

Online Reputation The Good, The Bad, The Opportunity



Guide

Let's Talk Reputation



As a practice, attracting new patients can seem like a daunting task when trying to stand out from the ocean of competitors. Despite utilizing every marketing tactic you can think of to get their attention, there is but one method that undoubtedly stands out from the crowd - **practice reviews**. We've all been there, scrolling through pages online, reading countless reviews to figure out places to eat, visit, or in this case, to find a new provider.

Each review carries weight to it, tossing our decision one way or another, and ultimately is the reason why we make a decision. With so many patients trusting online reviews, it is crucial for your practice to ensure your online reputation is growing and working for you.

To put this into perspective, **67%** of consumers consider leaving reviews after a positive experience. **This is a great opportunity missed if your practice is not reaching out after their appointment.** On the other hand, only **40%** consider leaving a review after a negative experience. While this number seems high, the odds are in your favor.

The common saying "any publicity is good publicity," can be applied towards reviews. Sure, getting a negative review doesn't feel good, but a bad review doesn't necessarily mean 'bad for business.'

Bad Reviews? Don't Panic!

You can't win them all, and you certainly cannot please everyone. When a bad review comes in do not hit the panic button. Negative reviews can highlight areas needing improvement. If there is a common theme running with negative reviews then you'll know where to adjust within the practice. Remember, only 40% of patients leave reviews for a bad experience. The more you can prevent bad experiences, the less you'll need to worry about negative reviews.

The big question, should you respond to bad reviews? The answer is, it depends. When dealing with negative reviews, it's important to discern whether or not the review holds merit; was this an upset patient wanting to vent, did they have a bad experience, or is there something within the practice that is negatively impacting your patients?

If you're a newer practice with few reviews you should respond to as many reviews as possible, good or bad. If you're a well established practice with tons of reviews then be more selective at what you respond to. It's important to ensure your patients feel heard, and that you're actively doing something to improve. When you respond with reassurance, patients will see this as a positive step, despite the negative review.

The Opportunity

89%

Of consumers say they're more likely to visit a business **if they respond to reviews.**

82%

Of overall consumers consider online reviews **'important' or 'very important'** for healthcare.

68%

Of healthcare patients **utilize online reviews, social media, and healthcare research sites to find a new provider.**

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Does It Matter Which Platform You Use?

Growing your online reputation is one thing, but doing so on the right platform(s) is just as important.

Knowing where patients look for trusted sources is the key to mastering online reputation. It's no shock that Google is an industry leader when it comes to online reviews. In healthcare, **69%** of patients are looking at Google to find trusted providers and practices. With that much pull, everyone will fight to get their name on page 1.

In addition to Google, Yelp users account for 7% of healthcare patients, and 6% use Facebook. Altogether, they make up **82% of healthcare patients that rely on reviews to make their decisions.**

While the majority of these patients are found on three platforms alone, exactly what percentage of patients actually read reviews? It's estimated that 68% of patients turn to online reviews. So, more than half of your patients read reviews, and nearly all patients utilize three platforms to get that information.

Own Your Online Reputation

Before you can begin mastering your online reputation, you need reviews. Aside from stating the obvious, this can often pose as a road block for practices. If your practice is struggling to collect patient reviews, then there is a good chance your timing is off. Just like appointment reminders, it matters when you send a survey request to a patient.

SurveyMonkey [analyzed 20,000 individual survey respondents](#) to see if it mattered when you send surveys. Turns out, it matters a lot. It was discovered that response rates were at its highest when invitations were sent out on Monday, showing a 10% higher response rate.

How can this benefit your practice? It provides a starting point. Sending out your survey requests on Monday for the weeks prior appointments could yield a higher response rate. If no such luck is found, Tuesday was the second best day in regards to responses. Find what works for your practice.

A Strong Online Presence Radiates Trust

When a patient sees your practice online responding to reviews, communicating with your patients, and have a strong rating, that creates trust. This trust is the persuasive factor that tips the scales in your favor. When a patient feels that they can trust you with their oral care then you've already won that patient.

When your patients trust you, they're more likely to leave a good rating and review. Trust is the secret sauce to a great online reputation.



“You need an ‘Online Image’, otherwise not having an ‘Online Image’ will be your image.”

- Maarten Schafer
Around the World in 80 brands





See Max Results with ReputationMax™

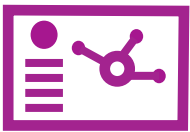
In order to have a powerful online reputation, you'll need the right tools for the job. ReputationMax™ offers everything you'll ever need to start, grow, and master your online reputation. ReputationMax™ will help you position your practice in front of more people, getting you more traffic, and more ratings.

Key Features



Official Google Partner

ReputationMax™ helps you grow your online presence on Google, Yelp, and Facebook. The three biggest, and trusted, sources for reviews that combine for 82% of patient views.



Manage Every Platform On One Convenient Dashboard

With everything on one dashboard, you'll be able to monitor real time progress, set performance goals, and make necessary changes to maximize your reputation.



Create A Frictionless Experience For Your Patients

Send surveys and review requests directly to the patient's device improving your chances of getting responses. The more convenient it is for the patient, the better.



ReputationMax™ Helps Practices Grow Their Online Ranking

ReputationMax™ will help you get on the front page. When you're top of page, you're top of mind. The more reviews you get, the higher your ranking will be.

