

## CUSTOMER SUCCESS STORY



# MISSOURI CANCER ASSOCIATES

## How Missouri Cancer Associates Increased Reviews with Automated Patient Reviews & Surveys

### Problem

Focused on providing comprehensive cancer care and an exceptionally compassionate experience for patients and their families, Missouri Cancer Associates has been the premier cancer treatment center in mid-Missouri for more than 30 years. The facility's three locations make it possible for patients to receive the cutting-edge care they need while minimizing travel during treatment.

The team of doctors and nurses at Missouri Cancer Associates care deeply about the patients they serve, and that benevolent attitude was clearly reflected in patient sentiment. Without a significant number of Google Reviews, however, the treatment center could not accurately convey this exceptional level of patient satisfaction online. Missouri Cancer Associates wanted to increase their number of Google Reviews to correctly reflect their reputation without creating more work for their patient-centered staff.

## Solution

Missouri Cancer Associates began working with SocialClimb in 2018, implementing the online review management system and patient satisfaction surveys. With SocialClimb's online review management system, patients automatically receive a text or email within 24 hours of an appointment so they can leave feedback about their experience. These reviews are quick and easy to complete in a minute or less, so patients are likely to respond, especially when they're happy with their experience.

The SocialClimb patient survey system is completely automated, as well. The system sends surveys to patients without adding extra work for the staff. Surveys are customizable, which means the team at Missouri Cancer Associates can ask the questions and collect the data they need. This personalized approach coupled with the automatic delivery of text and email surveys allows patients to respond at their convenience.

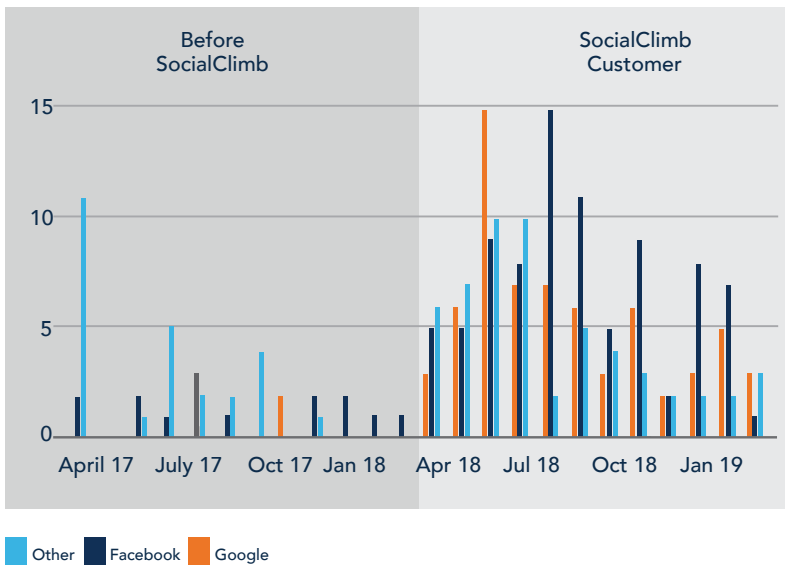
## Results

Missouri Cancer Associates enjoyed an 880% increase in Google reviews in their first six months with SocialClimb. They also experienced a dramatic jump in Facebook reviews, receiving 460% more every month than before they partnered with SocialClimb.

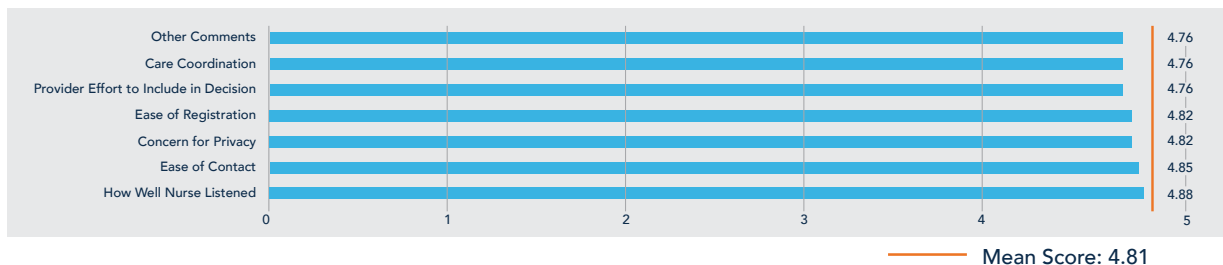
In the first year, the number of monthly Google reviews they received increased by 1,220% overall. Their star rating improved from 4.39 to its current rating of 4.75.

As a result of information collected from customized patient surveys, Missouri Cancer Associates has a patient satisfaction rating of 4.81 stars and they have received many positive comments.

## Monthly Reviews



## Patient Satisfaction Survey



## Value

SocialClimb's Online Review Management System and patient satisfaction surveys not only boosted reputation and online presence for Missouri Cancer Associates, but they also let patients know the staff cares about them far beyond their visits to the clinic. Patient surveys are instrumental in allowing patients to give honest feedback and help them realize their cancer care team is committed to quality care.

The Missouri Cancer Associates marketing team easily tracks reviews and ratings through the SocialClimb platform so they can see trends in the data and quickly address any concerns that arise. They also know how their marketing budget is working to increase their online visibility and more accurately reflect the level of compassionate care the doctors and nurses provide to patients in need.

With more than twice as many monthly reviews coming in from Google and Facebook than there were before, Missouri Cancer Associates has achieved a near perfect five-star rating. They have taken control of their online reputation, and their future patients who do their online research know they'll be in good hands.