

7 ESSENTIAL REPUTATION MANAGEMENT TIPS

Dentistry has always been about trust and word of mouth referrals. In today's new world, online patient reviews have helped amplify patient feedback and ratings beyond just the patient's circle of influence.

by Kat Azima, CMO, Denteo Marketing Group, LLC



1 AUTOMATE REVIEW REQUESTS

Automate review requests using your patient communication platform (e.g. Solutionreach, DemandForce, Weave, RevenueWell, Lighthouse etc.) to automate the timing and process of sending online review invitations via text or email. Take a personal video asking for a review and embed it in your message.



2 ENGAGE WITH YOUR PATIENT

Seize the moment! If your patient compliments you strike while the iron is hot and ask them to write a review or ask their permission to record their testimonial with your smartphone so you can share it. Provide written instructions for less tech-saavy patients.



3 MONITOR REVIEWS

Actively monitor your patient reviews through your patient communication platform or manually by visiting key sites. Assign this role to someone on your team as part of their job responsibilities. Create a Google alert to track online mentions of yourself and your practice in real time.



4 RESPOND TO ALL REVIEWS

Responding to all patient reviews shows that you are engaged and value patient feedback. Often times, when a patient leaves a negative review they just want to be heard. If they've turned to public review sites, it means that they didn't get a satisfactory resolution while they were in your office.

5 HOW TO RESPOND TO A BAD REVIEW

If you get a negative review don't panic. Verify that the patient is in fact your patient. If it is your patient, the first step is to call them or direct message the patient to better understand their motivation for writing the review. If you believe the review violates the platform terms you may be able to flag the review and eventually have it removed. If you cannot get hold of the patient, or cannot flag the review, write a public message back to encourage them to get in touch so you can discuss the matter in detail. Always be polite, professional and show gratitude for their feedback.



6 REFRESH YOUR BRAND

Remember that your brand is a reflection of you. If your practice branding, website, photography, messaging is in need of a refresh make the investment. Having a solid reputation creates trust which is an essential component of a strong and competitive brand.



7 CELEBRATE YOUR SUCCESS

Celebrate milestones. If you reach a certain number of reviews like 100, 500 or 1000 patient reviews - celebrate that! Highlight that on your website, in your office and on your social media platforms.