

# Leveraging Patient Engagement for Online Reputation Growth

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## Problem

Seasoned medical professionals in the Orthopaedic department at a Children's health practice had a lack of Google reviews despite a successful practice.

Recognizing the importance of online reputation, the marketing team aimed to enhance visibility and credibility through positive patient testimonials. The limited Google reviews hindered the online presence of the Orthopedic department, potentially impacting prospective patient trust and parental decision-making.



## Solution

To address this, Alyse Brown and the web development team implemented a proactive approach. The Children's health practice began emailing patients, kindly requesting them to share their experiences by leaving a review on Google. The emails emphasized the

value of feedback in improving patient care and helping others make informed decisions.

## The Implementation

1. Alyse developed a concise and personalized email template, ensuring patients felt appreciated and encouraged to participate.

2. The emails were strategically sent shortly after appointments, when patient experiences were likely fresh in their minds.
3. Clear instructions were provided on how to navigate the Google review platform, simplifying the process for patients.

## Results

The outcome exceeded expectations. The implementation of the email campaign resulted in a substantial increase in Google reviews for the Children's health practice. Remarkably, all reviews were 5 stars, reflecting the high level of patient satisfaction.

## Key Takeaways

1. Proactive engagement with patients is crucial for cultivating a positive online reputation.
2. Personalized communication enhances the likelihood of patient participation.
3. Timely requests, coupled with clear instructions, streamlined the review process.

## Impact

The surge in 5-star reviews elevated the Children's health practice's online reputation, instilling confidence in potential patients. The increased visibility on Google, including Map Packs, positively influenced the practice's growth and standing.

*This case study highlights the significance of leveraging patient engagement to not only address a deficiency in online reviews but also to foster a culture of continuous improvement and patient satisfaction.*

*Case Study Written by Alyse Brown. Photo by Tom Claes on Unsplash.*

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