

# Own Your Reputation



## Enhancing Online Reputation through Automated Review Management

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“Unfortunately, our reviews weren’t great. Like other practices in our industry, it appeared as if our online reviews were written only by those who had a negative experience. **We didn’t feel that our online reputation reflected an accurate picture of our practice. Within the first six months, Sophrona helped us set things right.** Our reputation management suite is able to proactively capture more reviews giving a voice to our happy patients. Automating the “how did we do?” process has been a game changer; our team doesn’t have to do additional work and our patient experience is surveyed through a simple one-click email.”

**Louise Coomes, Clearview Eye & Laser**  
Controller

## Executive Summary

Online reviews play a key role in how individuals select a doctor. According to a recent study<sup>1</sup>, “When choosing a healthcare provider, 69.9% of people consider a positive online reputation to be very or extremely important.”

Not long ago, practices were content having a website and being searchable online; doctors and administrators weren’t engaging with patients on social platforms about their experience from yesterday’s office visit. Ignoring the conversation is not an option. Reputation management has become radically important to retain existing patients and appeal to new patients. **Is your practice prepared to monitor, manage and respond to online reviews?**

Clearview Eye & Laser partnered with Sophrona to enhance their online reputation through automated review management. The ability to request feedback without adding an extra step for staff or a cumbersome process for patients allows the practice to capture more positive reviews. Now, Clearview owns their reputation and takes action on insights.

## Background

Clearview Eye & Laser is a comprehensive ophthalmology practice offering state-of-the-art medical, laser and surgical treatment for eye diseases. For more than 60 years, Clearview has established a long tradition of professionalism and skill in managing routine and medical eye care in Seattle. With three board-certified ophthalmologists and one board-certified optometrist, the practice's goal is to provide the highest quality care possible for patients of all ages.

## Challenges

With two locations in the Greater Seattle Area, Clearview has several competitors in routine, medical and surgical eye care. While scanning their online presence, the team took notice in the negative trend of their online reviews.

“Our online reviews were poor,” said Louise Coomes, Controller. “In the very beginning, it was negative all the way around. Wait-time can be an issue, particularly when patients may expect to be in and out in an hour. There is a re-education process that occurs around why we dilate during an exam and why ophthalmologists sometimes have emergency work-ins. All of these things can have an effect on a review.”

The negative review rating was also spilling over to potential employees. After researching the practice online, applicants voiced concerns about online comments during the hiring process. Clearview was looking for a better way to monitor, manage and respond to reviews.

## Solution

Increasing the volume of patient reviews to top sites like Google has helped Clearview own their reputation.

“We didn't feel like our online reviews accurately reflected our practice. Sophrona created a methodology that works,” Coomes shared. Highlighting a more accurate picture of the practice's quality of care removes a negative hurdle for future patients and team members. Capturing more online reviews thanks to Sophrona's automation provides an opportunity to listen and learn from the patient experience.

**Sophrona's reputation management suite offers practices several key benefits:**

**Engage in your patient's online conversation.** Timely email notifications and a snapshot overview in the practice dashboard allow you to monitor reviews and respond from desktop or mobile. When a patient's negative feedback is addressed by the practice, the rate of patient satisfaction roughly doubles, increasing 99%.<sup>1</sup> Clearview now has the ability to look into a negative experience and determine the appropriate course of action.

**Increase reviews and improve online reputation through automated review management.** In its first six months, Clearview received 221 new Google reviews with 96% positive feedback, and increased its Google star rating from 2.6 and 2.7 to 4.0 and 4.3. Sophrona's automated solution helped Clearview develop an efficient outreach strategy to increase the volume of patient reviews and enhance its online reputation.

**Take action on insights.** While positive reviews allow the practice to know what they are doing well, negative reviews provide an opportunity to listen, learn and improve. Leadership is armed with information that can be shared with staff to drive individual growth and development. Doctors and administrators also have patient contact information so they can choose to respond through the practice dashboard or directly via phone.

## Conclusion

Clearview Eye & Laser saw immediate results with Sophrona's reputation management suite, **achieving 4.0-4.3 stars and 5.0 on doctor Google pages.** Their satisfaction rate soared to 96% thanks to the generation of steady, new patient reviews across practice profiles. Automating patient outreach with Sophrona simplified the online review process for staff and patients, and improved Clearview's online reputation.

Contact Sophrona to learn more about **review management solutions that can help your practice own your reputation.**

SOURCE

1. PatientPop, The patient perspective 2019: Online reputation survey, April 2019.