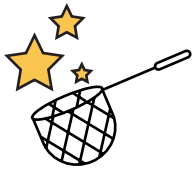


Pain management practice jumps from 2½ to 5 stars

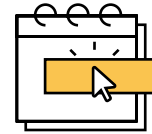
See how 2 doctors achieved a 5-star rating and 100% listings accuracy — and saw a boom in patient traffic.



250+ reviews collected

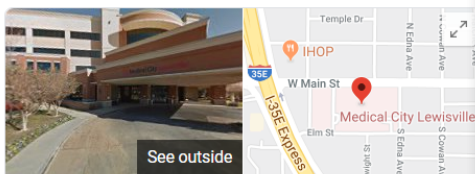


2½-star increase to achieve a 5-star rating



680% increase in online appointment requests*

* After upgrading to premium on Healthgrades



Advanced Pain Institute of Texas

Website | Directions | Save

4.5 ★★★★★ 25 Google reviews

Pain management physician in Lewisville, Texas

Address: 500 W Main St Suite 230, Lewisville, TX 75057

Hours: Open · Closes 7PM

Phone: (972) 866-4246

Appointments: doctor.com

Suggest an edit

Questions & answers
Be the first to ask a question

Reviews from the web

Healthgrades	Facebook
4.8/5	4.3/5
308 reviews	1 vote

healthgrades. Find a doctor Find a hospital Health A to Z Log In

Advanced Pain Institute of Texas

Pain Medicine, Pain Management · 2 Providers

★★★★★ (308)
Average Rating of all Office Providers

Call (669) 240-1163 | View Practice Website

Advanced Pain Institute of Texas
500 W Main St Ste 230
Lewisville, TX 75057
[View All Locations](#)
(669) 240-1163

Accepted Insurance

- Aetna
- Blue Cross Blue Shield of Texas
- Blue Cross Blue Shield of Texas
- Cigna

Office Providers

	Dr. Eric Anderson, MD Pain Medicine ★★★★★ (159)	View Profile
	Dr. John Broadnax, MD Pain Management ★★★★★ (149)	View Profile

Office Provider Reviews

4.8 ★★★★★
based on the average of 308 provider reviews for Advanced Pain Institute of Texas

MEET THE DOCTORS

Dr. Eric Anderson and Dr. John Broadnax



ADVANCED PAIN INSTITUTE OF TEXAS



LEWISVILLE, TX



PAIN MANAGEMENT



RELOCATION, REPUTATION, LISTINGS



Dr. Eric Anderson

Pain Management Doctor
ADVANCED PAIN INSTITUTE OF TEXAS



Dr. John Broadnax

Pain Management Doctor
ADVANCED PAIN INSTITUTE OF TEXAS

In 2016, when Dr. Eric Anderson and Dr. John Broadnax left Chicago to open their practice in the Dallas area, they needed to build a local online presence and reputation virtually from scratch. Doctor.com helped them seamlessly update their online listings and build a stellar reputation in a brand-new city.



“The landscape online is constantly changing, and Doctor.com has consistently been ahead of the curve with online rating systems, social media, and your online presence in the healthcare industry.”

- DR. ERIC ANDERSON

CHALLENGE 1

Improving listings accuracy to significantly boost new patient traffic

Before Dr. Anderson and Dr. Broadnax launched the Advanced Pain Institute in Lewisville, Texas, they needed to correct their listings across hundreds of websites — a task that could easily take weeks.

DOCTOR.COM SOLUTION

Doctor.com identified, then fixed, 81 missing listings and 274 location errors between the two physicians. On move-in day, they were able to update Yelp, Google, Healthgrades, and other highly trafficked consumer health sites with new location and contact information from one master profile. Today, Doctor.com's platform works around the clock to suppress errors as new data sources periodically syndicate incorrect listings online. This not only improves the practice's SEO, but it also helps to prevent losing potential new patients.

RESULT

From **15% to 80%** increase in listings accuracy in 30 days
Today, it's 100%!



“When we first started, Doctor.com is where we got more than half of our patients. The return on investment was really high.”

- DR. ERIC ANDERSON

CHALLENGE 2

Building a local reputation

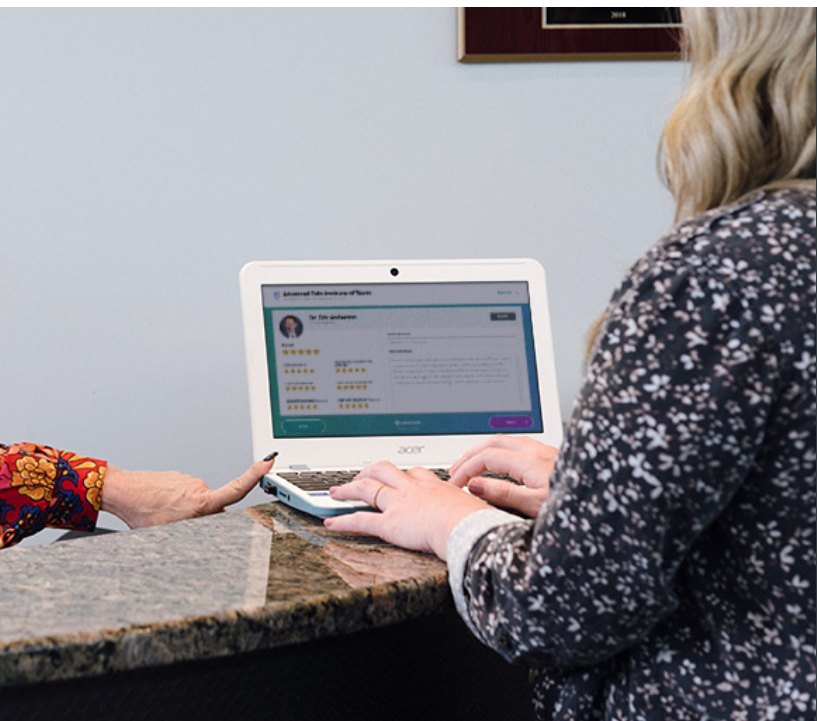
The doctors wanted to maintain the favorable online reputation they had worked hard to establish in Chicago. After moving to their new home base, Dr. Broadnax championed the importance of growing their well of new patient reviews. They set an early goal of accumulating at least 100 each as quickly as possible — a number that would seem unattainable to most healthcare practitioners but was made possible by Doctor.com.

DOCTOR.COM SOLUTION

Thanks to Doctor.com's direct partnerships with Google, Yelp, Healthgrades, and more, transferring the reviews they already had was a painless process. Today, the Doctor.com ReviewHub™ makes it easy for patients to rate and review the providers at the point of care, leaving feedback in under 30 seconds. This has helped Dr. Anderson and Dr. Broadnax keep reviews fresh, and, in April 2019, they hit their 100-review milestone on all major healthcare sites!

RESULT

250+ reviews collected



“We have a lot of patients who are over 65 or 70, and most are fairly responsive to something that presents reviews in a simple fashion. The ReviewHub™ makes it easy to leave reviews on the way out, and it doesn't take any more of a patient's time.”

- DR. ERIC ANDERSON

CHALLENGE 3

Protecting their brand from detractors

“When a patient is in pain, nothing else matters,” Dr. Anderson says. The vast majority of their patients are immensely satisfied with the care they receive. But the physicians still had to contend with a few negative reviews from patients who didn’t get what they wanted and were venting on review sites — a problem that plagues many doctors in this specialty.

DOCTOR.COM SOLUTION

Dr. Anderson and Dr. Broadnax collected and published a steady stream of authentic patient reviews and ratings on the most trafficked websites via the ReviewHub™ — an in-office laptop for capturing and syndicating feedback on top healthcare review sites. This diminished the noise from the few unhappy patients and helped promote the Advanced Pain Institute for its mission: to provide world-class pain care in an educational and encouraging environment.

RESULT

Practice rating jumped from **2.45 to 4.99** stars (out of 5 possible)

“Rating systems are here to stay. Especially in pain management, these rating systems are particularly challenging when coupled with the opioid crisis and some of the other things pain management is affiliated with. To be able to have Doctor.com help facilitate a very accurate picture of our practice and our team is critical to our current and ongoing success.”

- DR. ERIC ANDERSON

CHALLENGE 4

Standing out from local competitors and booking more appointments

The goal of any doctor opening or relocating their practice is to attract new patients and grow the business. Dr. Anderson and Dr. Broadnax sought a convenient way to capture and schedule more appointments.

DOCTOR.COM SOLUTION

In January 2018, Advanced Pain Institute upgraded to Doctor.com's premium listings option on Healthgrades. This removed distracting competitor ads from their Healthgrades profiles, streamlining the look of their pages and ensuring people won't click away. Dr. Anderson and Dr. Broadnax have since seen an influx of new patients coming from their Healthgrades profiles in appointment requests and tracked calls.

RESULTS

- 680%** increase in appointment requests in 15 months
 - ~500** new patient calls from Healthgrades
 - 135** tracked calls from returning patients
-



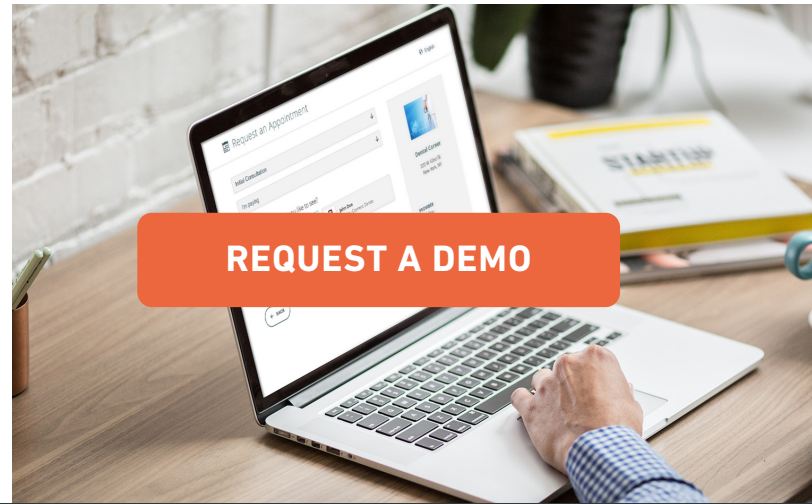
TIP

Patients increasingly expect a convenient booking experience, as 42% will choose one provider over another if they can schedule an appointment online.

NEXT STEPS

Get in touch with Doctor.com

Are you looking to move or grow like Dr. Anderson and Dr. Broadnax? **Connect with a practice consultant at doctor.com/demo today!**



“We try to provide world-class care at a values-based company in the community that we serve. I feel like Doctor.com also displays those values, which is why we have such a great partnership.”

- DR. ERIC ANDERSON

About Doctor.com

Doctor.com is the only complete platform built to help healthcare organizations deliver a better customer experience at every step of the patient journey. The company's industry-leading technology seamlessly integrates provider data warehousing, web-wide listings management, reputation insights, universal online scheduling, and patient communications. All of these services are enhanced by Doctor.com's integrations with the most prominent healthcare directories, search engines, social media platforms, and EHR/PM systems. As a result, thousands of healthcare organizations, including more than 200 of the country's leading hospitals and health systems and over 30,000 private practices, have been empowered by the platform to enhance their digital presence and credibility, increase patient trust, and grow their business.



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