



Len's Rule for Reputation

Do you want more patients - if you do you need to make reputation a priority in your office. One of the easiest ways to differentiate yourself from your competition is to get better reviews and have them published online for potential patients who are searching for a dentist to read. Reputation needs to become a culture in your office.

In order to get the most out of your patients here are some tips on what to say and what not to say

Rule #1- In order to get feedback, you need to ASK for feedback

Rule #2 - Ask for feedback about the patients experience in the office - do not ask for a review (begging) and do not ask for a testimonial (way too short). Ask your patients to tell a story (brings lot of credibility to what is being written).

Rule #3 - the entire team needs to be involved - from the front all the way to the back.

Rule #4 - the dentist needs to take responsibility - do not assume that your team is going to do everything that is expected of them - possibly consider an incentive to make sure that they are doing it the way it is intended

Rule #5 - do not ask patients who seem like they are in a rush or have kids with them, and do not ask them if the dentist is running late

Rule #6 - ask patients who state that they have had a great visit when they are checking out of the office.

Rule #7 - ask patients who have a Gmail Address (Google), Yahoo Address (Yahoo) since they are the easiest to share (publish on the internet)

Rule #8 -ask your loyal patients - those that have been a patient of yours for a long time, those that have referred a lot of patients to your office and those that LOVE your office

Rule #9 - ask patients who just completed a big case (invisalign, veneers, bleaching, etc.) at the completion of their treatment (when they are the happiest)

Rule #10 - If you ask the right patients they will almost always be happy to provide feedback (you ask for feedback because it welcomes something negative) at the conclusion of the visit.

Rule #11 - Try to get different type of feedback online - painless needles (biggest fear of most patients), invisalign results, veneers, hygiene appointment. The more variety the better the opportunity to reach patients looking for different things

Rule #12 - If the patient says they do not have time, send them a personal email asking them to leave feedback from home - patients appreciate the personal touch - do not rely on DemandForce, Lighthouse 360, Smile Reminder, etc. - only about 3.8% of those emails are responded to. If you ask the right patients you should get close to 100% response.

Rule #13 - use the text feature so patients can use there cellphones - this is sometimes easier for them - ask them to share it on their Facebook page - pure marketing gold

Rule #14 - if someone give you great feedback - ask them to possibly do a video testimonial to share on YouTube

Rule #15 - you need to make asking for feedback as commonplace as asking for a referral and asking for a Facebook like or a Twitter follow.

Scripting for Reputation - How to Ask for Feedback

To review: you need to ASK for feedback and all members of the team must be comfortable asking for it as well. On that note here are some scripts that each team member can use when talking to patients about providing feedback.

Front Desk, Office Manager, - when a patient comes to the front to check out you should be asking the patient how their visit was.

Front - John, how was your visit at our office today

Patient - As always, wonderful, hard to believe I actually look forward to coming to the dentist (or anything else that you deem positive)

Front - Glad you enjoyed it, would you be able to provide us with some feedback regarding your experiences in our office via a short survey. It should only take a couple of minutes of your time and it would really help us. Is that something that you can do?

Patient - sure what does it involve - hand the patient the computer or tablet and let them leave the feedback. When they are done explain to them that they are going to get an email to share the feedback online.

Front - when they are done, thank them and ask them **Can we count on you to do this for us**

Other things you can say to them - can you share your story, talk about your experiences, provide feedback, you shared it with us now share it with the world.

Most of the time the patient is going to be at the front when they fill it out but it is not the sole responsibility of the front to ask, all team members must be involved.

Hygienist - not to discount the role of any team member in the office but the hygienist spends 45-50 minutes with the patient each and every time the patient gets their teeth cleaned. The patient looks at the hygienist as a peer rather than a doctor. They trust the hygienist. Some patients will only see one hygienist in the office. Here would be a script for the hygienist to use

Hygienist - Jim how was your cleaning today?

Patient - Great, my teeth always feel clean after you clean them. I love the topical gel, it keeps me comfortable

Hygienist - Its amazing that I have been cleaning your teeth for 10 years, when you are checking out would you mind providing some feedback regarding the services that I have provided you. We are trying to improve our online reputation and that would be very helpful.

Patient - Of course, anything I can do to help

When the hygienist walks the patient to the front, tell the front desk that the patient would like to tell their story.

Dental Assistant - they work hand in hand with the dentist and have a lot of interaction with the patient. If the dentist uses an EFDA, she may be placing restorations and making temporaries for the patient. Here is a good script for them while they interact with the patient.

Dental Assistant - Barbara, I know that one of your biggest concerns during the appointment was the "needle". How did Dr. Smith do?

Patient - I absolutely love the gel that he placed, I did not even know that he gave me a needle. A+ in my book.

Dental Assistant - We here that a lot from our patients, after your visit can you fill out a brief survey to tell the world about how great the Dr's injections are, since that is the most uncomfortable part for the patient. Is that something that you could do for us

Patient - As long as the appointment does not take too long, sure no problem.

If the rest of the appointment goes well, then when the patient is dismissed tell the front that he was willing to tell his story.

Dentist - in most cases they are the main reason a patient comes to the office, they build relationships with the patient, when the dentist asks the patient personally for feedback it really resonates through the patient, they appreciate it. I am very responsible in my office for asking for feedback from my patients. They can ask for specific services to be talked about online

Dentist - Gloria how do you like your new white smile?

Patient - I love it, I can't stop smiling, the whitening was absolutely amazing.

Dentist - I thought the results were amazing, would you be willing to share your results with others

Patient - Absolutely, what can I do

Dentist - When you are checking out, someone at the front desk will ask you to fill out a brief survey to describe your whitening experience. Since you have a gmail address, the program will ask you to share it on Google. Is that something you can do for me. I would greatly appreciate it.

When the patient is walked to the front, the dentist will tell the front desk that the patient would be willing to leave feedback about her whitening (keep repeating what you want the patient to talk about). The front would take it from there.

When the dentists leaves - you should always thank the patient again.

The Right Way to Handle Online Reviews

I'm approaching patients reviews the right way if I:

Ask patients for reviews personally, or have an employee do it, I would not than entrust it to a "reputation-management" company

Do not respond to negative reviews online - unless on social media sites - you need to be part of the conversation

Ask patients to post reviews on their home computers or phones, do not use an office computer

Tell your patients to be honest = good

Request feedback while the patient is still in the office

Ask no more than 5 patients per week (per location) for a Google review

Ask roughly the same number of patients from week to week and month to month

Emphasize that any length or amount of detail is fine - try to avoid the one liners as they have no credibility

Ask for reviews on sites other than Google+ - do not put all your eggs in one basket

Ask patients up-front whether there is another site they'd rather post a review on - use social media survey - look for Yelpers

Request that patients not re-post their Google reviews on other sites - duplicate content

Give only some or a few patients the direct link to the Google+Local page

Make it clear that any type of device is OK

Request reviews at (at least slightly) different times of day = good

