



Ratings and reviews

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1 Introduction

Treatment Abroad, the leading online medical tourism portal, has launched a Ratings and Reviews system for medical tourists. The Ratings and Reviews system is integral to our business philosophy of “helping patients to make the right choice”

Patients are naturally apprehensive about travelling for treatment and need to be fully informed about the choices available to them. The views and opinions of other patients are an important factor in reducing worries about medical travel, and choosing the right destination or treatment provider.

From the research that we have undertaken, patients who have become ‘medical tourists’ are in general extremely positive about their experience, so the addition of ratings and reviews to Treatment Abroad site will build patient confidence even more.

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 want to know about other patients’ experiences. And Treatment Abroad Ratings and Reviews will provide them 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 VitalEurope page on our site at:

<http://www.treatmentabroad.com/cosmetic-dentistry-abroad/hungary/vitaleurope/>

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 medical tourism agency, a hospital or a clinic, the review is checked by the Bazaarvoice 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 will be 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 will be informed by email.

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

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

A medical tourism agency, hospital or clinic, doctor or dentist 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.

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 medical tourism agency?

Encouraging patients to record their experience of your services on Treatment Abroad will encourage more patients to travel for 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 healthcare services abroad, and helps healthcare providers to tune into the “patient’s voice”.

4 How can I generate Ratings and Reviews from my patients?

Ask them to write a review of their experience!

A patient can submit a review from any of your Featured Pages on Treatment Abroad, 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 XXXXXXX, 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 Treatment Abroad Ratings and Reviews service.

Go to our Treatment Abroad page at:

<INCLUDE THE WEB LINK TO YOUR FEATURED PAGE ON TREATMENT ABROAD - 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 has several Featured Pages on Treatment Abroad e.g.

- One for cosmetic surgery
- One for dental treatment
- etc etc

Each of these pages has a separate and distinct address, and will record reviews separately. So:

- If you want cosmetic surgery patients to provide reviews, give them the link to your Cosmetic Surgery Featured Page.
- If you want dental patients to provide reviews, give them the link to your Dental Treatment Featured Page.
- And so on.

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 Treatment Abroad 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 Treatment Abroad.

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 my services?

Contact reviews@treatmentabroad.com.

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 medical tourism are incredibly positive.

Is the Ratings and Reviews system only available to the patients of Treatment Abroad clients?

No. A patient will have the facility to submit a review of any healthcare provider who appears in our basic directory listings.

However, Ratings and Reviews will be included on all Featured Pages that our clients have purchased on our sites. They will not only appear on Treatment Abroad. They may also appear on our other healthcare sites such as Private Healthcare UK, Treatment in Spain, Treatment in Hungary and Treatment in Cyprus.

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 Treatment Abroad clients. It is a major investment for our company, but we believe such a system is important in both developing the medical tourism 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 maximize 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:

Treatment Abroad 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.

Treatment Abroad launches online patient reviews

Treatment Abroad, the leading online medical tourism portal has launched a ratings and reviews system for medical tourists to share and rate their experiences of travelling overseas for medical treatment.

The website which already carries testimonials from patients who have undergone cosmetic, elective surgery and dental treatment abroad will now encourage patients to add ratings and reviews of individual hospitals, clinics and medical tourism agencies.

www.treatmentabroad.com is the most visited health tourism site in Europe. With over 70,000 visitors a month the website provides up-to-date information and advice about surgery and treatment in over thirty countries. The Ratings and Reviews service has been introduced to enable prospective patients to benefit from the experiences of previous patients.

A recent UK study found that 97% of consumers are willing to trust online reviews. Keith Pollard, Managing Director of Treatment Abroad says: “The Ratings and Reviews service is intended to inform patient choice. Patients need to be clued up on overseas medical treatment, and some may be apprehensive about the risks of travelling for treatment. Patients who have become ‘medical tourists’ generally tend to be extremely positive about their experience, so the addition of ratings and reviews on the site will further build patient confidence.”

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. The Bazaarvoice Ratings and Reviews service helps brands enhance the online experience for consumers by empowering them to share honest opinions and influence each other to make more informed choices.

The recently published Treatment Abroad 2008 Patient Survey found that 96 per cent of patients travelling overseas for treatment would return to the same treatment provider; the new patient rating service will enable patients to share with others their experiences of medical tourism agencies, hospitals, clinics, and dental practices. “The more opinions a patient can gather, the more secure they feel with their ultimate choice”, comments Pollard.

Medical tourism is growing rapidly throughout the world and Treatment Abroad is always striving to provide as much information as possible to help patients make the right decision when choosing where to go for treatment. In addition to the introduction of consumer reviews the site has also launched a new “Code of Medical Practice”. The new code sets a standard for “best practice” among healthcare providers, giving patients further reassurance and the accountability that they need when making healthcare choices.

Ends

8 Who to contact

For further information about Treatment Abroad Ratings and reviews:

Email: reviews@treatmentabroad.com

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