

**"SocialClimb has been a great decision
for our business."**

– Rachel Sherburne,
Operations Project Manager

CUSTOMER SUCCESS STORY



**OLYMPIA
ORTHOPAEDIC
ASSOCIATES** PLLC

Your Life in Motion

Oly Ortho Sees a 7,400% Increase in Reviews

Problem

Olympia Orthopaedic Associates (Oly Ortho), the largest full-service orthopaedic group in the South Puget Sound area, wanted to improve their online reputation. The doctors at Oly Ortho provide excellent care for the people in their community, improving their quality of life, but their online reviews did not accurately reflect the positive sentiment of their patients.

The problem was, as an organization, they only received about three Google reviews a month. That meant that each review heavily impacted their star rating. They knew that with more reviews coming in, their rating would stabilize and better reflect actual patient sentiment. Oly Ortho needed a solution that would bring in more reviews and improve their star rating but not make extra work for their staff.

Solution

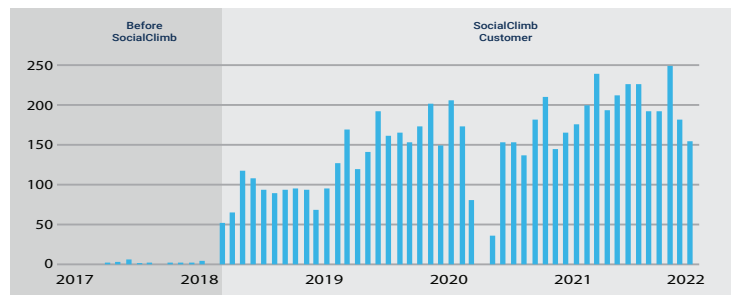
Oly Ortho turned to SocialClimb to help them bring in more reviews and improve their online star ratings. The SocialClimb platform offered an automated solution so they could send out review invitations with very little effort from their busy staff. Each patient would receive a text or email review request within 24 hours of care.

They also loved the idea of having access to all their reviews in a single location so they could easily respond when needed. The reports would let them know how each of their 24 doctors and individual locations were doing. With SocialClimb's platform they were able to set up immediate notification if anyone left a negative review so they could address any issues right away.

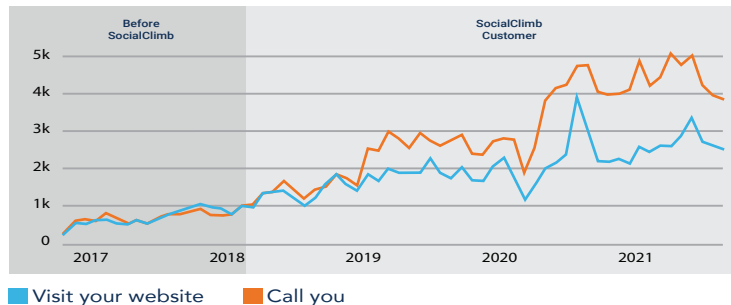
Results

They implemented SocialClimb in March, 2018, integrating with their Athenahealth platform, and saw great results almost immediately. The number of reviews they received on their Google Business Profiles (formerly Google Business Listings) jumped from about three reviews a month before SocialClimb to over 200 a month currently, a 7,400% increase. They now have more than 6,800 total Google reviews. Their reviews on other platforms, like Facebook, increased as well, and they have amassed over 13,000 total reviews. Getting all their happy patients to leave reviews also helped them improve their star ratings. Before partnering with SocialClimb, their overall Google star rating was 3.6. Today, that Google star rating is 4.8, a 1.2 star increase, and their overall rating is 4.75. Their rating is a lot more stable, as well, and doesn't jump erratically when they receive the occasional negative review.

Monthly Google Reviews



Google Business Profile Actions



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Value

The huge increase in reviews and star rating improvement helped Olympia Orthopaedic Associates' Google Business Profiles show up more frequently in online search results. That means potential customers are finding them online, and they know that because they have seen a significant increase in trackable actions on their business profiles.

Before they started using the SocialClimb platform, Oly Ortho received about 715 calls from their business profiles every month. In the last 12 months, they received over 4,300 calls a month from their business profiles. They also saw a sharp increase in business profile views as well as website visits originating from their business profiles.

"We love the improvements we've seen in our online reputation since we started using SocialClimb," said Rachel Sherburne, Oly Orthos' operations project manager, "but the real payoff is that we've seen an increase in patients calling in to make appointments because we're more visible online. SocialClimb has been a great decision for our business."