

THE 5 STAGES OF LEARNING TO LIVE WITH PATIENT REVIEWS (FOR DOCTORS)

1: DENIAL



You just want them to go away... nobody reads those things!

2: ANGER



You lose some sleep trying to figure out how to get them removed from the Internet.

3: BARGAINING



You ask your happy patients to write reviews everywhere.

4: DEPRESSION



You realize few patients will actually get it done and even then, some websites won't publish the reviews!

5: ACCEPTANCE



You know reviews help your practice grow and that some blemishes actually do boost your credibility.

96 %

of aesthetic consumers believe reviews are important when choosing their surgeon ²

1

Your name will always be your #1 most frequently used keyword, and account for approximately 50% of your web traffic ³

↑ 32%

increase in likelihood to schedule surgery when prospects read reviews prior to their consultation (compared to receiving no information) ³

2X - 10X!

Factor by which web visitors complete a Contact Us form on a doctor's website after reading any content created by other patients (reviews, thank you cards, etc.) ³

89%

of patients who feel their doctor listened to them are willing to share their comments online ³

DID YOU KNOW???

10

Average number of reviews most people read before forming an opinion ¹

IF YOU GET A BAD REVIEW

Do not click on it, respond, or overreact. JUST WAIT! Clicking it just tells Google that it's interesting!

↑ 52%

Increase in percentage of people who report reading reviews of doctors from 2012 to 2013 ¹

UP TO 25%

of a multi-doctor practice's web traffic will come from searches for the specific name of the business ³

¹ BrightLocal.com

² RealSelf.com

³ RealPatientRatings.com

THE SOLUTION

ALREADY MADE IT TO ACCEPTANCE? HERE'S WHAT YOU NEED TO KNOW!

- ✓ You need reviews across several trusted websites, especially Google+.
- ✓ Reviews have to be authentic and specific. No fakes!
- ✓ Reviews must be recent.
- ✓ Remember that most people read less than 10 reviews before forming an opinion.
- ✓ Include reviews on your own website to boost conversions and increase your credibility.

REVIEWS FROM TRUSTED SITES



GET YOUR PATIENTS TO NOTICE YOU!



Read lots of great reviews. I think I will schedule a consultation.

BOOST CONVERSIONS

