SOCIAL**CLIMB**
HEALTHCARE MARKETING PLATFORM

CUSTOMER SUCCESS STORY

LEGACY**ER**
& URGENT CARE

How Legacy ER & Urgent Care Increased Online Reviews with Automated Invitations

Problem

Legacy ER & Urgent Care of North Texas pioneered the combined ER/UC model, offering one-stop care for emergent health issues while only billing for the care a client actually needs. This retail business model means Legacy requires a strong online presence to sell their services as people look for immediate care.

By 2018, Legacy's six centers had seen thousands of patients. They knew their clients were very happy with their services. Yet Legacy had trouble getting online reviews, and their online ratings did not reflect their standout care.

Compounding these concerns, in 2018, Legacy began partnering with other health systems to expand their model across the country under the umbrella of Intuitive Health, and Intuitive needed to assure potential partners of a strong online brand for income and growth.

Legacy needed an easy, automated way to solicit ratings and reviews from all their clients. With a representative sampling, their ratings would accurately represent the positive majority of their client experiences.

Solution

Legacy recognized automated marketing software as their best solution. After evaluating three systems, the group chose SocialClimb. By integrating with EHR systems, SocialClimb automatically sends HIPAA-compliant rating and review requests to all clients.

SocialClimb stood out for these reasons:

- EHR integration for automation and HIPAA compliance
- Ease of using the platform
- Customization options
- Portability to multiple locations
- Exceptional customer care
- Central dashboard to track trends and service issues
- Merged system to assign and respond to all online reviews
- Powerful reporting features

Results

Before using SocialClimb, Legacy collected reviews by chance and in 10 years had received only 2,000 reviews total across its six locations. In contrast, in just two years of using SocialClimb's automated invitations to all clients, Legacy obtained another 3000 new reviews.

Before using SocialClimb, Legacy's star ratings at all locations fluctuated. With SocialClimb, Legacy's reviews reflect a representative sample of all client experiences. Legacy's ratings now show a stable, upward trend, averaging 4.56 over all time in North Texas centers, 4.71 in the first half of 2021, and 4.79 in June 2021.

SocialClimb's system has now sent out more than 150,000 automated review requests to Legacy's diverse and changing client base. SocialClimb's integration with Legacy's EHR system makes this process seamless and dependable, so employees can focus on patient care.

Total Reviews

Google My Business Actions

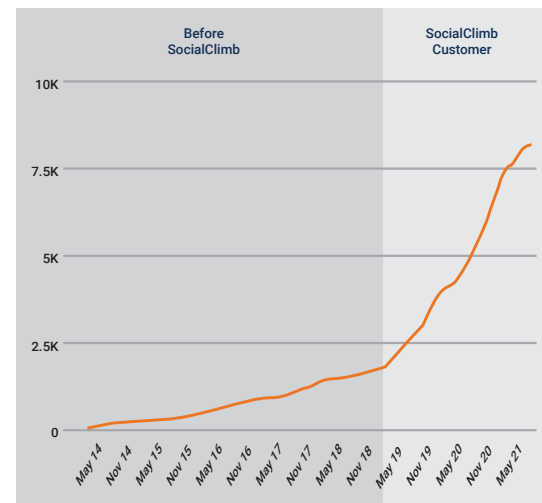Website visits | Calls | Google Reviews

Value

More reviews, regular reviews, and higher ratings lifted Legacy's brand appeal to potential clients. These same increases also showed Legacy's quality to Google's search algorithms, keeping Legacy locations higher in search results online.

Legacy received a corresponding increase in business from additional reviews. SocialClimb's system tracks the actions people take from Legacy's Google My Business Pages. These statistics show that Legacy's stronger online presence directly corresponds to increased consumer actions and revenue growth.

In daily operations, SocialClimb has dramatically streamlined Legacy's focus on patient satisfaction and service recovery. SocialClimb's platform pulls all reviews into a central location from which Legacy employees assign, address, and track potential issues. They use SocialClimb's library of HIPAA-compliant responses to respond online with confidence. With SocialClimb's reporting tools, Legacy tracks client satisfaction through statistics on increased reviews, ratings, and revenue.