

# BUILD **TRUST** ONLINE TO GROW YOUR PRACTICE

The key to attracting new patients

## INCREASING ONLINE REVIEWS AND REFERRALS

As competition in health care grows, your practice needs to maximize its online reputation to attract more patients. Your online reputation is the foundation of your revenue. Today, 77% of patients use online reviews as their first step in finding a new doctor. What can you do to improve the quality and quantity of your practice's online reviews?



### Build patient loyalty

Maintain a strong doctor-patient relationship and they will become your best advocates. Forge this loyalty by using your patients' names, making eye contact, providing great customer service, keeping wait times short.



### Ask for reviews

Not only are patient testimonials great for use in your marketing but, asking for a reviews shows your patients that you value their opinion. Ask and collect the review at checkout - use a laptop, tablet or kiosk to gather and post reviews.



### Make posting reviews easy

When you aren't able to get a review during checkout, send a follow-up email with a link to a survey or review site. Consider using automated text messages with a link. Finally, a follow-up phone call can build both loyalty and grow your online reviews.



## Respond to all reviews

Show your commitment to customer satisfaction by thanking your patients for their feedback - even when the review is negative. If a business responds and resolves an issue quickly, 95% of unhappy customers return and may even withdraw negative reviews.



## Promote your reviews and ratings

When it comes to building a solid online reputation, reviews are especially important: for 7 out of 10 consumers, positive reviews inspire trust. Knowing the impact positive reviews have on potential new patients, posting these reviews on your own website, social media and in your advertising is a no-brainer.

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Need help with your online reputation?

**WE CAN HELP! CALL AT 770.263.7455**

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## About Digital Media Nation

Digital Media Nation helps companies build trust using customer experience marketing. We build, manage and market your online reputation to the ever-growing online community that research before purchasing. Today 91% of people look at online reviews and reputation before choosing a dealer. As a result, your online reputation is critical to your practice growth. Reputation Sensei, our reputation marketing solution improves your practice by:

- Creating indirect referrals that entice new patients to call your office.
- Decreasing direct mail and print advertising costs by targeting prospective patients when they are searching for a provider.
- Increasing confidence in your practice before new patients arrive for their first appointment.
- Attracting patients that are concerned about the quality of the healthcare they receive.



Reputation Marketing powered by Reputation Sensei™