



## Quarter 4 STQN Newsletter



## Unlocking Success: Marketing Strategies and Healthgrades

### Dates to Remember:

#### 1Q STQN Performance Management Committee Meeting

Jan. 9 | 7 a.m.

#### Pediatric Diabetes/Orthopedics Management (2 CME)

Cielo Alleyn, MD & McCall McDaniel, MD

Jan. 9 | 5:30 p.m. | The Southern Hotel

#### 1Q STQN Board Meeting

Jan. 29 | 5:30 p.m.

#### STQN Annual Meeting (1 CME)

Guest Speaker:

Pete November, CEO Ochsner Health System

Feb. 21 | 5:30 p.m. | The Southern Hotel

#### CAR-T Therapy (2 CME)

Sairah Ahmed, MD &

Clark Alsfeld, MD

Mar. 7 | 5:30 p.m. | The Southern Hotel

#### 1Q STQN Finance & Operations Committee

Mar. 12 | 5:30 p.m.

## A Message from our Chairman:

STQN Physicians,

STQN and STHS recognized that the promotion of our physician members would be a top priority for our organization. To help bring this goal to fruition, we sought the help of a digital platform to showcase our doctors, and we felt that the best company for this was Healthgrades.

While most of us are familiar with Healthgrades I would like to provide a few points that I think highlight the importance of this digital product.

- According to Press Ganey data, ratings and reviews are the #1 factor for patients booking an appointment with a new doctor.
- It is estimated that 50% of all patients that see a doctor this year will spend time on Healthgrades to research their doctor.

- Healthgrades has over 100 million users on their platform.
- Enhanced placement in the search engine algorithm assures that our physicians' Healthgrades profile will be at the top of the search page.

Introducing and promoting our physicians to the patients of St Tammany Parish and beyond was felt to be so important to our core mission that STHS has entirely funded this project for us.

I encourage each physician to visit and update their pages on Healthgrades. Lastly, I would like to thank everyone for a great 2023. Happy holidays and a happy new year to all.

Sincerely,

A handwritten signature in black ink, appearing to read "L. Phillips Jenkins".

L. Phillips Jenkins

## Unveiling the Advantages of Healthgrades: How Does it Help you?

One of the many benefits of participating in St. Tammany Quality Network (STQN) is inclusion in **Healthgrades**, the most effective online search tool to help promote your practice.

- All STQN members are designated as a preferred provider on Healthgrades.com, which enhances your physician profile within Healthgrades when a physician search is performed.

- Physician profiles are monitored by a STHS colleague – alerts you to any negative reviews.



## New Feature of Healthgrades: Patient Favorite Badge

The "**Patient Favorite**" designation is more than just a badge, it's a trusted marker for our users, signaling a provider's commitment to patient well-being and satisfaction. It's vital to note that providers bearing the badge have neither paid for nor influenced its awarding.



### Patient Feedback:

- The provider must have a star rating of 4.0 or higher.
- The provider must have a minimum of 6 total reviews.
- The provider must have received at least 5 written reviews in the past 5 years.

### Routine Care:

- Unlike the "Healthgrades Choice" badge, which is tailored towards specialty providers, the Patient Favorite Badge focuses on providers who offer more routine care and are often the first point of contact for patients.

### License Integrity:

- Healthcare professionals must hold an active, unblemished medical license, free from sanctions or malpractice claims.

## 2023 3rd Quarter Medical Director's Award

### MEDICAL DIRECTOR'S QUALITY AWARD

IS AWARDED TO  
Dr. Farah Ali  
for

"her work in growing the health system's Palliative Medicine program and raising the bar on the quality of services it provides to the community"



# Innovative Marketing Strategies for STQN:

*Focusing on the valued, clinically aligned partnership between St. Tammany Health System and the STQN providers.*

**STHS and STQN have joined forces to launch a series of marketing initiatives aimed at raising awareness about the value STQN brings to the community.**

## Magazines and STQN Badge

- Stroll Tchefuncta
- Heart to Heart
- STQN Badge
  - ❖ *Sticker to be displayed in each member's office for 2024. Stickers have been ordered and will be distributed in December.*

## Social Media

- Link to radio interviews
- Physician photo, brief
- Calls to action to subscribe to newsletters, visit website, make appointments
- Link to Heart to Heart, Stroll Tchefuncta magazine features/ads

## Digital

- STQN Quality Insights
- From the Heart
- YouTube
- Healthgrades
- Radio
- Television
- STQN Website
- STQN physicians' websites linked on STHS web profile

