

**"...I can't think of a better investment to make for your future brand than an application like [SocialClimb]."**

– Levi Bauer,  
CEO of OrthoArkansas



## CUSTOMER SUCCESS STORY



# OrthoArkansas Leverages Positive Patient Experience To Increase Online Reviews By 10,000% And Improve Provider Morale

### Problem

With 13 convenient locations, OrthoArkansas is a pioneering team of orthopedic surgeons, nurses, therapists, and healthcare professionals in Central Arkansas. They offer a comprehensive array of care that includes expert diagnostics, physical therapies, pain management, and urgent care. Among the most highly skilled orthopedic providers in the region, OrthoArkansas wanted to make it as easy as possible for happy patients to leave online reviews.

"It was important for us to find an outlet for patients to share their good experiences," says Traci Byrd, Director of Marketing and Sports Medicine Outreach.

Byrd, along with OrthoArkansas CEO, Levi Bauer, note that after going through a merger in 2020, their online reviews and reputation were suffering. Smaller, local competitors seemed to be outrunning the much larger OrthoArkansas organization. Byrd decided to start from the ground up to improve the OrthoArkansas online reputation and attract a steady stream of high-value patients.

With only 48 reviews and a Google rating of just 3.5 stars, Byrd and Bauer knew they needed to improve the quality and quantity of patient reviews. They sought to find a way to empower happy patients with a quick, easy review process, plus incorporate an efficient, cost-effective platform so the OrthoArkansas team could manage any negative online reviews for their numerous providers and multiple locations.

## Solution

Byrd discovered SocialClimb in 2020 and brought it to Bauer's attention. "I've been impressed since the first week!" Bauer says.

Since implementing SocialClimb, Byrd enthusiastically adds, "The platform did exactly what they said it would do almost instantly! I didn't realize it would work that well. I was so pleased!"

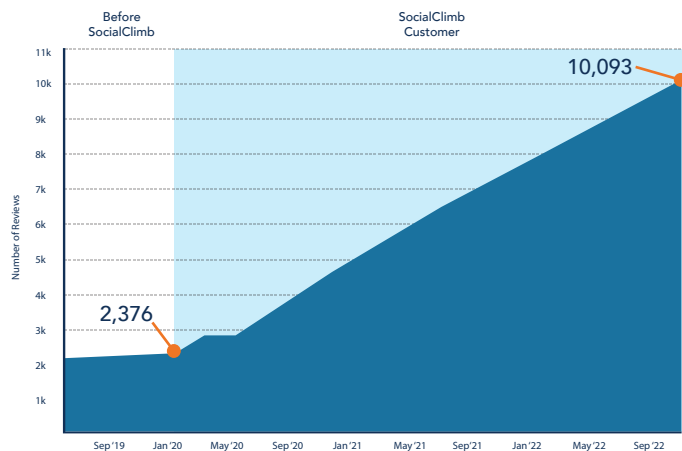
SocialClimb's automated platform allows both individual providers and the entire OrthoArkansas healthcare system to easily send requests to generate reviews on Google. "You turn it on and it just works as promised," says Byrd. "I've never seen that happen before. It fulfilled all the promises that were sold to us!"

She also notes that the SocialClimb platform allows her to send out automated patient surveys, collect valuable data around patient feedback, and receive customized reports right in her email inbox. As a result, she's able to pinpoint any areas that need attention and address them in a timely manner.

## Results

Since partnering with SocialClimb two years ago, OrthoArkansas has increased their Google rating from 3.5 to 4.8 stars. They now have over 5,000 reviews at their primary location alone – a more than 10,000% increase from their initial 48 reviews!

Bauer states, "We see 25,000 patients each month. With SocialClimb, we can ensure each patient has an opportunity to provide feedback about their visit."



Additionally, patients leave reviews about the warm, friendly, caring atmosphere and outstanding healthcare they receive from their providers at OrthoArkansas. Prospective patients searching online for orthopedic services read these reviews and have high expectations for their own appointments. "The negative reviews are few and far between now," Byrd adds.

## Value

In addition to improving their online reputation and providing a steady flow of new patients to the multiple OrthoArkansas locations, SocialClimb has seamlessly integrated into Byrd's overarching marketing plan. She notes that she uses a multifaceted marketing approach and SocialClimb is a huge part of these efforts, playing a crucial role in actually obtaining patients. "I combine it with my SEO, keyword searches, Facebook, etc., and SocialClimb just makes it easier overall."

Since partnering with SocialClimb, provider morale is also more positive. Doctors are invested in their reviews and work hard to address any negative feedback. They're proud of their consistently positive reputations and strive to keep it that way.

When it comes to customer service, Byrd and Bauer both say they continue to be impressed with SocialClimb. From ease of initial setup to answering questions, to an ongoing relationship, Byrd and Bauer agree that the SocialClimb team keeps customers feeling like they're number one long after they sign on. "Their team is SO responsive," says Byrd. "There's a relationship there. It's not cold. It's personal."

To other healthcare organizations looking for a better way to manage reputation and attract more patients, Bauer emphatically says, "Just do it! Cost and ease of use might be objections, but I can't think of a better investment to make for your future brand than an application like this. You have to have SocialClimb."