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HEALTHCARE

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CONSULTATION

**THE IMPORTANCE OF  
GOOD REVIEWS FOR YOUR  
HEALTHCARE  
BUSINESS**



# HOW REVIEWS IMPACT YOUR HEALTHCARE BUSINESS

*In the modern world, online reviews can make or break a healthcare business. Patients often consider other people's feedback when choosing a healthcare provider which shows how much they value positive reviews. Patients with a positive impression of your business are more likely to trust you and this will help your business rank better on search engines. Having a strong reputation will also help your business stand out from competitors. Negative reviews on the other hand will prevent potential patients from visiting your clinic and can lower the business's credibility and profit margin.*

*In this guide, we talk about the importance of online reviews, the right platforms to use for healthcare businesses, how to gain more positive reviews while reducing negative reviews, and the best practices for collecting patient testimonials.*









# TOP 5 REVIEW PLATFORMS FOR HEALTHCARE BUSINESSES

## 1. Google Reviews

### Pros:

- Greatest visibility in search results
- Instant effect on SEO and local search ranking
- Already integrated with Google Maps

### Cons:

- Reviews can be posted by users, competitors, or unsatisfied clients which makes it harder to accept as real.
- Very little moderation available.

### Best For:

Any healthcare business that wants to establish its credibility and improve online visibility.



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## 2. Trustpilot

### Pros:

- Excellent domain authority which increases rank within search engines.
- Provides tools to manage reviews and track analytics.
- Businesses can respond to reviews publicly.

### Cons:

- Obtaining desired results requires active participation.
- Extra features come at a price.

### Best For:

Customer service and reputation management private clinics and other healthcare providers.



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### 3. Doctify

#### Pros:

- Tailor-made for medical people.
- Patient's reviews are verified, hence no false claims.
- Good Insights and analytics available.

#### Cons:

- Does not have the popularity of Google Reviews.
- Subscription for advanced features.

#### Best For:

Healthcare providers interested in specific reviews for their services such as Doctors, specialists, and clinics.





## 4. Facebook Reviews

### Pros:

- Good social media presence thus interacts with patients.
- Gaining trust through word of mouth from family and friends.
- Reviews can also be commented on, further spreading the word.

### Cons:

- Fake or spam my reviews can be an issue.
- Facebook tends to change their algorithm which alters visibility.

### Best For:

Healthcare businesses with solid social media engagement plans.



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## 5. Yelp

### Pros:

- This platform is highly trusted among users.
- A business can solve disputes and respond to a review.
- It has tools that allow businesses to analyze their performance.

### Cons:

- Positive authentic reviews get filtered out.
- Its use is very limited outside the US and Canada.

### Best For:

Local-driven dental and aesthetic clinics, as well as wellness centers.







# HOW TO EARN MORE POSITIVE REVIEWS:

## 1. Ensure the experience is exceptional for each patient.

The review will stem from the experience the patient receives. Every person that walks through your doors should be treated with the utmost care since the first moment they interact with your facility.

## 2. Ask for a review from patients directly.

Instead of waiting for patients to come forward, ask them, as some of the satisfied patients certainly will not offer it up voluntarily. Consider training the staff to prompt patients at the end of their appointment to see if they would be okay with leaving a review.

## 3. Send out an auto post appointment review requests.

Email reminders or an SMS reminder can be sent to a patient post their appointment on whatever platform they prefer. Having the patient's name included in the message where the facilities thanks them for coming in, boosts response rates.





#### **4. Send a follow up call after the appointment or some informative content (if doing so does not violate any rules).**

People are more motivated to give feedback to the patients who were presented with some simple follow up questions through telephone calls or supportive material that guides the patient.

#### **5. Existing positive reviews should be highlighted to attract more reviews.**

Reviews add credibility to websites and social media pages, therefore they should be put on show to attract further feedback from additional patients.



# HOW TO MINIMIZE NEGATIVE REVIEWS

*Negative reviews can be reduced through a proactive approach and addressing the complaints directly.*

## 1. Proactive Approach

The hefty portion of negative reviews stems from dissatisfaction that comes from poor service. Do regular intra-departmental trainings and drills where staff is trained on how to resolve problems the patient faces during their visit proactively.

## 2. Responding to Negative Comments

Tactfully addressing issues offline without brushing them under the carpet helps resolve conflicts. When responding to negative comments, take your time and try to enter the other person's shoes and realize their perspective. It could help in making the situation more amicable.



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### **3. Regular Monitoring of Reputation**

Setting Google Alerts or other reputation management tools can make sure no new reviews are missed and responding to them is on point.

### **4. Patient feedback System**

A patient can be encouraged to raise an issue without publicizing it through the use of a complaint box or pt survey.

### **5. Commonly Arising Issues**

If a series of reviews pin point towards one issue in a review, then it is definitely an area to be looked at. Has there been a change in the SLP (Service Level Protocol)? Does staff requires additional training to cope with the changes?



# OTHER LATFORMS

## 1. Google Reviews

- Automated emails or SMS with a direct link to the Google Review request can be sent out.
- Place QR Codes in your practice for suggestions and feedback.

## 2. Trustpilot

- Automated review request tools available on Trust pilot can also be used.
- Start by using a Trustpilot review widget on your website.

## 3. Doctify

- Give out physical review request cards which have QR Codes.
- Utilize the Doctify review collection app at the conclusion of the consultation.

## 4. Facebook Reviews

- Motivate your happy patients to review their experiences on social media.
- Post regularly and ask patients to give their feedback, and not just for negativity.



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## 5. Yelp

- Instruct front desk personnel to ask patients for feedback on Yelp.
- Add a Yelp badge with a CTA on the business website.





# CONCLUSION

*Managing a healthcare business is not easy, and one of the most important aspects is online reputation. Healthcare providers can use appropriate strategies to enhance their online reputation, positively attract prospects, and retain existing patients, thereby, establishing a brand image in the industry. With the adoption of these strategies, one will notice a significant improvement in organizational credibility as well as a boost in patient satisfaction.*



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