



# Put Reputation Marketing to Work For Your Medical Practice

## It Starts With a Positive Patient Experience

### What Doctors Need to Know

- First impressions are crucial.
- All the medical staff are part of this impression.
- Patients are looking for a medical provider they can trust.
- Patients must feel they are being heard.



## Online Reviews Can Be Pure Gold

A great experience will encourage patients to leave positive online reviews. This benefits the practice and patients alike.

Many medical practices get some reviews and/or feedback, but obtaining patient reviews should be a high priority.

## Facts About the Power of a Review for Doctors

- ✓ Review posts have become increasingly popular.
- ✓ This is especially seen on social media platforms and other business-oriented sources.
- ✓ It's a fact – before making a decision 72% of patients will research reviews first.
- ✓ Positive reviews encourage new patients to choose a particular medical provider.



72%

## How Reputation Marketing Works



After reviews are collected and managed, they are transformed into marketable assets to encourage returning patients, and to drive website and foot traffic to locations.

Managing your patient experience is vital to the wellbeing of your medical practice – it helps increase returning patients and develops new patient opportunities as well.

## Create Brand Amplification With Trust Triggers

Patients who are completely satisfied with their patient experience share positive reviews. These reviews act as “trust triggers” for potential new patients. These signals are extremely important in generating new patients and returning patients.

Building up trust in a local area enhances your reputation and builds and strengthens your online presence.

Increased consumer trust improves a medical practice's reputation, which in turn drives more new patients to the medical practice.



## Ready to Grow Your Medical Practice?

Medical practices using Reputation Sensei are seeing revenue increases and rises in new patient counts of up to 60% by providing a positive patient experience coupled with positive reviews.

60%



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## Transform Reviews Into Revenue™

Call (470) 485-7111 to Get Started

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