Healthgrades: Where prospective patients go to find a dentist

By Sesame Communications Staff

When consumers fire up their web browsers, the vast majority of them start at a search engine. According to research from Pew Internet, 93 percent of online activities begin with a search. Health is a popular topic: 72 percent of Internet users looked online for health information within the last year.

Today, the No. 1 source for new patients searching and scheduling appointments with health-care providers in the United States is Healthgrades. Each year, more than 225 million visitors use the Healthgrades.com website to search, evaluate and connect with health-care providers. Healthgrades.com visitors represent the ideal demographic for dentistry – they are overwhelmingly female (72 percent), highly educated (84 percent have some post-secondary education) and affluent (52 percent have annual household incomes greater than $75,000).

Healthgrades offers dental practices a large, highly focused audience of prospective patients. During the past 12 months, Healthgrades tracked more than 20 million searches for dental care providers. Most importantly, Healthgrades users don’t just search – they schedule appointments. More than half (54 percent) of Healthgrades visitors will schedule an appointment. Any way you slice it, Healthgrades visitors are an ideal target audience for growth-minded dental care providers. So what should your practice do to harness this traffic and fill your schedule?

Healthgrades has established a partnership with Sesame Communications, and dentists can now secure an enhanced profile, which will offer several strategic advantages over a standard Healthgrades profile. A Healthgrades Enhanced Profile from Sesame provides practices with:

- **Preferred provider placement in searches.** A Healthgrades Enhanced Profile gives your practice higher placement and greater visibility to patients searching for a dentist in your area. Having increased exposure to prospective patients ready to schedule an appointment will drive more new patient appointment requests.
- **Click-to-request appointments.** Enhanced profiles allow patients to request an appointment with your practice by simply clicking a button on your Healthgrades profile. This quick, automated process removes a potential barrier for patients looking to make an appointment, allowing your practice to optimize your conversion of new patients.
- **Complete, practice-branded profile.** Enhanced profiles offer comprehensive doctor and practice branding.

Healthgrades is a compelling channel, with millions of prospective patients ready to schedule an appointment the moment they find the right dentist. A Healthgrades Enhanced Profile is your best opportunity to engage this audience and fill your schedule with new patients.

References


Here in Boston

To learn more about getting a Healthgrades Enhanced Profile of your own, stop by the Sesame Communications booth, No. 1835.

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