**ANONYMIZED RR ENGAGEMENT IN PROGRESS**

# Managing malpractice visibility across a healthcare group

An ongoing RR engagement involving a physician, practice and parent company



Illustration

### The situation

Malpractice related coverage appeared in searches for a physician working within a private equity backed healthcare group. The engagement needed to distinguish the physician's search presence from the practice and parent company, then focus the work where the exposure appeared.

### The approach

**1. Assess each identity separately**
Establish a baseline across six agreed Google searches, reviewing the first 20 organic results for each search.

**2. Build verified professional content**
Launch a dedicated professional website bringing together the physician's background, research and existing interviews.

**3. Keep scope and status clear**
Focus production on the physician's presence and monitor the parent company. Track content approval, publication, indexing and search placement separately.

**MONITORING SCOPE**

**6**

Agreed searches across three related identities

**120**

Organic result positions reviewed per snapshot

**3**

Reputations assessed separately: physician, practice and parent

**PRACTICAL DELIVERABLE**

A professional website, a documented baseline and a repeatable monitoring process.

### Documented progress

A professional website was launched and monitoring established. The November 6 snapshot still showed adverse coverage on page one for the physician. Sustained suppression has not been demonstrated, and the engagement remains in progress.

## Discuss a healthcare reputation concern

Start with the physician, practice or portfolio company concern and relevant public links.

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