

Lunch & Learn

Reputation Matters: How to Attract More Patients with Better Online Reviews



Your Presenter



Rebecca Schaad
RemedyConnect
Account Manager

Rebecca has been working with Pediatric and Family practices since 2007.

She is passionate about helping providers and practices reach their communities with relevant information to support children & families.

Audience Q&A

**Drop your questions into the Questions box
of your GoTo Webinar panel.**

What We'll Dive Into



- **Online reputation management:** Why online business reviews matter now more than ever if you want to grow your practice.
- **Effortless reviews:** Discover how easy it is to use automation to gather patient reviews without adding extra work for you or your staff.
- **Google Business Profile:** Be the top pediatrician families find first when they search online.
- **Apple Business Connect:** It's the next big thing in healthcare visibility — learn why you need to have this on your radar.
- **Responding to reviews:** Every review is an opportunity for improvement! Learn tips and tricks for responding to online reviews.

Polling Question #1

Have you searched for your business name while in "Incognito Mode" to find your Google Business Profile?

- a. Yes
- b. No

Online Business Reviews – Grow your Practice



1st Step

- Confirm Google Business Profile is listed & verified
- Review listing info
- Add to profile monthly - FAQs, Insurance, Photos



Target Audience

- Parents trust reviews
- Trusted platform
- Reply to reviews - 88% want to see responses



Reviewer Profile


- Local Google Guide
- Consistent reviews
- Balanced reviews
- Date of review
- Stars + Text + Photo

Google Business Profile



- Google your practice name incognito mode
- Do you show up on the right side box?
- Check Google Maps
- Click "Own this business?" to see the associated email, or claim it

Hometown Pediatrics of Joplin



[Website](#) [Directions](#) [Save](#) [Call](#)

4.7 ★★★★★ 120 Google reviews

Pediatrician in Redings Mill, Missouri

Get online care: joplinhometownpeds.com

Address: 200 Castle Dr, Joplin, MO 64804

Hours: Open · Closes 4 PM ▾

Phone: (417) 626-7337

[Check insurance info](#)

[Suggest an edit](#) · [Own this business?](#)

Questions & answers
[See all questions \(1\)](#)

[Ask a question](#)

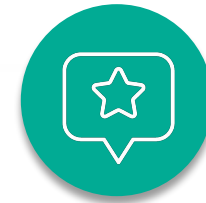
Why Reviews Matter



They create a **positive 1st impression online** - where your parents are searching for you.



Social Proof - **over 50% of consumers trust online reviews** as much as they trust personal recommendations.



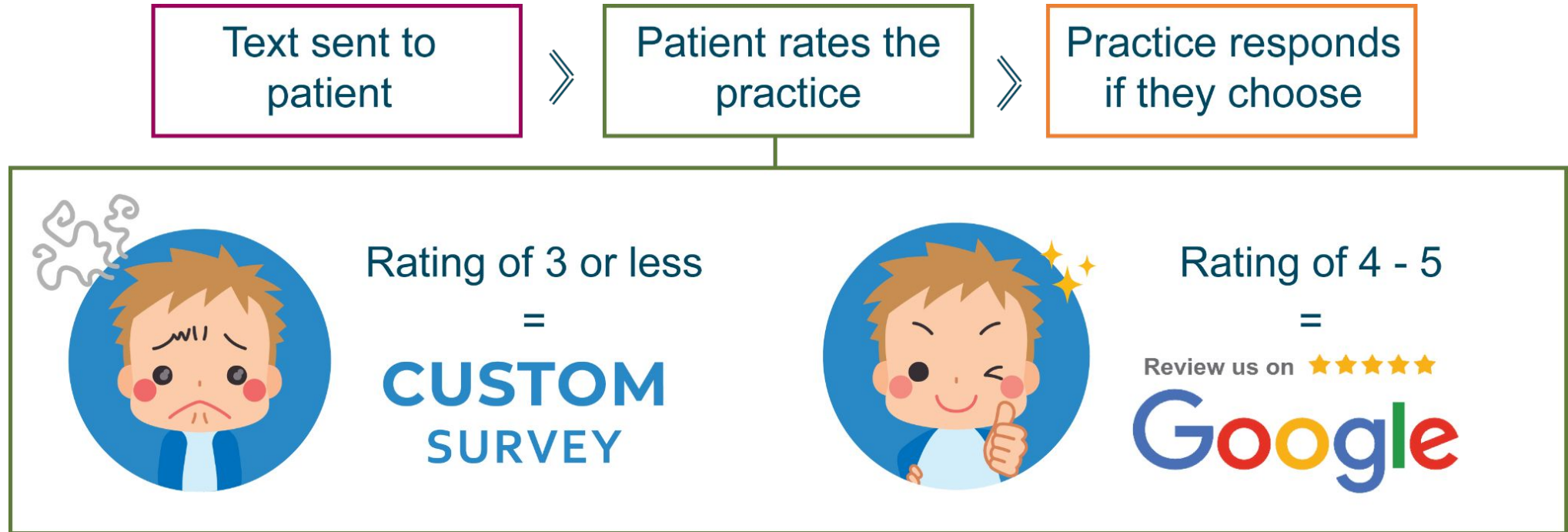
Reviews drive adoption or choosing your practice - **99.9% of shoppers read online reviews.**

Polling Question #2

Do you currently use a service or platform to increase your Google Star reviews?

- a. Yes**
- b. No**

Space to be Seen *and* Heard



We all have blind spots.

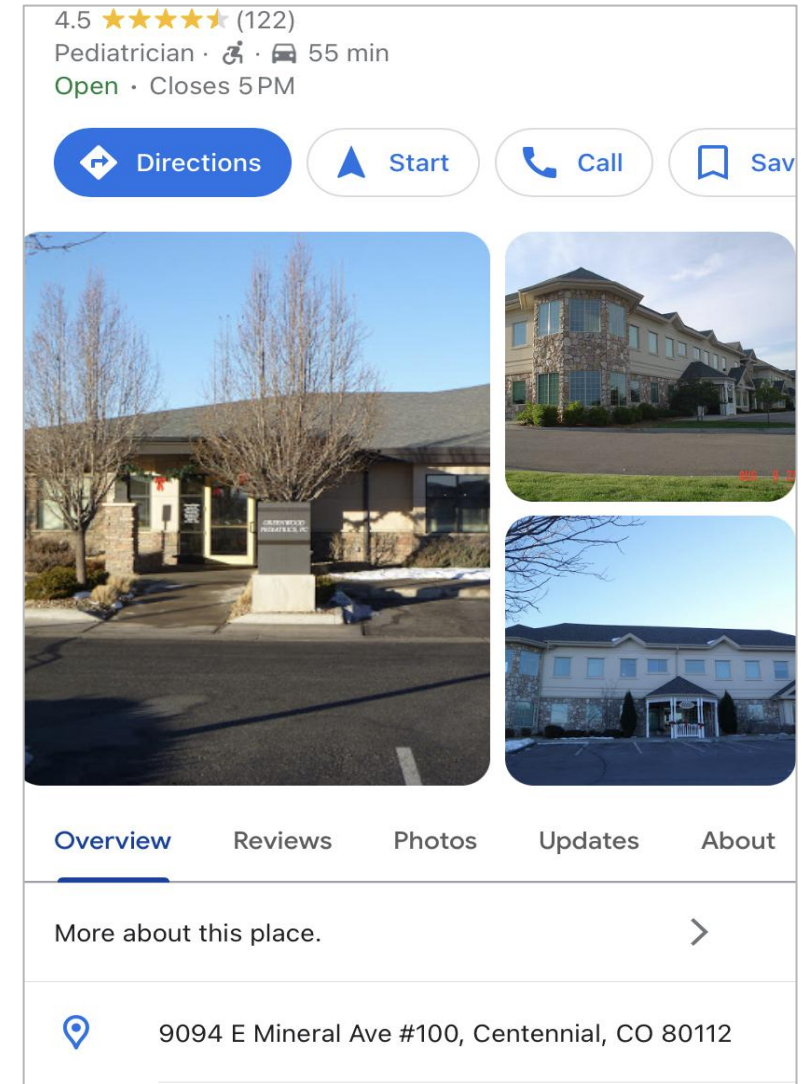
Review Builder Works



- **Easily reach out to patients:** 2023 studies show 50%-65% of customers will leave a review if asked **& if** it's simple to do
- **Effortless reviews:** We simplify the process - reducing friction
- **Encourage honest feedback:** Take pulse & direct feedback
- **Engage with reviews:** Proactive responses to positive & negative feedback promote a positive interactive tone
- **Highlight reviews:** Create social posts around positive feedback & highlight positive reviews to your website homepage




Apple Business Connect

- Sign into your **Apple account** (if you have an iPhone you have this) or sign up
- **Apple Business** is linked with Yelp reviews (note you don't need a Yelp account)
- Edit your **Place Card** info details
- **Actions** - Add Links under here (Schedule appointment, Services, Hours - links back to website)
- **Showcases** (run for up to 30 days) - Flu Clinics can be listed here
- **Photos** - logo, outside pic, tour of office, providers
- **Apple Maps** is growing rapidly




4.5 ★★★★★ (122)
Pediatrician · 🚗 55 min
Open · Closes 5 PM

[Directions](#) [Start](#) [Call](#) [Save](#)



[Overview](#) [Reviews](#) [Photos](#) [Updates](#) [About](#)

More about this place. >

 9094 E Mineral Ave #100, Centennial, CO 80112

Polling Question #3

Do you currently respond online to both positive & negative reviews?

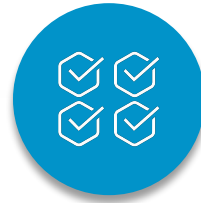
- a. Yes**
- b. No**

Responding to Positive & Negative Reviews



Stay Positive

- Analyze parent/patient feedback
- Identify common issues
- Enhance patient experience



Respond to All Reviews

- Promptly respond to reviews online
- Address reviews in staff meetings
- Highlight positive reviews on social media & website



Re-Evaluations

- Parents will get a survey for each visit
- Each day could look different
- Staff interactions vary & type of visits

Positive Reviews - Responses



- “We are so encouraged to receive such a kind & detailed review for Pretend Pediatrics and our team. We are grateful to work with staff members that care for every patient with diligence and concern.”
- “Thank you for taking the time to post this glowing review of Dr. Boyd and our team of providers at Pretend Pediatrics. We sincerely appreciate the positive feedback.”
- “Thank you for your kind remarks regarding our Practice Administrator at Pretend Pediatrics. We value working as a team to provide smooth transitions from scheduling to check-in to provider care to check-out. We appreciate the kudos you shared today!”

Negative Reviews - Responses



- “Pretend Pediatrics was born to meet the needs of our surrounding community and families. We care deeply for the families and patients we partner with in their health journey. Due to privacy concerns, details cannot be discussed online but we welcome a phone call to discuss this further. Thank you for reaching out to us.”
- “At Pretend Pediatrics we are dedicated to the highest quality of patient care. Patient privacy regulations will not let us comment further on specific situations online, please contact us at 555-555-1234, so that we can gain more insight into the situation.”
- “At Pretend Pediatrics we value patients' health and well-being. We are concerned there was a poor experience with one of our staff members, as we strive for excellent communication & a welcoming environment. Please call us at 555-555-1234, so we can gain a better understanding of what happened.”

Resources

Highlight Sheet

[Review Builder](#)



Client Success Story

[Unlocking the Power of Online Reviews to Attract More Patients to Your Pediatric Practice](#)



Blog Posts

[Build a Pediatric Website That Parents Will Love: Tips to Attract More Patients](#)

[Attract More Patients: Essential SEO Techniques to Grow Your Pediatric Practice](#)

[3 Must-Have Design Elements You Need for Your Pediatric Website](#)

[Transforming Pediatric Patient Care with a Custom Website](#)

[3 Key Considerations for Selecting a Medical Website Design Company](#)



On-Demand Video

[Growing Your Practice with 5-Star Google Reviews](#)

Thank you for attending!

We'd love your feedback!

Please complete the survey at the close of this session.

Join us for our next Lunch & Learn:

From Online Search to Office Visit:

5 Ways to Turn Clicks into New Patients

Tuesday, November 12 at 12 PM ET