

Website Reviews

Positive reviews of your clinic can be very beneficial in obtaining new patients. There are various sites on the internet, such as Google, Facebook, and YouTube that your patients can visit and put in a "good word" for you and your services. The following is a description of how to implement this procedure.

1. **Someone Responsible.** One person in your clinic should be assigned to this project.
2. **Weekly Prospects.** Each week she should meet with the team and add to a list of prospective patients who are doing well enough on their treatment program and can be asked to post a review.
3. **Get the Patient's Permission.** When the patient is in the office, ask the patient if he or she would like to share their results by giving us a review of their services with us on the Internet.
4. **What Website.** If they agree, ask the patient which website they would like to use to do the review on: Google, Facebook, YouTube, or another site.
5. **Instruction Form.** Provide them with the instruction sheet on how to do the review. (See form attached.)
6. **Record on Review Log for Follow-Up.** Mark their name on the Website Review Log (sample attached.)
7. **Follow-up.** Then next time the patient comes to the office, check with them if they were able to post the review and if so, where.
 - a. If not, follow-up with the patient until the patient has made the review.
 - b. Once it is posted, thank them for sharing the benefits of your services.
8. **Integrate with Other Programs.** On occasion, you could integrate this procedure with an occasional "Care to Share" program. This is a monthly program for a modest prize which a patient can win by entering a drawing. Patients have different methods of entering the drawing, including writing a testimonial, bringing a friend to a new patient lecture or for an initial screening, or posting a review. Samples are on our PMA members site. The theme is not the reward, but the purpose of sharing the successes.

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