



## CUSTOMER SUCCESS STORY



# How GI Alliance Improved Patient Satisfaction and Provider Reputation in 300+ Practices in 14 States

### Problem

As the largest, physician-led gastroenterology practice in the United States, GI Alliance makes patient experience and satisfaction top priorities through their patient-first approach to healthcare. Gastroenterologists who are part of the GI Alliance practice offer cutting-edge technology and exceptional care for patients of all ages in their local areas.

Senior Vice President of Marketing and Patient Experience, Austin Wright, needed a way to manage the online reputations of the company's 650+ physicians and focus on the ever-growing need of digital patient acquisition. They needed a healthcare marketing platform that would improve reputations and drive growth across the organization.

## Solution

GI Alliance switched from their previous patient reputation management software to SocialClimb in April 2020 to get the unique tools, insights and data they needed to implement an aggressive growth plan. "I chose SocialClimb for their predictive targeting capabilities," said Wright. "That's something no other organization could offer us."

SocialClimb's platform allows GI Alliance to manage hundreds of online reputations from a single location while driving measurable growth. The company uses the platform in the following ways:

- Patient review curation**—Automated review requests bring in thousands of reviews they can easily monitor and respond to as necessary.
- Google Business Profile management**—Hundreds of Google Business Profile listings (formerly GMB listings) are managed from a single location where they can simultaneously create posts for hundreds of doctors each month.
- Patient NPS reporting**—NPS surveys are regularly sent to patients, providing data that drives Key Performance Indicators (KPIs) for internal operations and valuable feedback physicians.
- Reports**—Wright uses the Executive Report to gamify his doctors' star ratings, listing the top-rated physicians on back office screens every month and creating a friendly competition that keeps his doctors engaged.

## Results

Before partnering with SocialClimb, GI Alliance received about 881 reviews a month. Since they started using the SocialClimb platform, GI Alliance has averaged 2,501 reviews a month, a 184% increase.

The increase in reviews and improved reputation also meant their Google Business Profiles saw more traffic. In February 2020, they had 1.4M views and 39,203 calls from their Google Business Profiles. In August 2021, they had 2.3M views and 63,225 calls from their profiles.

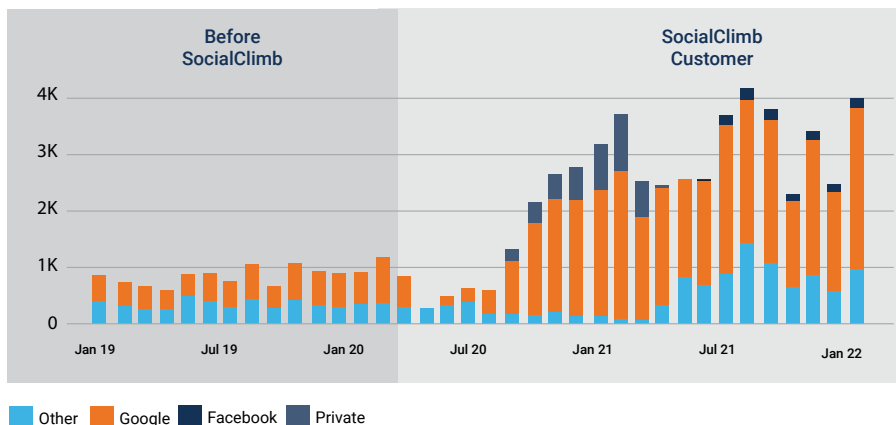
In addition, their NPS scores are exceptional. Their overall NPS score for 2021 is 93, and 95% of patient responders are promoters, ranking their experiences as a 9 or 10 out of 10!

## Value

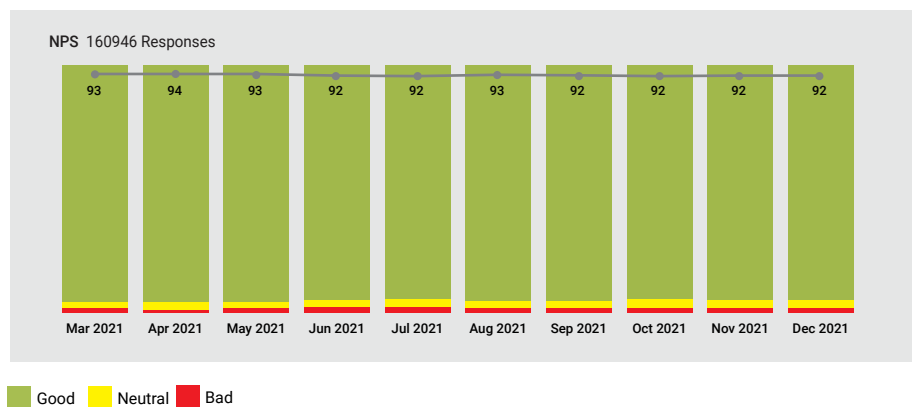
SocialClimb powers savings for GI Alliance by having a single platform that handles reputation management, patient satisfaction, and digital patient acquisition. Their improved online presence and reputation have attracted more new patients than before, and their optimized Google Business Profiles have led to more calls to schedule appointments.

The platform also highlights how online reputation and NPS translate to new patients, allowing GI Alliance to focus internally on patient satisfaction and continually improving the exceptional care they provide. As a result of working with SocialClimb, GI Alliance has a better understanding of patient satisfaction and has grown at a rapid rate.

### Monthly Reviews



### Net Promoter Scores



Your medical practice can improve patient satisfaction and provider reputation, too. Contact SocialClimb today.

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