To: All Riverside & SB County PCPs & Specialists  
From: IEHP – Provider Relations  
Date: May 21, 2021  
Subject: Managing Your Practice’s Online Reputation

In partnership with Riverside County Medical Association and San Bernardino County Medical Society, Inland Empire Health Plan (IEHP) would like to invite you for a lunch time webinar, where you will learn how to manage your practice’s online reputation and create an opportunity to gain new patients. 

Presentation Topics Include:

- How online reviews benefit your practice  
- How to improve and manage your online reputation  
- How to collect feedback from patients  
- How to respond to negative online reviews

<table>
<thead>
<tr>
<th>Date:</th>
<th>June 22, 2021 (Tuesday)</th>
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<tbody>
<tr>
<td>Time:</td>
<td>12:15 PM</td>
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<tr>
<td>Presenter:</td>
<td>Lauren Parr</td>
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<td>Project Marketing Manager, Repugen</td>
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<td>Zoom Webinar:</td>
<td>Information will be provided upon registration</td>
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Confirmation e-mail includes:

- Webinar login link  
- Meeting ID number  
- One tap call in mobile numbers

As a reminder, all communications sent by IEHP can also be found on our Provider portal at: [www.iehp.org > Providers > Plan Updates > Correspondences](http://www.iehp.org).

If you have any questions, please do not hesitate to contact the IEHP Provider Relations Team at (909) 890-2054.