

How to Get Quality Reviews

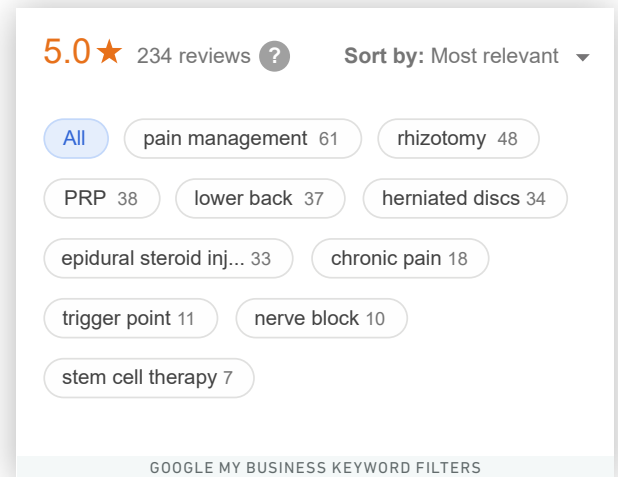
71.5% of patients said that the quality is the most important factor when reading patient reviews

WHAT MAKES A QUALITY REVIEW?

- From a **credible source** (i.e. Google, Healthgrades, WebMD)
- Gives **valid and reasonable feedback**
- Helpful **keywords**

WHY ARE QUALITY REVIEWS IMPORTANT?

When patients are searching for **specific procedures** online, the providers and practices with the most matching keywords will come up first. **Google** even pulls out **keywords** at the top as a filter for patients to use to read other patient's experiences.



5.0 ★ 234 reviews ? Sort by: Most relevant ▾

All pain management 61 rhizotomy 48

PRP 38 lower back 37 herniated discs 34

epidural steroid inj... 33 chronic pain 18

trigger point 11 nerve block 10

stem cell therapy 7

GOOGLE MY BUSINESS KEYWORD FILTERS

Asking the right questions

You want to make sure that you are asking for a review in a way that encourages the patient to answer the following questions:

- What was the **issue** that they came in for?
- What **treatment** did they receive?
- What was the **result**?

If you are in a rush or aren't comfortable asking a favor from a patient, you can keep your prompt somewhat general, as illustrated in the example below.

Would you mind leaving us a review of the **Ozone Therapy** you received for your **back pain**?

Here you have only planted the seed for the patient to reference their issue and treatment in their review. For that reason, there is a lesser probability that this will result in a procedure specific review.

If you are more comfortable with asking a favor from a patient, you can be more specific, as illustrated in the example to the right. Because you are telling the patient exactly what they need to do, this will have a higher probability of success.



★★★★★ Back Pain

Self-verified patient of Dr. Thomas A. - Posted on January 4th, 2020

ISSUE Back pain, I have had a low back pain for about 5 years; tried everything, no luck. I couldn't play soccer, the game I have been playing since I was 7; That 5-year period was a real nightmare. Thank to Dr. A; he did **Ozone Therapy** on my herniated disk. As he had told me "don't do anything for one week after the procedure, and go back to your normal activities after one week" He was right! I recovered and **never had a low back problem since** then in my low back. One of the rights decision I had made.

TREATMENT

RESULT

PATIENT REVIEW

Would you mind leaving us a review?

Sure!

Great! If you feel comfortable, adding in the review that you came in for your **back pain** and had our **Ozone Therapy** would really help others to be able to find us for those same issues.