

HOW TO CONTROL Bad Reviews and BOOST YOUR REPUTATION



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- ▶ [Your Reputation Keeps You in Business](#)
- ▶ [What is the Value of a Great Review?](#)
- ▶ [Online Reviews](#)
- ▶ [Social Media & Dark Social](#)
- ▶ [Reputation Management](#)
- ▶ [Free Offer](#)

Your Reputation Keeps You in Business

What is reputation? It is not the brand you choose for yourself. It is based on the overall impressions and subjective opinions of those who possess first-hand knowledge of you as a doctor, plus those who have only heard about you—mostly online. A poor reputation can weigh you down for years; a positive one establishes you as a viable choice of Podiatrist.

To keep a steady flow of new patients coming into your office, it is vital to maintain a positive reputation. Too many DPMs leave this to chance, and even more of them have no idea how to leverage the positive reviews patients give them to better promote their businesses.

Do people like me go to a Podiatrist like you? Are you knowledgeable, generous with information, respectful of patients' time, efficient, friendly and kind? Is your staff?

A hand is shown pointing to the rightmost star of a five-star rating graphic. The stars are yellow and set against a dark blue background. The graphic is part of a larger design with geometric shapes in shades of blue and purple.

What is the Value of a Great Review?

Each potential patient who chooses another Podiatrist over you because of negative or too few reviews is \$600-\$1800 that will not land in your pocket (and that's just for the first year).

Do you care about what patients think of you and your practice? You should, because from the first contact on, patients are free to complain or praise. They are experts on their experience with you.

Why do they feel compelled to share their experience? They are angry and need to vent. They feel smart and generous to be able to provide a Podiatry recommendation to peers on social media. They are appreciative enough of extraordinary service to give a shout out. Someone asked them to (more on this later).

Why do people care about reviews? Most people are not doctors. They lack the medical expertise necessary to truly discern a great doctor from a merely competent one. So they rely on other people, even strangers, to provide anecdotal information and give context to the information publicly available about your practice.



Online Reviews

83% of potential patients read online reviews before choosing a Podiatrist.

Without a doctor referral or recommendation from a friend, a patient's pathway to you begins on a search engine (like Google), or on a medical directory (like Zocdoc). Search phrases usually include a location (a Podiatrist near me), and perhaps a health insurance match. And then there they are—Reviews.

According to The Harvard Business Review, one additional star in an online review generates an average 5 to 9 % increase in revenue.

Note the important Parts of a review:

One to Five Stars

Stars and fractions of stars indicate the average rating awarded to you by all the patients who review you. Most potential patients will eliminate any doctors with less than four stars.

The Number of Reviews

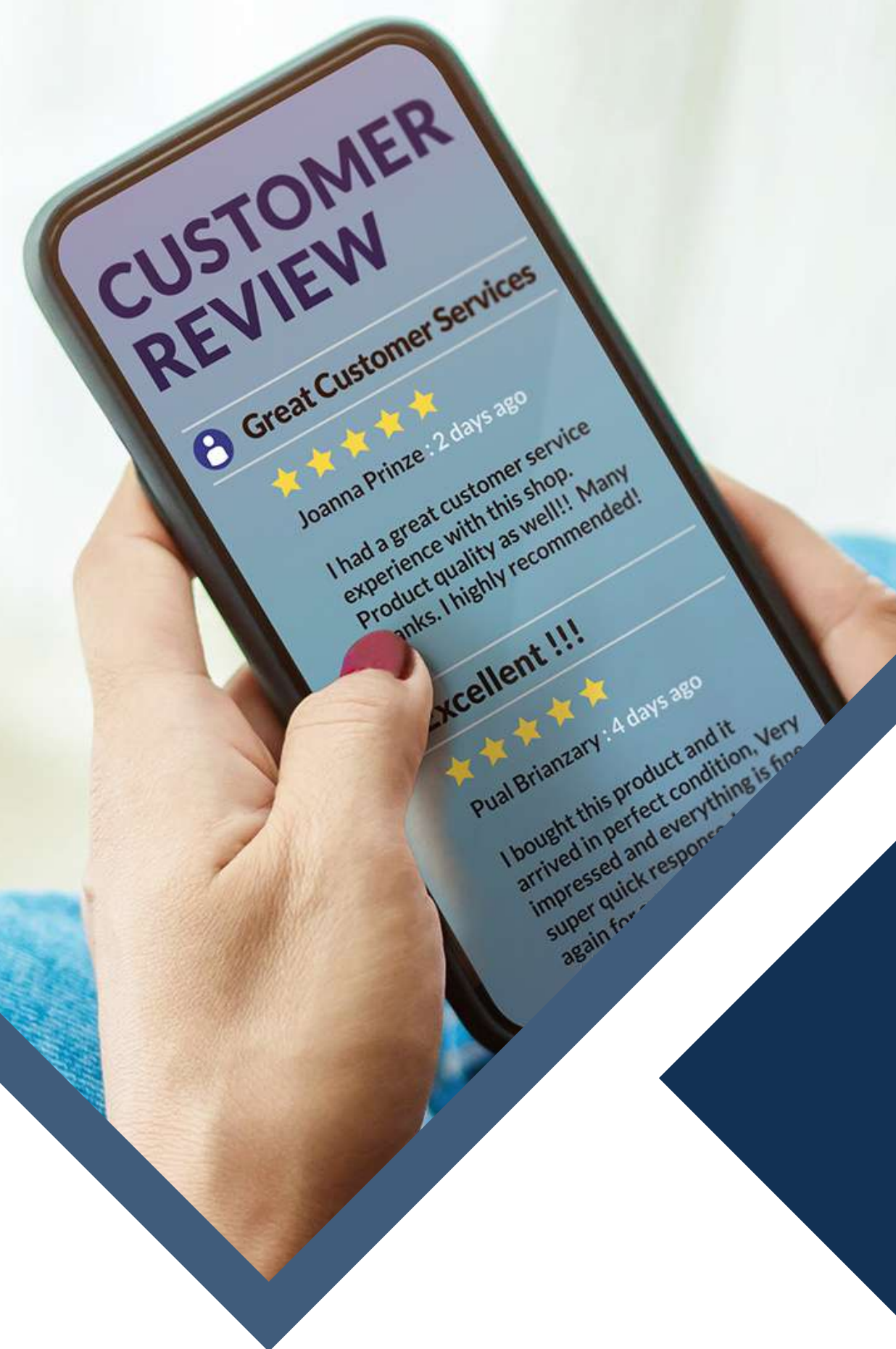
A five star rating doesn't mean much if only one person has reviewed you. (After all, your cousin probably wrote it!) Having a low number of reviews does not promote trust that the experiences described are universal.

Comments

Online, everyone is a critic. Cranky Cathy can give you a poor review on Yelp, as easily as Grateful Greg can sing your praises on Healthgrades. Taken overall as a whole, comments help potential patients find their personal “plus and minus” points in order to discard or keep you on their list.

You cannot delete or alter bad reviews, but there is a way to get lots of authentic positive patient reviews, and use them to boost your reputation. It's a game-changer! (More on this later).

Many Podiatrists actually have No Reviews—no stars, no comments. That is Bad! There is no reason for patients to put any more effort into researching these doctors.





Social Media and Dark Social

Do you participate on social media? Do you add value to the conversation (and boost your rep as a knowledgeable practitioner) by linking to the podiatric blogs on your website?

Do you also pay attention to the feed, where patients and potential patients have their say?

If a patient complains about you, you can do damage control by replying to the comment ASAP, so that the next reader who sees the post also sees your reply. You can apologize, amend your policies, or otherwise making things right. If you see a positive comment about you, reply with a humble thank you.

Dark social refers to the ways people recommend you or share your website link over email, or through text messages and private chats (i.e. Facebook Messenger or WhatsApp). Dark Social does not show up in your analytics and you are “in the dark” about what’s being said about you, when or where. How do you transform unseen links into viewable and measurable data? For now, you can’t. All you can do is to make the most of the data you do have access to, and encourage your patients to post comments and reviews out on the open web.



Reputation Management by **Podiatry Content Connection**

Negative feedback is very important to take in, to fix problems and better serve patients. But, that's not the right way to raise your profile and earn the trust of potential patients.

Podiatry Content Connection offers Two Reputation Management Tools:

These simple yet algorithmically driven programs are designed to capture authentic positive reviews to counteract negative feedback.

Using the power of Artificial Intelligence (AI), our Feedback and Review Program works continuously with patient email lists to bring positive responders to the surface and root out patients' problems before they erupt online. A testimonial page on your website is automatically populated with the highest praises, and positive reviews are leveraged throughout the web. As an added bonus, clients receive free flash ads.

PCC's Targeted Reviews Program is personal and immediate. Your staff is instructed to look out for patients exhibiting high satisfaction levels in the office. Your staff is then instructed to ask these patients if they wouldn't mind leaving a review—immediately. This program makes it very simple for positive personal reviews to be gathered and directed to where they will do the most good.

It may not be fair, but you are what your reputation says you are. Podiatry Content Connection wants to help.

For a free Practice Acceleration Session with our Reputation team, just call or text Randy Rosler at 917-572-5088 to set up an appointment.



www.PodiatryContentConnection.com