Using Reviews to Increase Practice Revenue: Are You Seeing ‘Stars’?

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The Marketplace Has Changed

Then:
Receive a Word of Mouth Referral Or hear/see an advertisement → Patient Contacts the Practice

Now:
Receive a Word of Mouth Referral Or hear/see an advertisement → Visit Practice Website → Read Reviews → Visit Social Media → Patient Contacts the Practice

Reputation – You Are What Appears Online!

People form an opinion about you from what appears online. Doesn’t make any difference if its true or not!

Reviews Data is Compelling

Do you read online reviews to determine whether a local business is good or bad?

- Yes, regularly
- Yes, occasionally
- No

2010: __% ___% ___% 2015: ___% ___% ___%
Reviews Affect a Range of Businesses

Reviews – Number to Make a Decision

> 90% of the population read 10 or fewer reviews when making a buying decision.

Why Reviews? Reviews Are Now Part of the Buying Process

- 79% of consumers searching online for Health & Medical Businesses turn to review sites
- 93% of consumers searching for Health & Medical Businesses make a purchase after using the platform

Harvard Business School Break-Through Study Shows Reviews Influence Revenue by up to 18%.
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First Page: Healthgrades Vitals RateMDs Facebook Yelp CitySearch, and Of Course Google

Why Reviews? “Stars” Show Up for Procedure Searches

Important Parts of the Reviews Strategy

- Facilitate positive reviews – Use WOW! Factor
- Must involve a full range of review sites, not just 2 or 3
- Publish Reviews on practice website and social media
- Alert surgeon/practice to new reviews
- Most importantly – Has to be automated!!!
Must Automatically Solicit With a Screening Tool
http://drstars.com/drkatz

Solicit Reviews – Text Option

Solicitation Link

- Email it using your PM or Appt Reminder Software
- Add it to your business cards
- Place a poster in your office
- Add it to the check out forms
- Make up specific cards asking for a review

Since the Solicitation Link has a Screening Tool, You Can Send it to Every Patient!
Publicize Positive Reviews
Who Knows Online Conversion Better Than Amazon?!

The “Amazon” Effect

- eMarketer – Reviews are 12 times more trustworthy than descriptions from the company.
- iPerceptions – Consumers 63% more likely to purchase from a site that has user reviews.
- Reevoo – Reviews, when mixed with product information, create an 18% uplift in sales.

Bottom Line – Publishing Reviews On Your Website Converts!!
Repurpose on Social Media

Use the Content 3 Times!

Ongoing Process!!!

What Makes a Great Review!?

Case Study: Quickly Transform the Practice

In 5 Weeks
Acquired 18 5 Star Reviews.
Turned into A Record Year!!
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Review Strategy Results

Revenue Increased by 22%

Average Review Score

Number of Reviews

Revenue Increased by 22%

Thank You!

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