

How to Ask for Patient Reviews

Customer reviews hold a lot of weight. Potential patients often look at your online reviews and ratings before booking an appointment. **Most people will view online reviews with the same level of importance as personal recommendations.**

This means collecting reviews from happy patients is an important way to market your practice and increase revenue. And the best time to ask patients for reviews is shortly after their appointment because their experience with your practice is still top of mind!

How to Ask for Patient Reviews



In-Person:

One of the best ways to ask for reviews is in-person at the end of an appointment.



Email:

Email is a great tool for getting patient reviews. You can send a single blast to all your active patients with a link directly to fill out patient reviews.



Phone:

Taking a few minutes to follow-up with patients over the phone is a good way to get reviews and ask questions about their experience.



Website:

Making sure you have a review page on your site that you can direct patients to is an important part of collecting customer reviews.



Social Media:

Posting on your social media pages asking for reviews can remind past patients to leave you a review.



Thank You Page:

If your practice has patients pay online, you can ask for reviews on the thank you page. This way it is the last thing they see after payment.



Receipt/Invoice:

If your patients pay using a physical receipt or invoice you can ask on them for a review on this. It is another good way to ensure you ask all your patients for reviews.



Tips for Asking for Patient Reviews

Brand Your Message:

When asking patients for reviews it is crucial that they recognize that your practice is the one asking, so be sure to include branding or a logo. Patients can't leave a review if they don't know who is asking for it.



Keep it Short:

The best way to ensure patients read your entire message is to keep it short. Stick to the message and include a clear call to action



Make it Simple:

The easier it is to leave a review, the more likely a patient is to do it. In your message link directly to the review page to make it as simple as possible.



Personalize Your Message:

Using your patient's name or other personal details can make patients feel like you are reaching out to them individually (even if it is an email blast), making them more likely to leave a message.



Offer Rewards:

Offering a reward, such as a discount, can encourage patients to leave reviews. However, if you use this method, you have to offer rewards for both positive and negative reviews.



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When patients have a good experience, most are happy to leave a review. You just need to ask them. **Be sure to take some time this year to ask your satisfied clients for reviews!**