

Building Reputation & The Influence Of Trust: The Centerstone Case Study

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Why Reputation matters in Mental Health & Addictions Care

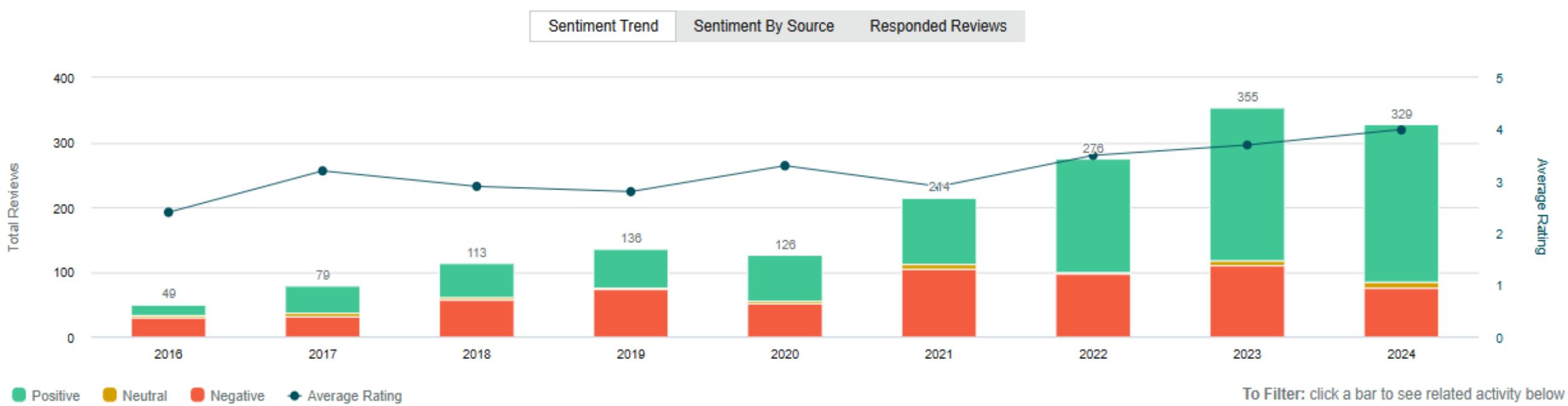
- **Trust & Credibility:** Patients, Families, and referral sources choose providers they trust.
- **Attracting Patients:** A strong reputation encourages people to seek care.
- **Recruiting & Retaining Staff:** A respected workplace attracts top talent.
- **Partnerships & Funding:** Insurers, Health systems and funders want reputable providers.
- **Influencing Policy & Advocacy:** Reputation amplifies our voice in policy discussions.
- **Crisis Resilience:** Organizations with a strong reputation recover more easily from a crisis.
- **Standing out in a Competitive Market:** Well-known and respected brand names give us an edge.

Our Starting Point:
**No Online
Reputation**

2016 - Now



When we began this project, it wasn't that Centerstone had a negative online reputation... many Centerstone locations had **zero online reviews**. Without reviews, potential patients and employees had no real insight into our quality of care or experience.



Online Reputation Audit Checklist		
I. Online Presence		
To Do		Notes
Search your company name. What comes up?		
Check for outdated or incorrect business information (address, phone number, website)		
Ensure all locations have a Google Business Profile		
Assess consistency in brand and description across platforms		
II. Review & Ratings		
Identify volume and frequency of reviews		
Analyze sentiment (positive vs. negative themes).		
Check for unaddressed or outdated negative reviews.		
Develop a response strategy		
Ensure timely responses to reviews (both positive and negative)		
Encourage satisfied patients to leave reviews.		
III. Search Engine Optimization - Visibility		
Check if your company ranks on the first page for key searches (mental health services, addiction treatment, etc.).		
Ensure key locations appear in local search results.		
Look for any negative press or outdated news articles in search results.		
Audit content strategy—are blog posts, FAQs, and resources up to date?		
IV. Benchmarking and Competitive Analysis		
Compare your reputation and reviews to similar organizations.		
Identify what competitors are doing well and areas where you can improve.		
Track improvements over time—are reputation efforts working?		

Assessing the Gaps

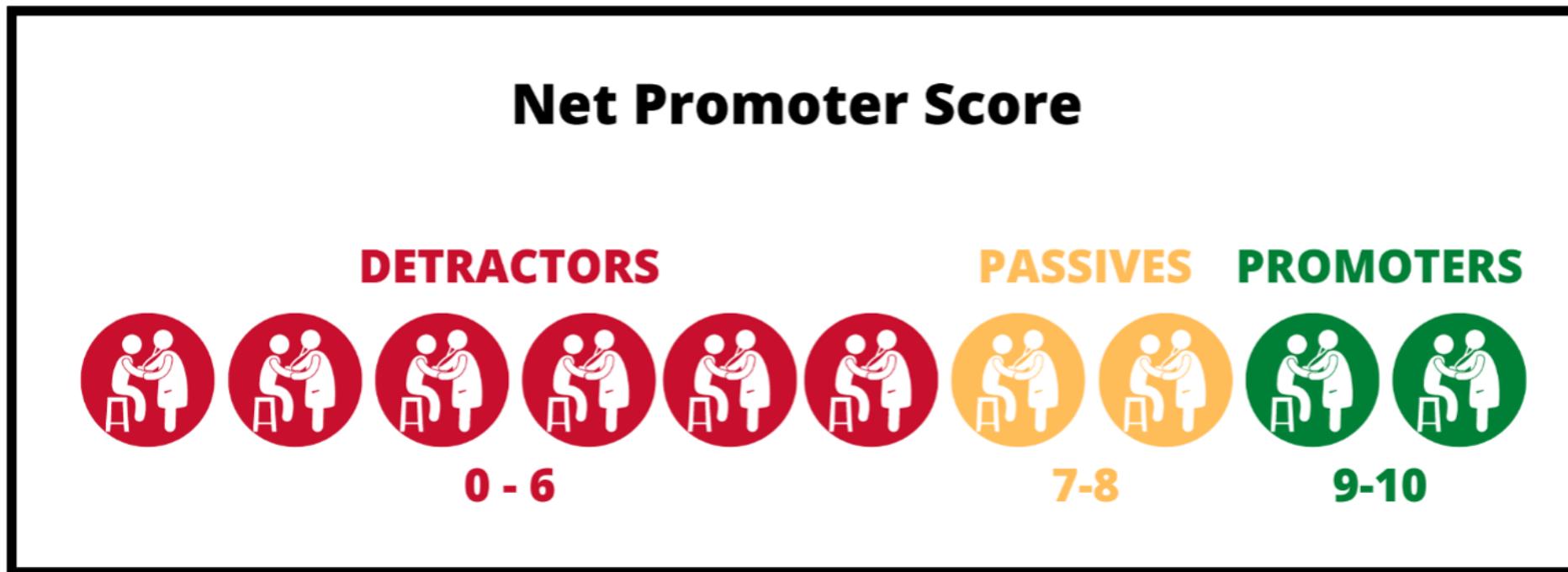
We conducted an audit of our online presence and identified areas for improvement, which included:

- Claiming and correcting online listings
- Consistency in how we talk about Centerstone
- Search Engine Optimization
- Improve overall engagement

NPS Pilot Program:
**Laying the
Foundation**

What is Net Promoter Score (NPS)

A metric that measures how likely patients are to recommend a healthcare provider's services. Patients rank their willingness to recommend on a scale of 0-10 which places them in three categories Detractors, Passives and Promoters.



NPS Project Overview

In 2016, Centerstone partnered with our Research Institute to launch an **NPS pilot which** focused on tracking patient willingness to recommend our services.

The project involved phone surveys with first-time patients, gathering feedback through a brief set of questions, with a primary focus on collecting Net Promoter Score.



Key Insights

Survey results brought some operational barriers to light and initiated conversations around improvements.

However, the information collected lacked nuance required to impact Centerstone's overall reputation.

Challenges

Surveying patients by phone had significant limitations, reducing scalability and participation rates

Once project funding ended, a more sustainable, data-rich solution was needed.

A Digital & Reputation-Driven Solution

Recognizing the need for **more robust and actionable data**, we sought a solution that:

- Could be **administered digitally** for broader reach and ease of participation.
- Provided **deeper insights** to better inform operational decisions and drive improvements.
- Helped **establish and enhance** Centerstone's **reputation** alongside patient satisfaction.

Building Centerstone's
**Online Reputation
Program**

Key Considerations for Selecting a Reputation Partner



- HIPAA Complaint & Data Security
- Multi-Platform Monitoring
- Multi-Location Management
- Sentiment Analysis & Reporting
- Review Response & Routing/Automation
- User Friendly Dashboard & Interface
- Instant Alerts for New Reviews

Establishing Reputation Program Goals

1

Increase the Number of Reviews:

- More reviews = More credibility
- Boost search visibility
- Balance negative reviews

2

Improve Scores:

- First impressions matter!
- Attract more patients
- Better scores secure us better search results online

3

Drive Engagement:

- Actively participate in the online discourse about us
- Turn feedback into action
- Humanize our brand

Launch Strategy

- Familiarize leaders & staff with the project
- Design and place posters around offices in patient facing areas inviting patients to leave us reviews.
- Drive patients to complete a survey and give them the option to post their feedback on sites like Google.

WE WANT
TO HEAR
FROM YOU



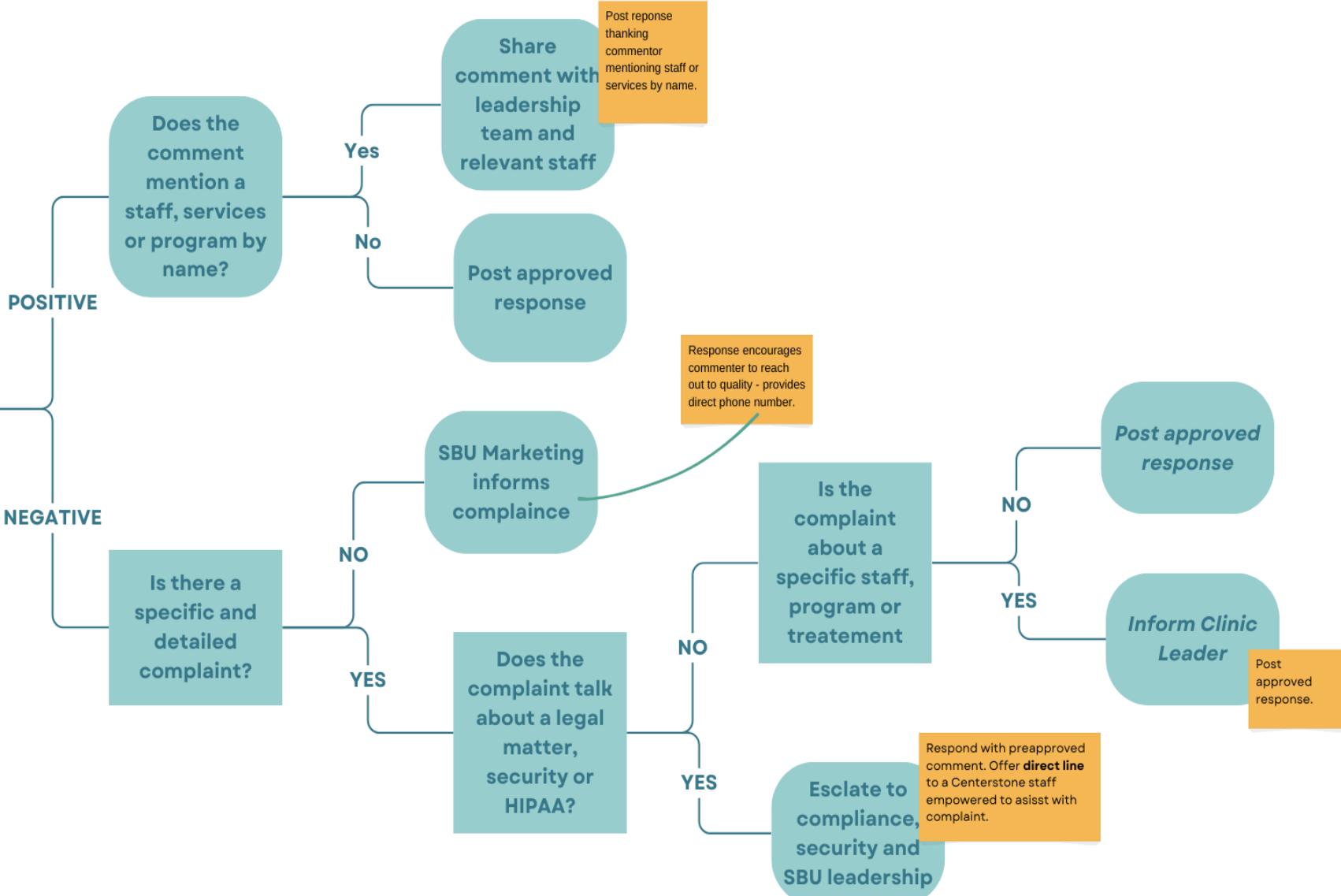
Scan QR code or visit
centerstonedifference.com
to tell us how we did. Your
feedback makes a difference.




CENTERSTONE

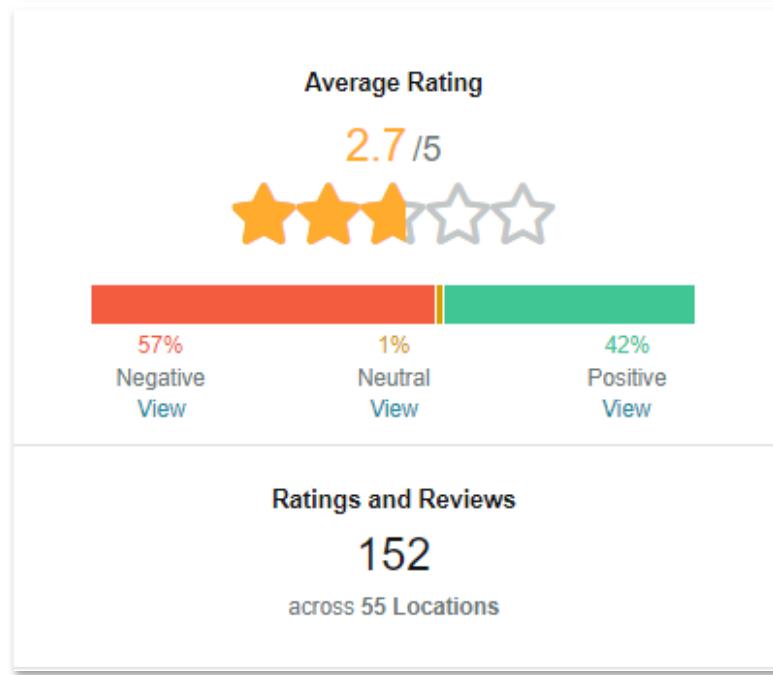
Review & Process

ONLINE REVIEW

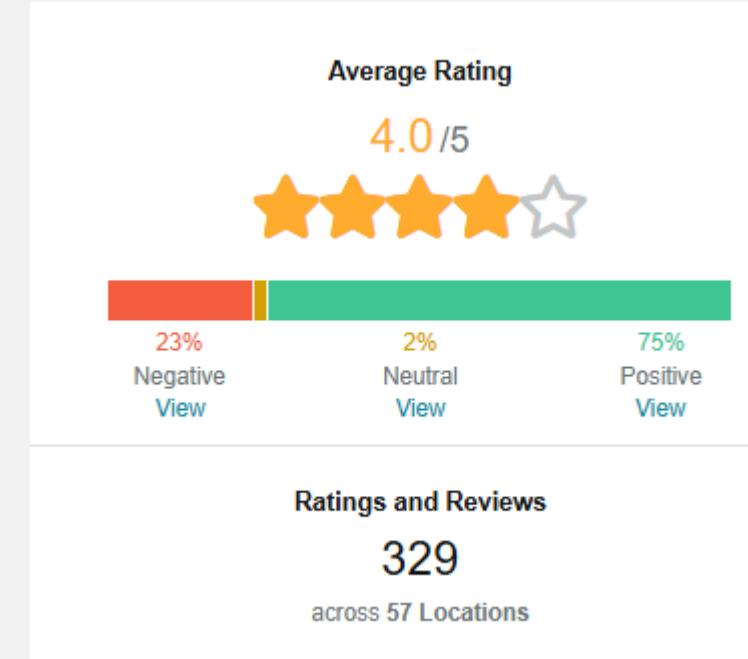


Lessons Learned & Future Goals

2020 Metrics



2024 Metrics



Lessons Learned

- Shaping an online presence from nothing takes time.
- Consistency Matters – Encouraging ongoing feedback leads to steady growth.
- Responding to reviews (positive and negative) reinforces trust and shows we value feedback
- Reviews shape first impressions.
- High engagement leads to better search rankings, improved patient trust, and strong staff recruitment.



What's Next for our Reputation Strategy?

1

Integration with our EHR. We're working on connected our automated feedback request to our EHR and developing a strategy to support that.

2

Enhancing Data and Reporting. This tool gives us a ton of information, making sure reputation reports make it into the right hands within the organization.

3

Expanding Reputation Management. Beyond feedback collection we're focusing on proactively managing Centerstone's online presence to strengthen trust in our brand.



CENTERSTONE

About Centerstone

Centerstone is a nonprofit health system specializing in mental health and substance use disorder treatments for people of all ages. Services are available in Florida, Illinois, Indiana, North Carolina, and Tennessee through the operation of outpatient clinics, residential programs, school-based services, telehealth, and an inpatient hospital. Centerstone also offers specialized programs available nationwide for the military community, as well as services for children, including therapeutic foster care.

Services

We want the best for our families, friends, neighbors, and communities. That's why our team of mission-driven professionals is here to provide a full continuum of mental health services for people of all ages, from children to seniors and everyone in between. Some of these services include:

- Mental Health Care
- Addictions Recovery
- Children & Family Services
- Medical Care & Pharmacy
- Military Services
- Residential Care
- Crisis Services
- Intellectual and Developmental Disabilities Services
- Therapeutic Foster Care

By the Numbers

108,012
people served

2,175,275
services provided

170+
total locations

972
schools served

3,900+
employees
nationwide

1
inpatient
behavioral hospital

Turning Market Intelligence Into Business Advantage

OPEN MINDS market intelligence and technical assistance helps over 830,000+ industry executives tackle business challenges, improve decision-making, and maximize organizational performance every day.



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