

How to transform your patients' satisfaction into a wealth of positive online reviews

► CASE STUDY



DESERT ORTHOPAEDIC CENTER

Problem

As the most established orthopedic surgical group in the Las Vegas area, Desert Orthopedic Center, with its four locations and 20 board-certified physicians, had earned a great reputation among its tens of thousands of happy patients.

Despite this presence in the community, a quick online search yielded negative reviews and disjointed social pages that misrepresented the patient experience.

Desert Orthopedic Center's search engine results were displaying a few unhappy patients leaving poor reviews on Google, Facebook, and Yelp. These poor reviews misrepresented the experience of the vast majority of patients and created a false narrative of the typical patient experience. DOC had not yet claimed all of its Google My Business listings, which was keeping the center from participating in the conversation.

While DOC appreciates all feedback to improve patient care, the center needed a way to motivate its thousands of happy patients to leave reviews, as well. Up to this point, negative reviews had dominated the search results.

The DOC team considered proposals to create private review sites to better control reviews. The team determined these sites to be expensive, complicated, and mostly ineffective. DOC needed a cost-effective, easy-to-use solution to produce an accurate representation of the typical patient experience.



Solution

The DOC team decided to partner with SocialClimb to improve the group's reviews and social media presence. Implementation of SocialClimb's automated service took only a few days and included HIPAA compliance and HL7-based data flow.

SocialClimb met all of DOC's needs, including:

- Easy to use for all staff and physicians
- Personalized patient review invitations sent from physicians automatically
- Detailed tracking and notification of reviews
- Inline response tools for the major social platforms

As a bonus, a SocialClimb Report Card and score was provided for each physician.

Results

With response rates 20x higher than other systems, DOC receives 150+ Five-Star online reviews every month!

PATIENT REVIEW INVITATIONS

Text message reminders are core to the SocialClimb model. DOC now uses SocialClimb to automatically deliver personalized text messages from physicians inviting patients to review their experience within 24 hours of an office visit. Reviews that are potentially negative go straight to the DOC team. Patients who recommend DOC are directed to options such as Google, Facebook, Health Grades, or Yelp, where they can leave positive social reviews in seconds.

INSTANT NOTIFICATIONS

The DOC team receives a daily report of any negative reviews from patients. This enables them to quickly respond to issues and make adjustments. It also identifies what needs improvement.

INLINE RESPONSE TOOLS

The DOC marketing team uses SocialClimb's Inline Response Tools to respond to all public reviews from within the SocialClimb system. This makes managing their high volume of review responses simple and manageable.

PROVIDER REPORT CARD

Each physician has his or her own Report Card in the SocialClimb system. The Report Card tracks providers' SocialClimb scores and gives them easy access to all public and private social reviews their patients have posted. Weekly and monthly automated reports help them track their improvement and trends.



Every month,
DOC receives 150+
five star ratings

#1

Facilities gained
#1 spot on Google
for searches on
orthopedics



Nearly all tracked
keywords ranked in the
Google 3-Pack

VALUE

SocialClimb instantly began improving DOC's social reviews on Google and Facebook. Within weeks, thousands of happy DOC customers were automatically invited to leave social reviews via personal text messages from the doctors they had just seen. Hundreds of five-star public reviews were received, and the practice's social review scores soared.

Improved social review scores translated quickly into improved rankings on Google and greater visibility on Facebook. DOC's negative search engine results were transformed into positive rankings in the Google 3-pack for every keyword tracked. Additionally, all doctors now have SocialClimb Reports and Scores. These tools provide greater visibility into patients' experiences and overall trends in patient sentiment in the practice. They also allow the team access to every review written about the practice, whether public or private.

"SocialClimb enabled our wonderful patients to dramatically improve our social media image," said DOC CEO Michael Pendleton. "It also gives us the insight into our patients' experiences that we have been seeking as we work to improve and measure real outcomes."

With the use of the Provider Report Card, Pendleton also feels that his doctors are on their best behavior since they know a text goes out after each visit asking for a review. As a result, the group has seen very few negative reviews, and any that have come through have been addressed privately.

"The implementation of SocialClimb has been wildly successful," said Pendleton. "We have enjoyed our new ratings online and our accompanying success."

To learn more about how you can improve your reviews and take your business to the top of local online searches, contact SocialClimb at (866) 338-8270 or visit www.SocialClimb.com

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OrthoCarolina transforms its social reviews reputation

► CASE STUDY

OrthoCarolina

Problem

OrthoCarolina's social media reviews did not match the quality of care they deliver and real world reputation they had earned. Known for a high standard of care and great patient experiences, OC needed to embrace the social media reviews world.

In May of 2017, the social reviews reputation for each of the 40+ OC locations was far below what the management team knew it should be. Each office needed to compete well locally and social reviews is an important part of the local search puzzle.

On a national level, OrthoCarolina ranked relatively low as compared to other members of the OrthoForum. While it is challenging for large practices to compete locally, the 3.3 stars and less than 20 reviews on average per location was unacceptable.



Solution

OrthoCarolina was introduced to SocialClimb through the OrthoForum and became interested after hearing the results SocialClimb had achieved for other orthopedic practices looking to improve their social reviews and build their online presence. SocialClimb's features covered all of the issues identified by the OrthoCarolina team:

- Increased quantity and quality of the social reviews coming from happy, satisfied patients
- Improved Google local search rankings
- Immediate patient feedback to the operations team and simple response tools
- Rating and ranking of physicians by patient satisfaction
- Quick and easy setup
- Completely automated service requiring no daily effort to initiate
- HIPAA compliant and secure
- Full reporting tools to enable measurable practice improvement models

STEPS TO DEPLOY SOCIALCLIMB

First, SocialClimb integrated an automated feedback program with OrthoCarolina's EHR system. The program prompts individual patients for feedback at the correct point in the care cycle with no effort from OrthoCarolina's staff.

Second, SocialClimb enabled automatic monitoring and notification for good and poor reviews. This was accomplished via SocialClimb's real-time integration through the review platform's APIs. Notifications are sent to the correct location management team members via email and text. These reporting tools deliver instant notifications, daily and weekly digests, and monthly location and provider report cards that make patient feedback accessible to the entire OC team. With hundreds of reviews coming in everyday, automated distribution of this data was key.

Finally, SocialClimb enabled OC with tools that manage and enable patient communication for service recovery and responses. Learning of and responding to patient-reported issues became automated and simple.

Results

In less than six months, SocialClimb has helped OrthoCarolina get its social reviews reputation to match the high quality of care it has always delivered. As of November 2017, OrthoCarolina's social review reputation had improved so much that it is now ranked in the top 10 of the OrthoForum members. This transformation is amazing, especially for a practice with more than 40 locations and nearly 180 doctors.

SocialClimb is helping OrthoCarolina truly transform each physician reputation and each location reputation:

- Average location/practice rating of 4.7 stars up from less than 3.3
- Great personal reputations being built at Healthgrades for each of the doctors and many of the mid-level providers
- Average of 100+ reviews per location up from fewer than 20
- Local search dominance for OrthoCarolina in every location where the group has an office

VALUE

Within just a few months, OrthoCarolina started seeing dramatic results. As the reviews started pouring in, they were thrilled to see the average star rating improve, receive valuable and actionable patient feedback, and gain control of their practice reputation.

In addition to the increase in quantity and quality of reviews, OrthoCarolina is benefiting from significant improvements in their search rankings with Google at each of their locations. Rankings and search results have also improved on Facebook and Healthgrades.

"SocialClimb's ability to solve these social review challenges for a practice as large and complex as OrthoCarolina has been refreshing," said Blair Primus, CMO at OrthoCarolina. He went on to say, "As a marketer you rarely find vendors or solutions that really deliver more than what they promise, but SocialClimb has done just that. At a reasonable price point, and with very little effort from our staff, they have truly helped us transform our social media reputation."



Ratings at 40+ locations
jumped from 3.3 stars to
4.7 stars

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How to dominate your local search presence as an orthopedic practice

► CASE STUDY



Problem

Texas Orthopedics, a large and highly respected Orthopedic practice with multiple locations, was concerned about their local search rankings and their "social proof" factor in the greater Austin, Texas market.

With lower than desired ratings and a relatively low monthly review volume at key platforms (Google, Facebook, Yelp, Healthgrades, etc.) the team at Texas Orthopedics knew they needed a new approach.

As an orthopedic group with thousands of happy and well cared for patients, it was frustrating to have an online/social media reputation that did not accurately reflect the practice. They were struggling with the reality that happy patients rarely provide social reviews while the occasional unhappy patient seemingly always provides a poor social review.

A second concern for the marketing team at Texas Orthopedics centered around the competitive market they serve. The Google My Business pages that represent each of their locations in the Austin area were not ranking well for key orthopedic terms. Additionally, their orthopedic surgeons did not have enough of their patients leaving them reviews at Healthgrades. The individual surgeon's online reputations need to be bolstered.

Finally, the operations team at Texas Orthopedics wanted to be better informed on patient issues, frustrations and sentiment. They wanted to hear from patients as soon as possible and they wanted to be able to respond quickly.



Solution

THE TO team was introduced to SocialClimb through The OrthoForum and became interested after hearing the results SocialClimb had achieved for other Orthopedic practices looking to improve their social reviews and build their online presence. SocialClimb's features seemingly covered all of the issues identified by the TO team:

- Increased the quantity and quality of the social reviews coming from happy, satisfied patients
- Improved their Google local search rankings
- Enabled immediate patient feedback to the operations team and simple response tools
- Quick and easy to setup
- Completely automated service requiring no daily effort to initiate
- HIPAA compliant and secure
- Full reporting tools to enable measurable practice improvement models

Results

Instantly TO went from averaging 12 social reviews to more than 300 social review each month! Within in just a few month's, their Google star rating went from 3.5 to 4.7 on high volumes!

PATIENT REVIEW INVITATIONS

Text message reminders are core to the SocialClimb model. TO now uses SocialClimb to automatically deliver personalized text messages from physicians inviting patients to review their experience within 24 hours of an office visit. Reviews that are potentially negative go straight to the TO team. Patients who recommend TO are directed to options such as Google, Facebook, Health Grades, or Yelp, where they can leave positive social reviews in seconds.

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TO went from
200 reviews to 1,000 +
in 3 months

Top 3

Facilities gained
top 3 spot on Google
for searches on
orthopedics



Nearly all tracked
keywords ranked in the
Google 3-Pack

VALUE

Within the first week, TO started seeing dramatic results. As the reviews started pouring in, they were thrilled to see their average star rating improve. After 3 months with SocialClimb, they had an average Google rating of 4.7 stars across their six offices and more than 1,000 reviews!

In addition to the increase in quantity and quality of reviews, TO is benefiting from significant improvements in their search rankings! Their locations in the Austin area consistently rank as one of the top three for most orthopedics related keywords the marketing team tracks.

To top it all off, TO is thrilled to be getting real-time feedback from their patients. Upset patients are heard from instantly and their issues are resolved quickly. The volume of reviews and responses enables the TO team to know how each location and each provider is performing from their patient's perspective.

The doctors and staff at TO appreciate the Report Card and the data it provides them to make improvements at all levels. SocialClimb gives them a tangible way of seeing how their peers are servicing patients. A little healthy competition to improve patient care never hurts.

"SocialClimb has been the key component for us as we have worked to improve our social media presence. We knew it would help us with our social reviews but we have been pleasantly surprised with SocialClimb's ability to help us better connect with our patients for all types of feedback. I would recommend SocialClimb to any practice." Jennifer Kinman - Chief Development Officer of Texas Orthopedics

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