



# Feedback & Reviews (Plus Patient Education Emails)

A Reputation Management Program



Be Visible, Connect and Gain new Patients Online

Feedback & Reviews (F&R) is great for a practice that wants to aggressively boost their reputation to see significant growth.

This multi-pronged automated system is algorithmically-driven and built to boost your online reputation by collecting authentic, positive reviews from your own patients and evenly distributing those reviews to the top review sites:

Google

facebook

yelp

healthgrades

Improve patient relationships when F&R roots out patients' problems to resolve before they erupt online as negative reviews. This program also sends out monthly education campaigns to generate appointments for condition-specific patients (Want to write up more orthotics orders? This system is for you!).



## Step 1: Our System Sends Out A Survey

- ▶ Asks patients to rate your practice (1 through 5 stars)
- ▶ Includes a text box for patient comments

## Step 2: Feedback Is Collected

- ▶ The system checks to see if the review was a positive or a negative, based on the total number of stars.

### NEGATIVE FEEDBACK



- ▶ If a patient submits feedback of less than 4 stars (1 to 3 stars), with or without negative text comment---an email will be sent to the doctor and/or practice's office manager.
- ▶ The negative feedback is accessible only to you via a user-friendly dashboard.
- ▶ You can't fix a problem until you know it exists. Negative feedback is an opportunity to address any issues and improve your level of service to patients.

### POSITIVE FEEDBACK



- ▶ The system sends a follow-up asking for an online review and provides a link directly to a chosen review site.
- ▶ A testimonial page on your website is populated with the highest praises.
- ▶ Reviews are often picked up and displayed on page 1 of Google and make for a favorable first impression when new patients are doing their due diligence.

# Patient Education Campaigns

**Don't lose another patient to an Orthopedist just because the patient doesn't understand the scope of your work.**

Our software stops this patient migration. Monthly patient education campaigns (via SMS or email) are focused on different foot and ankle conditions. These campaigns drive patient appointments and practice revenue.

## Campaigns include:

- Orthotics
- Heel Pain
- Fungal Nail
- Morton Neuroma
- Bunions
- Plantar Warts
- Diabetic Shoes
- Fractures – Sport Medicine and much more

## Easy-to-Understand Dashboard

### Keep track of it all 24/7!

- Emails sent
- Responses
- % Opened
- # of Reviews

