



Patient
Show

Review Strategy

for Dental Practices

Overview

1 – Why are reviews important?

2 – “The Ask”

3 – Automating your review requests

4 – Workflows & Templates

5 – Replying to reviews

6 – Addressing negative reviews

7 – Incentivize your team



**Patient
Show**



Why are reviews important?

"Online reviews, particularly from peers, have become one of the most trusted sources of information for consumers, often carrying more weight than traditional advertising. According to a Nielsen study, 92% of consumers trust recommendations from friends and family over any other type of advertising."

– *nielson.com*



Why are reviews important?

- **Credibility and Trust:** Positive reviews enhance a business's reputation and build trust with potential customers. People are more likely to trust a business that has numerous positive reviews.
- **SEO Benefits:** Google reviews can improve a business's search engine ranking. Higher ratings and more reviews can lead to better visibility on Google search results and Google Maps.
- **Influence on Decision-Making:** Many consumers read reviews before making a purchasing decision. Positive reviews can be the deciding factor in choosing one business over another.





“The Ask”

A study published in the "Journal of Medical Internet Research" found that patients are more likely to provide positive feedback when **asked in person immediately after their appointment** compared to when asked via email or other indirect methods.



“The Ask”

- **Personal Connection:** A face-to-face request builds a personal connection, making patients feel valued and appreciated, which can lead to more positive feedback.
- **Immediate Feedback:** Patients may be more inclined to provide a review while their positive experience is still fresh in their minds.
- **Social Pressure:** There is a psychological tendency to comply with in-person requests due to the social pressure to be polite and agreeable.





“The Ask”

- **In-person review request script:** “Would you mind leaving us a review about your positive experience today?”
- **Make it easy:** You don’t want to fumble over the steps necessary for your patient to leave that positive review. Have a QR code ready that links to your Google review page. [Click to learn how to create a Google review QR code.](#)
- **Affirm their positive review:** Train your front office staff to ask the patient if they left a Google review today. If they say yes, look up the practice’s reviews and verify on the spot. Thank them for the positive review and affirm the value the review brings to the practice.





Automating your review requests

While the in-person ask is most effective, sending review requests to your patients automatically helps increase your total number of reviews. There are a couple of strategies to follow that will help you guarantee more positive reviews.

Automating your review requests

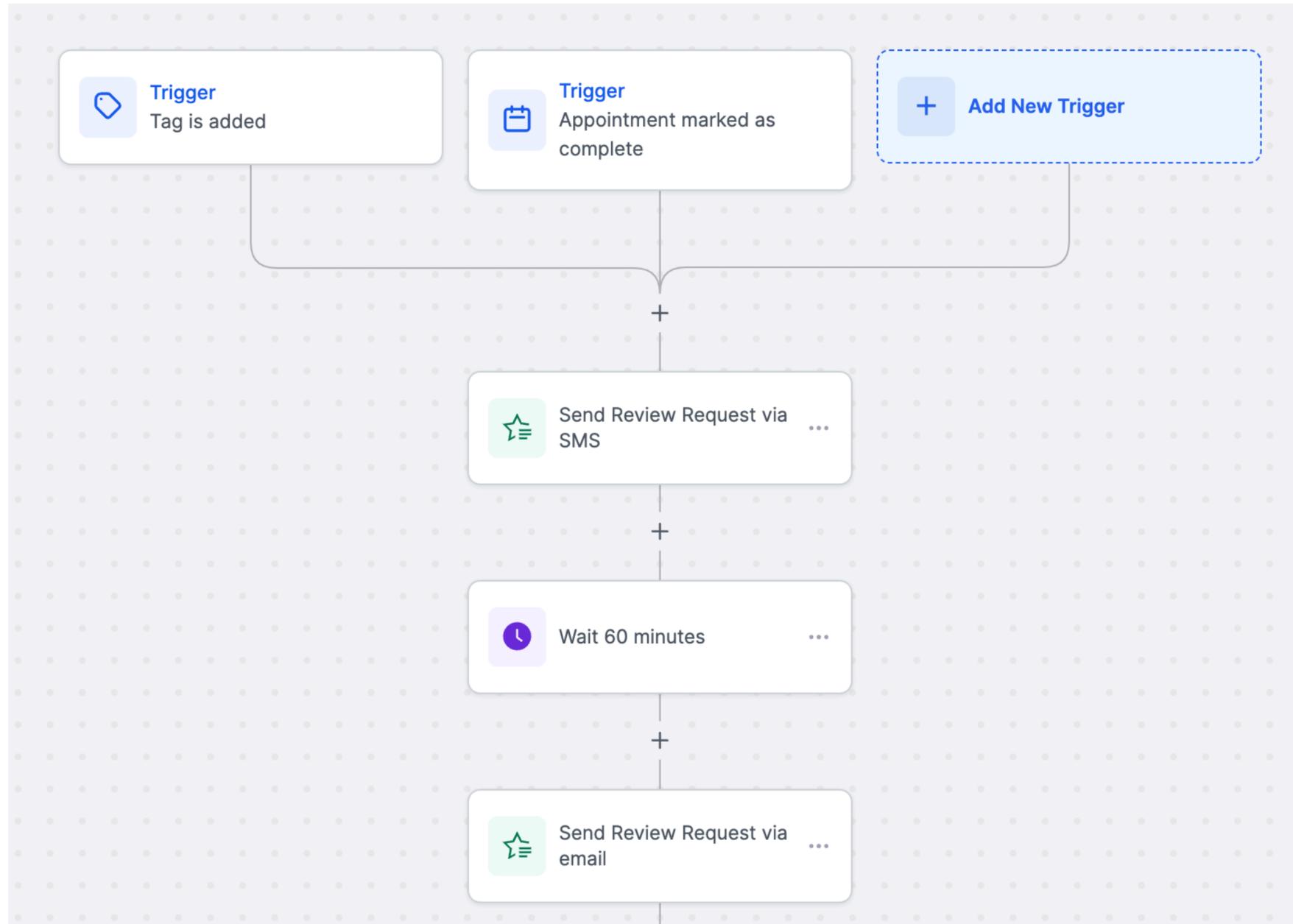
- **Triggers:** You can send requests to all patients after their visit, or manually based on the team members' experience with the patient. This way you can exercise some discretion.
- **Channels:** You can send requests to patients via email or text, or both!
- **Tools:** [Birdeye](#), [Dental Intel – Engagement](#), the [Patient Show App](#), [GatherUp](#)





Workflows & Templates

Workflow example:



Patient Show App





Workflows & Templates

Email request template:



5 ★★★★★

Would you be so kind to recommend us?

We hope we made you smile! Would you be so kind to recommend us to your family and friends? Help us help more patients like you!

Yes!

Sincerely,

Jared Celosse



Patient Show App

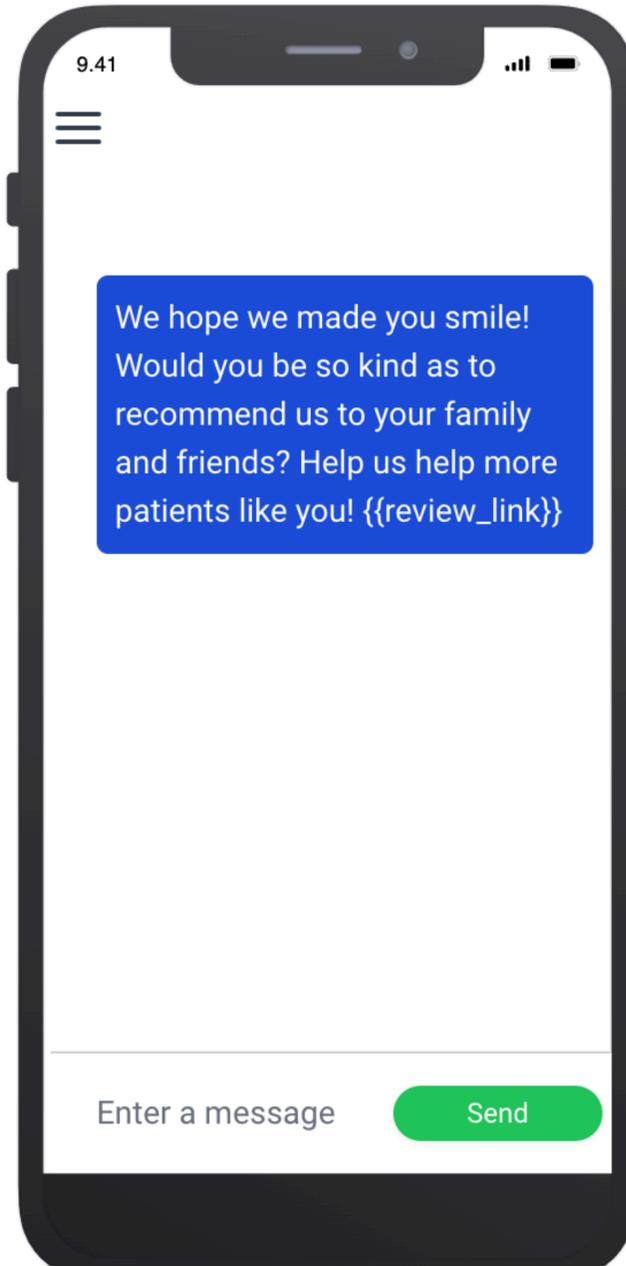


By  Patient Show



Workflows & Templates

Text request template:



Patient Show App





Replying to Reviews

"Businesses that respond to customer reviews, whether positive or negative, are seen as 1.7 times more trustworthy than those that don't."

– *Harvard Business Review*



Replying to Reviews

When patients see that their feedback is valued and acknowledged, they are more likely to leave reviews in the future. This can lead to a greater volume of reviews, which further boosts your online presence and reputation.





Replying to Reviews

- **Thank** the patient for the positive review and be specific to what they said in their review.
- **Include** the practice name and keywords in your response to the review. Using the practice name, category and location in your response will help the positive review appear in search results.
- **Invite** the patient to do something in your response. Ask the customer to return, use another service or spread the word!





Addressing Negative Reviews

- **Reputation Management:** Addressing negative reviews helps mitigate potential damage to your practice's reputation. A thoughtful response can show that you take patients' concerns seriously and are committed to resolving issues.
- **Patient Retention:** Responding to a dissatisfied patient can sometimes turn a negative experience into a positive one. By addressing their concerns and offering solutions, you might retain their business and encourage them to give your practice another chance.
- **Public Perception:** Potential patients often read negative reviews to understand what could go wrong. Seeing a professional and constructive response from the practice can reassure them that, even if issues arise, they will be handled appropriately.





Addressing Negative Reviews

- **Apologize and sympathize** in your response to the negative review. Acknowledge the customer's concerns. Even if they are unfounded, show sympathy that they had a bad experience.
- **Move the conversation offline.** Provide contact info with someone at the business so they can discuss the problem in person.
- **Keep your response simple**, short and sweet. Don't go into too much detail or ask any questions. This will prevent saying something that might cause the upset customer to add more negative feedback by replying to the review. Three sentences for your whole reply is a good rule of thumb.
- **BONUS:** Include a statement about what patients can typically expect, such as "We're normally known for our exceptional attention to detail, and we regret that we missed the mark."





Incentivizing Your Team

It takes a village! Have everyone on your team working together to increase the total number of reviews for your practice.



Incentivizing Your Team

- **Emphasize the importance** of regularly getting new Google reviews to all your team members who are patient-facing.
- **Set a goal** monthly, quarterly, and yearly. Include prizes for the whole office to enjoy if those goals are met. Read some examples below!
- **Highlight progress** front and center! Track the goals on a whiteboard or sign in the break room so everyone can be aware of how close they are to meeting their goals.





Incentivizing Your Team

- **Monthly goals:** Offer to buy the whole office lunch one day, make it a party!
- **Quarterly goals:** Promise a full day off for R&R for the whole team. This is a big, desirable goal!
- **Yearly goals:** Make this one big (and hard to attain)! Offer to pay for an all-staff field day! Enjoy fun and games with the people you love, they're sure to want to partake!





Want help?

Patient Show offers review management services and software to help take your practice to the next level! Contact us today to learn more and book a FREE consultation.

[Contact Us Today.](#)



**Patient
Show**