

## Build Your Program

### STEP 1: DESIGNATE A REVIEWS AMBASSADOR.

Identify one person in your practice who will serve as your “reviews” ambassador. This could be your practice manager, front desk person, hygienist, or another team member who is comfortable with technology and who likes to use Google, Facebook, Twitter, Healthgrades and other online outlets.

My reviews ambassador is: \_\_\_\_\_

### STEP 2: SET A GOAL FOR THE NUMBER OF REVIEWS YOU WANT TO EARN EACH MONTH.

My monthly practice goal is: \_\_\_\_\_

### STEP 3: CONDUCT A PRACTICE REVIEW AUDIT.

Work with your practice manager and your reviews ambassador to answer the following questions.

- How are you currently generating your reviews?
- How current are the reviews?
- Where are the reviews showing up? (Google, Facebook, Healthgrades etc.)
- Are you sharing your reviews on key sites like Google+, Facebook, Twitter
- Are you currently responding to reviews?

### STEP 4: REQUEST REVIEWS.

Check the review initiatives you will use for your practice:

**Email Requests:**

- If you have an integrated email program in place (i.e., SmileReminder, DemandForce, LH360, etc), check your automated settings and turn on the options to send a review request after each patient visit, auto-send Google review requests, and other engagement options.
- If you do not have an integrated email program, register at [AllReviewSites.com](http://AllReviewSites.com) to create a dedicated review request option.

**Text Message:**

- Set up this option through your email program if you have it, or through [Allreviewsites.com](http://Allreviewsites.com).

**Tablet:**

- Utilize a tablet and ask patients to review the practice upon check-in.

**Cell Phone:**

- Ask patients to review the practice from their smartphone when they check-in at the front desk.
- Ask patients to review the practice from their cell phone when they are in the chair if there is a wait time.

**Other:** \_\_\_\_\_

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## STEP 5: DISCUSS THE REVIEW PROGRAM WITH YOUR ENTIRE STAFF.

Talk about the campaign's purpose and each person's role in achieving your goal. Morning huddles are a great time for this.

### Team Incentives :

- Motivate team members by running an internal promotion to reward the person who gets the most reviews. Determine the incentive and discuss it with the team when rolling out the campaign. Some incentive ideas include a \$100 gift card to the team member with the most positive reviews or a group lunch if the goal is reached.
- Post your goals in the break room. Discuss it regularly with all team members.

## Request Reviews

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### STEP 6: GET PERSONAL. ASK FAMILY AND FRIENDS TO REVIEW THE PRACTICE, IF THEY ARE PATIENTS.

Send them an email. Post it on Facebook (i.e., Please review our practice!). Send a text.

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### STEP 7: ACTIVELY SEEK REVIEWS FROM ALL PATIENTS.

**Send out quarterly email blasts:** Pull a list of your active patients and send out a large one-time email blast requesting reviews about the patients' last experience at your office.

**At the front desk:** When a patient checks in at the front desk, ask him or her to review the practice on Google from their cell phone if they have a Gmail address.

**In the chair:** If the patient compliments the doctor, hygienist, or assistant, this is a great time to say, "Thank you for the compliment! Would you like to review us on Google?" If the patient does not have a Gmail address, he/she can review the practice on Facebook, HealthGrades or your website if you have a review aggregation program.

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### STEP 8: EMAIL OR TEXT PATIENTS AFTER AN APPOINTMENT AND ASK FOR A REVIEW.

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### STEP 9: REPEAT EACH MONTH!

## Manage Your Reviews

It is important to monitor your reviews and respond. Respond to positive and negative reviews.

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### CHOOSE THE BEST OPTION FOR YOUR PRACTICE.

- I will manage my reviews myself and respond to them on a weekly basis
- I will look for a program that manages this process for me.

# Promote Your Reviews

## THE BEST WAY TO PROMOTE YOUR POSITIVE REVIEWS IS TO:

- Add a review navigation tab and page to your website.
- Integrate reviews from all of your review sites so that they show up everywhere.
- Post a really special review about you or a staff member on Facebook and other social channels to recognize that team member.
- Add positive review quotes to your reception area and treatment room screens.

## DECIDE HOW YOU WILL PROMOTE YOUR REVIEWS.

I will manually copy reviews from Google, Facebook, and other sites and “paste” or “share” them on other sites. I will do this weekly.

I will invest in an automated program that does it for me.

### NOTES