



Dr. Marketing *Blueprint*

The
Ultimate
Guide To
Online
Reviews

 **MEDICAL**
marketing whiz
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Reputation means everything with any profession in the medical field. No matter how good you are in your specialty, if the general public looks at you unfavorably, your new patient numbers are going to suffer and possibly even your established patient numbers.

Even if those negative opinions are not verified, your reputation in your local community could mean the difference between a successful practice and one that suffers from year to year.

With this in mind, do online reviews matter? The short answer is **YES!**

Patients trust other patients most: **84% of patients consult reviews** to research the doctor or practice they are thinking of seeing.

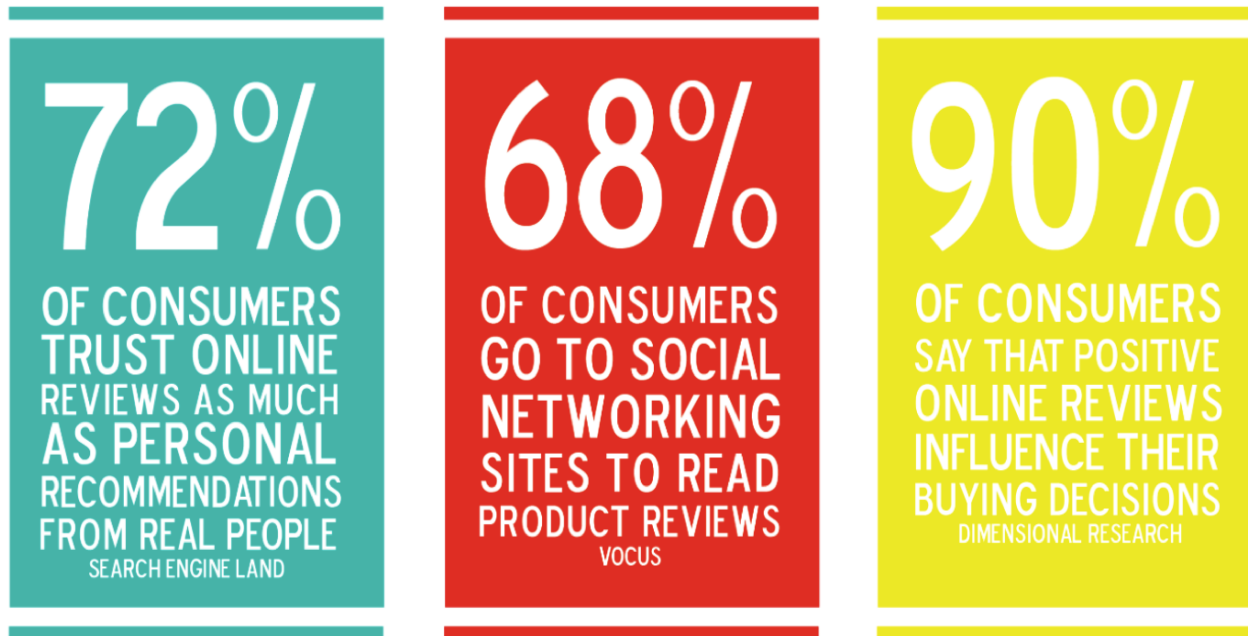
How do they select the best provider? **72% of consumers ranked provider reputation** and personal experience as the top drivers of provider choice.

Nearly **9 out of 10 people will call the medical practice with a 4+ star Google review** first. New patients want a doctor with this type of online reputation.

Prospective patients trust online reviews when choosing a doctor, so how can you make sure your practice's reviews are sending the right message?

- Do you have an **easy system in place** to ask patients to leave you a review?
- Are you **tracking your reviews** every month?
- Are you **responding to your reviews** whether they are positive or negative?
- Do you have **any negative reviews** and if you do, do you have a procedure in place to address them?





Fifty-seven percent of consumers say they trust reviews as a research source. They look at reviews for books, restaurants, where they travel and more and more this is how they choose a healthcare provider. We all like to solicit opinions before we make a buying decision. Think about the last time you purchased something from Amazon or another online store. Did you look at the reviews before you chose which product to buy? Patients go through this same decision-making process. Understanding this will affect your entire marketing strategy. You can undo a lot of hard work and waste a lot of marketing money if your Google reviews are not at least a 4-star average or higher.

In the digital age, you need an active process for generating a steady stream of positive reviews. You don't need new reviews every day. A couple a week is great. The important element is for them to be recent. The older they are, the more reluctant people are to give them credibility. The more reviews you have, helps your search ranking as well.

Recommendations For Your Google Listings:

Each Google Business listing should be claimed and completed with the following information. Your website link, office hours, business description, and images that are congruent with your website. Completing these items not only builds your online reputation but also helps tremendously with your Google search ranking and increases traffic to your website. The goal is to improve and take control of your online reputation and boost the search ranking; you need to get 50 new reviews as quickly as possible and have a way to solicit new reviews regularly.

We recommend a simple 3 Step solution with our [Medical Marketing Whiz \(MMW\) Reputation Builder software](#).

1. You ask your patient to leave a review
2. The software sends an email or text with a link for the patient to click on
3. Patient selects which review site (we recommend Google or Facebook) and leaves a review that's it!

This [software](#) can be part of our Medical Marketing Whiz monthly services. If you don't want to utilize the software, then we can provide you with simple Google Review & Facebook cards to make giving a review super simple!



Start With Google

Google is the most widely used search engine worldwide, getting between 55-65% of all searches. Yahoo Search and Microsoft Bing lag far behind with a total of 15-20% each. Be sure to **target Google FIRST with your marketing efforts** to maximize your results.

The "How"

#1 - Get Your Staff On Board

If your staff has not been asking patients for reviews, the process might seem awkward. That's why we've provided **three tips** you can use to make it easy for your staff and your patients.

1. Only choose **5-10 of your BEST patients** each day to ask for a review.
2. **Utilize the MMW Reputation Builder software** in your office. You can also create a scannable QR code and hang it in your office that patients can scan with their smartphones to leave a Google/Facebook review right away.
3. **Send the review link** via email or text to your patients after their appointment

5 Simple Steps To Use When Asking For Reviews

1. Ask the patient if they will do you a favor and write a review.
2. Tell them it will take less than 60 seconds.
3. Explain how your practice and others in the community would benefit from a review.
4. Tell them the easiest way to write a review is to use their phone or click a link in an email/text you will send.
5. Thank them and let them know you look forward to reading their comments

Here is an example of just 1 of the many ways to get new reviews.

Once you or your medical assistant/nurse ask the patient for a review, this is how you can follow through with the process to make sure you get one.

A medical assistant/nurse walks the patient to the front counter after the appointment is complete and says the following to the front-desk staff member:

Medical assistant/nurse: "Roger has offered to write a review for us. Will you please send him an invitation via email or text (or give him one of our Review Cards) so he can leave a review?"

Front Desk Staff: "Thank you so much for offering to write a review, Roger. I know Dr. Jones is looking forward to reading your comments."

Patient: "Sure, not a problem!"

Front Desk Staff: "Thanks again for agreeing to post a review, it means a lot to us and to our reputation for you to share your opinion of our office online. Do you have any questions about the process I can answer?"

Front Desk Staff: Proceeds with the rest of the normal check-out process.

#2 - Don't Waste Time With 3rd Party Review Sites such as HealthGrades, Vitals, Rate MDs.

BONUS Resource! How to Respond to a Negative Review

1. When possible, respond personally and promptly (via phone) to address any legitimate concerns and offer the reviewer a way to come to a resolution rather than posting inflammatory comments. Do not respond in writing via email or on the review itself.
2. Take the problem offline and speak privately to the patient via phone.
3. Always be polite when responding to a negative review. Resist the urge to be drawn into an argument. That never ends well and always paints your practice in a negative light.

4. Take the negative feedback seriously, but with a grain of salt. Most negative reviews aren't out to defame you. The patient could just be having a bad day. If your practice made a mistake, admit it and move to correct it.
5. See the good in a negative review. If all of your reviews were 5-Stars, patients tend to assume they aren't all legitimate. Can you blame them? No one is perfect 100% of the time. Sometimes a negative review can contribute to building trust in your practice rather than diminishing it.
6. Bury the negative review with more positive reviews. Being able to bury the negative reviews emphasizes the importance of continually asking happy patients to leave a review for your office. You can offset negative reviews with more positive ones, but you have to be asking for reviews continually.

FINAL THOUGHTS

A strong, positive online presence is vital to growing your medical practice, and online reviews are a large part of your digital footprint. Make sure you're giving them the attention they deserve and making them an integral part of your practice's marketing plan.

Follow these steps, and you'll be able to grow your practice's online reputation and attract the new patients you want using online reviews:

- **Get your staff members to buy into** the importance of online reviews and enlist their help in asking patients to leave reviews
- **Decide on an easy process to use** to ask and get patient reviews (Plugin on the website, Google review cards, a link in a follow-up email, etc.)
- **Choose your best 5-10 patients each day** to ask for a review.
- Monitor your reviews in your MMW Reputation Builder Dashboard. **Respond professionally to both positive and negative reviews.**
- Focus your reviews on **Google and Facebook**. Don't waste time asking patients to leave reviews on 3rd party websites!

