



## **A ONE STAR CHANGE IN ONLINE REVIEWS CAN SWING PRACTICE REVENUE BY 10%!**

We represent some of the leading medical practices and medical experts in the country and in some cases, the world. When we are hired by a new client to help bring his or her practice to the next level, one of the first orders of business is to establish exactly where the practice is, in order to be able to chart a course to achieve the practice objectives and measure growth. Part of this "Situation Analysis" process involves a full audit of all past and current marketing assets and contractual agreements.

It was during this audit process for a leading fertility practice in Beverly Hills that we learned about Review Concierge, now known as Empathiq. Up until this point, despite specializing in marketing the health industry, we were unaware of Review Concierge and its capabilities.

As a premium PR and Marketing firm, our clients had provided us with feedback about various services they have tried to use to help improve their online reviews but the verdict on the results was always negative. All complained that the so called "reputation management" company did not deliver what they promised and when they had questions, or needed help, they were sent to some remote call center in another country. The bottom line was that they all felt there was zero return on investment for these services.

We are fastidious in our audit process, so we picked up the phone to speak to Review Concierge to learn more about their claims. David Engel took our call and explained Review Concierge's unique capabilities. It was clear that there was nothing else like Review Concierge on the market and if the claims were true, we knew this tool would be invaluable for our clients.

Most clients find online reviews frustrating, especially when perfectly happy patients write a real and positive review, only to have the review "filtered" to the "not recommended" section of Yelp.

If there was a mechanism that could allow us to help improve reviews and decrease negative reviews, we were eager to learn everything about it.



While most clients tend to focus on the annoyances of online reviews, we always point out what an incredible resource online reviews are to help manage a medical practice. We turn to online reviews during our audit process to help us know:

- where the practice might need help with delivering the "brand promise."
- which employees are of particular value to the business.
- which employees require coaching.
- what common themes are running through patient reviews that help us create our SWOT (Strengths, Weaknesses, Opportunities, Threats) for the practice.

With this information we can then put mechanisms in place to help the entire practice move in the same direction toward a set of clearly defined goals.

In addition, when we put our system in place with the use of the Review Concierge tools, online reviews become highly effective free advertising that not only help attract new patients, but also help practices and medical experts improve their ranking on search engines such as Google.

But before we go any further, let's talk about the facts.

#### THE FACTS ABOUT ONLINE REVIEWS.

Below are a few facts about healthcare online reviews and how people use them.

- Traffic grew more than 70% to medical review websites between 2012 and 2013.
- It is estimated that a one-star review change in online reviews can affect practice revenue by 10% (based on a Harvard Business School Review Report).
- 90% of patients and colleagues will seek out and read online reviews.
- 1/4 of all patients will look at 5 to 6 reviews before feeling they have a reliable indicator about the medical practice or practitioner.
- Women make 80% of the healthcare decisions.
- 56% will spend SEVERAL days searching for the right doctor.



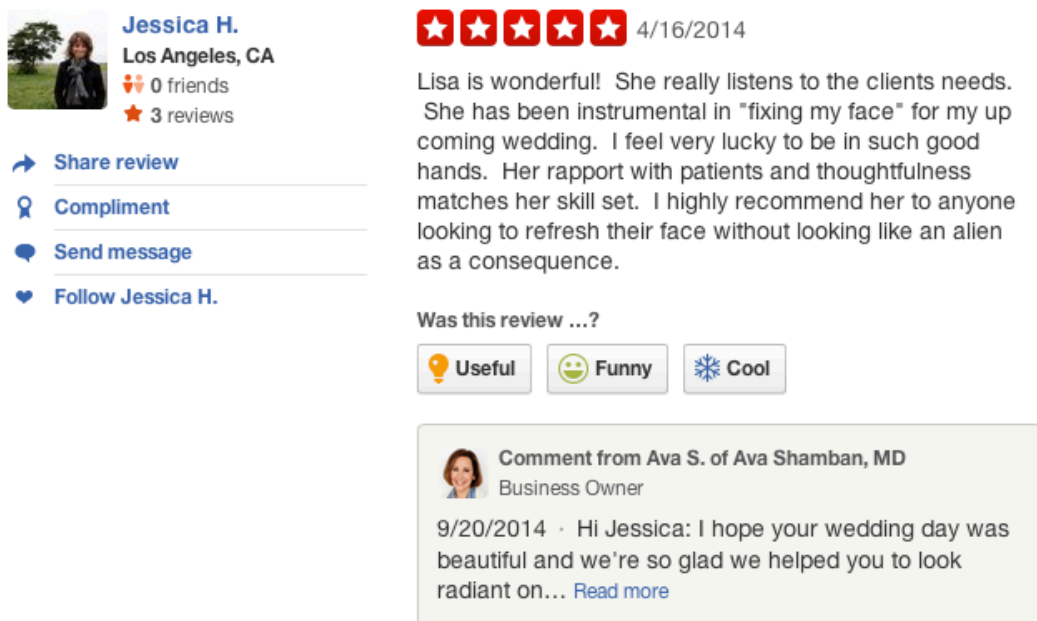
- Patients reviews matter as much these days as a doctor's years of experience.
- 47% of people who looks up a physician online felt differently about the doctor after they reviewed their online reviews.
- 40% said they felt reassured and more comfortable with their choice after reading online reviews.
- 7% said they felt a need to find another doctor than the one they were referred to after reading online reviews.
- 72% trust online reviews as much as personal recommendations.

Imagine if a medical practice could increase business by 10% by effectively managing online reviews within a matter of months? Well, you can and here is how we do it.

1. We start by getting a list of all the online review pages our client is on and noting what pages are missing and need to be created for them. The Review Concierge Report Card instantly provides us with this information.
2. From there, we "gain control" of any pages that allow us to populate the pages with information. Without this, we can't respond to reviews, post the correct profile photos, etc.
3. After that we move to the "getting all the information right" stage, where we make sure each client's contact info is correct so new patients can easily contact the practice once they read all the great reviews.
4. Then we identify the first three pages of reviews on any online review pages that allow us to respond, like Yelp, Google, Vitals, etc.
5. For review pages that don't allow a response from the practice to the review, we single out negative commentary so we can sit down with the physician or practice manager to develop action items for negative reviews.
6. From there we work through the Review Concierge system to create action items for all reviews. We write customized responses to each and every review so patients and readers know the attention our clients pay to detail and to their patients. We want to make sure that we demonstrate how polite and appreciative our clients are for positive reviews by thanking them for taking the time to write a review. We submit the responses to our

clients to approve and then we post the responses to the online review page. Review Concierge will also post a response, but because we are a boutique firm, our turn around time is one business day. Plus, we can write a response that has an "on brand" voice. While some practices will have various people writing responses (if at all), the first issue is that it can take weeks for them to get around to it and the second issue is that the voice sounds different with different writing styles and it does not match the single voice that helps build a brand and is used in all marketing material from the website, to social media, to blogs and more.

Below is an example of a customized response to a positive review, which is typical of what we strive to achieve for each of our clients.



**Jessica H.**  
Los Angeles, CA  
0 friends  
3 reviews

[Share review](#)  
[Compliment](#)  
[Send message](#)  
[Follow Jessica H.](#)

★★★★★ 4/16/2014

Lisa is wonderful! She really listens to the clients needs. She has been instrumental in "fixing my face" for my up coming wedding. I feel very lucky to be in such good hands. Her rapport with patients and thoughtfulness matches her skill set. I highly recommend her to anyone looking to refresh their face without looking like an alien as a consequence.

Was this review ...?

**Comment from Ava S. of Ava Shamban, MD**  
Business Owner

9/20/2014 · Hi Jessica: I hope your wedding day was beautiful and we're so glad we helped you to look radiant on... [Read more](#)

For the negative reviews, we work with the practice manager to see if we are able to identify the patients and reach out to them. We are highly conscious of ensuring we follow HIPPA guidelines in our responses and our action. It is true there are those who just want to be "haters." But we have seen tremendous results from unhappy patient review writers who were thrilled someone actually cared about their concern and not only wrote a response to their review, but picked up the phone to call them and send an email to talk about their concern. Our goal is to help the patient feel heard,

resolve the issue if possible and to encourage the patient to remove the negative review or at least write a positive update.

### ONE STAR REVIEW RESPONSE

In summary: I wish I had chosen to continue to get botox injections twice a year as I did before - NOT at Dr. Ava's office - as the pain level I am still experiencing is giving me huge concerns. It was not worth the money/pain.

Was this review ...?

 Useful 2    Funny    Cool



**Comment from Ava S. of Ava Shamban, MD**  
Business Owner

8/21/2014 · Your experience is highly unusual for both the procedure and our practice. Please contact our Santa... [Read more](#)

### ANOTHER ONE STAR REVIEW RESPONSE

Did I mention parking in the structure is over \$20. There is no warmth or caring in this office. It runs like a factory and unfortunately, you are the widget.

Jeff

Was this review ...?

 Useful 6    Funny 1    Cool 1



**Comment from Ava S. of Ava Shamban, MD**  
Business Owner

9/20/2014 · Hi Jeff: We have left several phone messages for you, in hopes that we can address and resolve your... [Read more](#)

7. The other kind of reviews we flag are ones we think are not legitimate and are either written by a disgruntled past or current employee or a competitor. Below is an example of one of the email responses from Yelp Support we received after filing a complaint for the client, informing us that they removed a one star review.

**Subject:** Thanks for contacting Yelp Support! [ 2757693 ]

Hi there,

We're writing to let you know that we've evaluated Dolcevita L's review of AVA MD Beverly Hills that you recently flagged. After assessing the review carefully against our Content Guidelines, we agree that this review should be removed.

We rely on community engagement to help keep Yelp useful. Thanks so much for taking the time to bring this matter to our attention!

-The Yelp Support Team

8. Next we collect all of the images that we feel would be an asset to populate on all online review pages. Research shows that people will spend 2.5 times longer on a Yelp page that features images and videos. Before and After photos for a Dermatologist or a Plastic Surgeon are especially effective images to post.

9. Once we have all the online review pages "under control," we move to building the number of online reviews and boosting the client's score. Review Concierge has a lot of great tips to help clients encourage reviews, including their review cards which are very helpful. These can be ordered directly from Review Concierge, but in the case with our clients, we customize the copy for their practice.

BELOW IS AN EXAMPLE OF THE FRONT OF THE REVIEW REQUEST CARD WE AUGMENTED FROM THE REVIEW CONCIERGE VERSION FOR A CLIENT:





BACK OF THE REVIEW REQUEST CARD EXAMPLE:

We are glad to know that your recovery is coming along nicely and that you are very pleased with the results of your surgery.

If you would like to share your experience, our team would greatly appreciate if you would consider writing an online review. Feedback from patients like you is the best way to inform others and help them feel comfortable putting their trust in us.

To post a review, please go to [www.DrStars.com/Hgross](http://www.DrStars.com/Hgross). Or, text hgross to 310-494-2829. For convenience, we'll also send you an email with the link.

Thank you,  
Dr. Howard Gross and The Surgical Arts On State Team.

10. We work with our client's staff to help ensure they know how and who to ask for reviews. When a patient is given a review card, a staff member then sends us the email address for the patient and we create an email to send to them. We do this because it is very important that the patient use the Review Concierge link to write his or her review. Sometimes review cards get lost and the patients forget to write a review, or patients can't find the card so they go online and might create a Yelp account with the best of intentions, only to have their review filtered by Yelp because the Yelp algorithm determines that because the review is from a newcomer, it is not to be trusted. We are always very disappointed when a review goes to waste, so we work diligently to ensure that every patient who is willing to write a positive review is given the prompts to help them to do so through the Review Concierge system.

Below is an example of an email message a patient would receive the day after receiving his or her online review request card from the client's staff member.



SOUTHERN CALIFORNIA REPRODUCTIVE CENTER



Our entire team would like to congratulate you on graduating today from SCRC. We know it's been a long journey and we are so proud of how well you did and could not be happier knowing you are on your way to enjoying the special rewards that only come with motherhood.

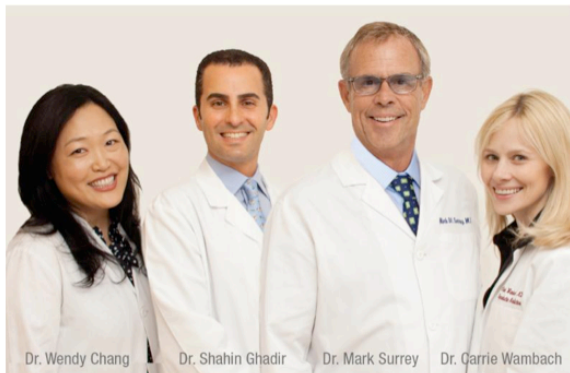
To help other women with fertility challenges make their decision about what fertility expert would be the best fit for them, we would appreciate if you would share your thoughts and experience online by clicking [HERE](#). Or, you can text SCRC to 310-494-2829.

Please stay in touch and let us know how you are doing. We always love receiving photos of babies we have helped come into the world. We also LOVE visits from new moms with their little bundles of joy.

Thank you for placing your trust in us.

Yours truly,

The SCRC Team



Dr. Wendy Chang

Dr. Shahin Ghadir

Dr. Mark Surrey

Dr. Garrie Wambach

450 N Roxbury Dr, Ste 500, Beverly Hills, CA 90210





11. Staff is usually busy focusing on their jobs and they often need coaching with when to ask for reviews and how to ask for them. Here is an example of a document we created for a leading fertility practice we work with to help encourage content for social media and online reviews.

### 3 STEPS FOR SUCCESS

1

**IN OFFICE PICTURES**

We are very proud of the work you all do to help all of us achieve success. As the saying goes, "A picture is worth 1000 words."

Please help us spread the word about the great work that the SCRC staff and physicians are accomplishing. We appreciate you helping us let everyone know that choosing SCRC is the right choice.

Please follow these easy steps to help us post photos of our successes:

1. Please take a picture of the visiting baby with your mobile phone. You are welcome to take photos of the parent with the child and the child on their own.
2. Ask the patient to sign the release form, conveniently located at the nursing station.
3. Take a photo of the signed release form and send the form and the email picture(s) to: [marketing@scrcivf.com](mailto:marketing@scrcivf.com)

2

**GRADUATED PATIENTS (online reviews)**

We love talking about our successes, but we love it even more when our patients talk about how glad they are that they chose SCRC.

When a patient graduates, please follow the following steps:

1. Provide list of graduated patients to marketing, including:
  - Patient Name
  - Graduation Date
  - Patient Phone
  - Patient Email
2. Send info to: [marketing@scrcivf.com](mailto:marketing@scrcivf.com)

3

**MAILED THANK YOU LETTERS & BIRTH ANNOUNCEMENTS**

1. After the physician has read a Thank You Letter and/or Birth Announcement, please collect them.
2. Please note the following information:
  - Patient Name
  - Patient Phone
  - Patient Email
3. Please place the letter and/or birth announcement, along with the above listed patient details, in the marketing inbox (located outside of Jean Mortimer's office).

**NOTE:** The term "Graduated" in Fertility Medicine refers to a patient who is past 12 weeks pregnant and "graduates" to moving on to her OBGYN.

12. Once we have a review, we want to leverage it across all available marketing platforms. Each time we receive notification of a 5-star review from Review Concierge, we go through the protocol to get the response posted. Once the response is online, we then announce "Another 5 star review" across all social media platforms.



**Surgical Arts On State Howard Gross, MD** shared a link.

Posted by Spotlight Comm [?] · August 28

Another 5 star review for Dr. Gross!

<https://plus.google.com/+HowardGrossMDSantaBarbara/>



**Howard Gross, MD - Google+**  
plus.google.com

Howard Gross, MD - At Surgical Arts on State, Dr. Howard Gross has helped countless of Santa Barbara and area patients feel confident and live happier lives, by helping patients transform a troublesome physical

13. In some cases, Review Concierge works with us to help a client reduce the chances of a bad review being written. They not only do this through their own system, but can take it one step further by helping the client identify who the unhappy patient is. One example of this is one high-profile client (dermatologist) who sends each and every patient leaving their appointment a message asking how they felt about their appointment. Unfortunately, the review link connected to either Smile Reminder, or a back end section of City Search. The result was that just over 900 reviews never saw the light of day!

The first thing we did was sign the client up with Review Concierge. While the Review Concierge system will help to halt a review being written by an unhappy patient, we wanted to be able to identify who that unhappy patient was. To accomplish this, Review Concierge worked with us and the client to set up their response link through Survey Monkey (who offer a HIPPA compliant package), so that we could know the name and contact info of the patient. This allows us to reach out to the patient to address his or her concerns.

14. The last step we take is to ensure that the look of any online review page that we can populate with graphics be consistent with the other practice marketing.

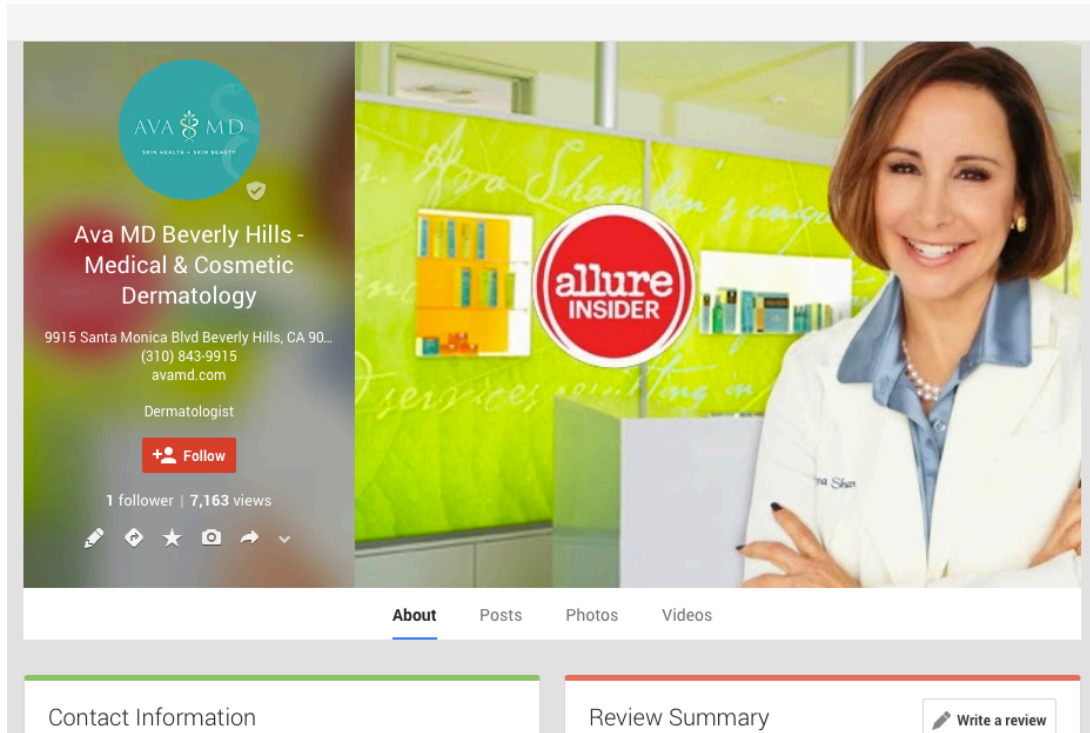
Below is one of our clients websites



BELOW IS THE SAME CLIENT'S FACEBOOK PAGE, WHICH LOOKS THE SAME AS HER WEBSITE, SO SHE DEVELOPS RECOGNITION FASTER.



BELOW IS HOW WE MADE HER GOOGLE + PAGE LOOK SYNERGISTIC WITH THE APPEARANCE OF HER OTHER MARKETING ELEMENTS.



## CONCLUSION

We have seen the difference that working with Review Concierge and managing online reviews effectively can make for a client. The numbers are clear in the increased number of calls as a direct result of online reviews, as well as the diminishment of bad reviews, the increase in review scores and the quantity of online reviews, all of which culminate to improve the practice's bottom line.

It takes an effective system and a diligent and consistent group of professionals to achieve these kind of results. Even without our help, any practice can benefit from working directly with Review Concierge. They offer a highly effective service, with first-rate customer service. Not all of our clients use all of our firm's services, but as each learn of the results of what our other clients are achieving with the help of Review Concierge, they are all beginning to ask us to manage their online reviews. Without Review Concierge we simply could not deliver results like increasing Yelp views by 390% in six months and quadrupling the number of positive online reviews in that same time frame; more importantly, booking more new patients who say they heard about the practice from an online review.

## OUR STORY



Spotlight Communications Group was founded by Candis Melamed. Candis graduated magna cum laude from California State University, Northridge. She earned a Bachelor of Arts in Journalism, with a major in Public Relations and minor in Marketing.

Candis' immense drive and undying enthusiasm for the health and beauty industry led her to form a results-driven boutique Public Relations firm named M.S. & Associates. Her company was successful in achieving an extraordinary amount of quality media placement for various celebrity physicians, day spas, and beauty products.



Candis quickly gained a reputation for being the quintessential “Pitch Guru.” Over the years, she has prided herself on conceptualizing exceptionally unique story ideas that get her clients noticed and remembered by key editors, producers, and writers. Throughout her career, Candis has fostered an array of notable media relationships, resulting in long-term public relations successes for her clientele.

Despite the success Candis achieved for her clients, she knew she could offer a more effective way to fulfill their overarching marketing needs. Candis observed that in almost every case, each client hired different professionals to serve individual marketing needs. Time after time, Candis noticed that these “team” members did not function as a team at all. It seemed almost impossible for communication between each consultant to be fluid and for everyone to be moving in the same direction. Because of this, the collective marketing was often disjointed and the client did not benefit from the results that the group should have been able to achieve. Out of frustration from seeing how the client was always the one who ended up paying the price for this ineffective structure, along with her continued commitment to deliver exceptional results, Candis decided to expand her firm to a full-service, PR, marketing, and communications agency. The company was aptly renamed Spotlight Communications Group, and today clients are benefiting from the kind of results they came to expect from Candis — in all aspects of marketing.

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