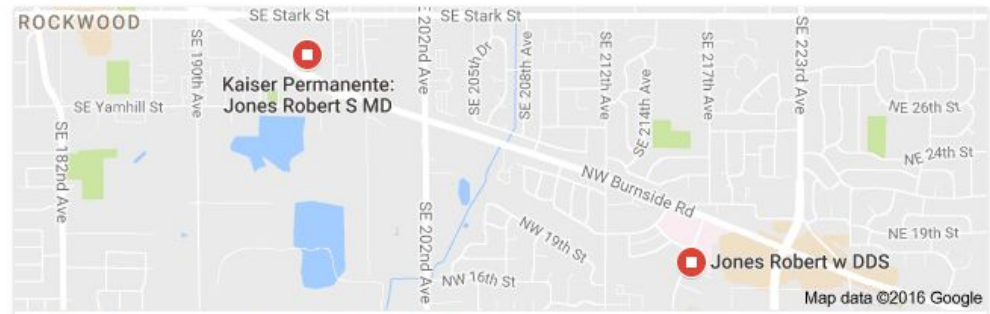


dr. robert jones



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No reviews · Internist
19500 SE Stark St · (503) 669-3900

 Website

 Directions

Jones Robert w DDS
1 review · Dentist
1700 NW Civic Dr # 320 · (503) 666-5200
Open until 5:00 PM

 Directions

[Dr. Robert W. Jones, DDS - Gresham, OR - Dentistry | Healthgrades.com](https://www.healthgrades.com/dentist/dr-robert-jones-35g4h)

Visit Healthgrades for information on Dr. Robert W. Jones, DDS Find Phone & Address information, medical practice history, affiliated hospitals and more.

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Impact Orthopaedics

www.impactorthopaedics.com/

Sports Medicine. At Impact Orthopaedics we understand the health needs of athletes — in fact, Dr. Rob Jones is an athlete himself. Whether it is a running injury, ...

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Robert Jones, MD - Utah Gastroenterology

www.utahgastro.com/robert-jones-md

In his free time, Dr. Jones enjoys skiing, mountain biking, fly-fishing, making furniture, organic gardening, photography, oil painting and raising two rambunctious ...

Dr. Robert Jones, MD - Orthopaedic Surgeon in Raleigh, NC - Vitals

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Ad www.anewvisioninc.com/EyeDoctor

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Dr. Robert L. Jones, MD - Newport Beach, CA - Ophthalmology ...

<https://www.healthgrades.com/physician/dr-robert-jones-xfct>

★★★★★ Rating: 4.6 - 11 votes

Visit Healthgrades for information on Dr. Robert L. Jones, MD Find Phone & Address information, medical practice history, affiliated hospitals and more.

Ophthalmologist West Plains | Dr Robert W Jones | Rolla

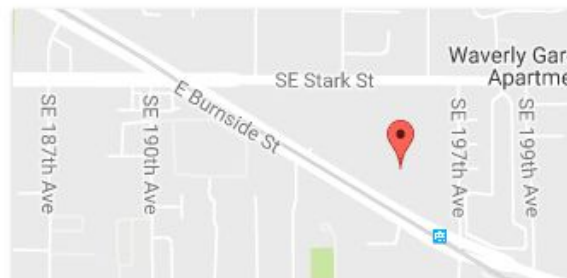
www.joneseyecenter.com/rj-drjones.htm

Robert W. Jones, MD is originally from Casper, Wyoming. He received his Bachelors Degree from Brigham Young University in Provo, Utah and his M.D. from Washington University's prestigious medical school in St. Louis, Missouri. ... Dr. Jones subsequent move to West Plains, MO in 1990 ...

Jones Eye Center | 1405 Doctors Drive | West Plains, MO 65775 | Tel ...

www.joneseyecenter.com/rj-maps.htm

Dr. Robert Jones | 1212 East State Rt. 72 | Suite 6 | Rolla Click on our address below or on the map and enter your starting location for detailed driving directions ...



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Web Internist

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- Chapparral Medical Group: Jones Robert C MD**
 No reviews · Internist
 1866 N Orange Grove Ave # 102 · (909) 629-3062

[Website](#) [Directions](#)
- Dr. Randy Jones, MD**
 No reviews · Occupational Health Service
 1530 E Edinger Ave · (714) 541-8464

[Website](#) [Directions](#)
- Newport Eye Center: Jones Robert L MD**
 2 reviews · Ophthalmologist
 1401 Avocado Ave #505 · (949) 644-0239
 Open until 5:00 PM

[Website](#) [Directions](#)

More places

The Impact of HIPAA

- For most industries, best practices involve engaging with customers online
- When customers are patients, you can not discuss PHI online - *even if they post it first*



Influencing Your Online Reputation

Options that don't involve HIPAA



Safe Options to Influence Reputation

- Uniform NAP and optimized directory listings
- Optimized social media profiles
- Employer websites
- Other online content about you

Directory Listings

- Consistent Name, Address, Phone
- Optimize with details, photos
- General business directories (Google, Yelp)
- Physician directories (Healthgrades, Vitals)


Social Media Profiles

- Facebook
 - Personal vs. Business vs. Public Figure
- LinkedIn
- Other networks

Employer and Other Websites

- Bio on employer websites
- Schools, non-profits
- Blogs, news sites

Engaging with patients online

A top-down view of a wooden desk. In the center is a white document with a double-line border, titled "HIPAA REQUIREMENTS" in a serif font. To the left is a black leather-bound book with a gold-colored metal clasp. To the right is a black spiral-bound notebook. Above the document is a yellow highlighter and a black binder clip.

HIPAA
REQUIREMENTS

Responding to reviews

- Never disclose PHI - even if patient did first
- Invite offline conversation
- Reference practice policies
- Show a willingness to learn and improve

Stay Safe on Social Media

- Similar to responding to reviews
- Separate personal from business
- Avoid all 18 personal identifiers
- Be careful of content in photos



Where You May Get Stuck

- Fixing outdated or otherwise inaccurate information on sites you do not control
- Being diplomatic, respectful, and HIPAA compliant in the face of negative content

Questions?

Ira Pasternack

ira@webfordoctors.com

