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– Blair Primis,
OrthoCaroline CMO

CUSTOMER SUCCESS STORY

OrthoCarolina

OrthoCarolina Transforms Its Social Reviews Reputation

Problem

OrthoCarolina specializes in providing personalized, compassionate patient care. Unfortunately, their social media reviews did not match the quality of care they consistently deliver or the real-world reputation they had earned. They needed to embrace the world of social media reviews and take charge of their online reputation to make sure it reflected their high standard of care and great patient experiences.

Solution

OrthoCarolina was introduced to SocialClimb through the OrthoForum. They became interested in SocialClimb's platform after hearing the results SocialClimb had achieved for other orthopedic practices looking to improve their social reviews and build their online presence. SocialClimb's features covered all of the issues identified by the OrthoCarolina team.

Results

First, the SocialClimb platform integrated with OrthoCarolina's EHR system, allowing the automated program to prompt individual patients to leave feedback at the correct point in the care cycle with no effort from OrthoCarolina's staff.

Second, automatic monitoring and notification for both positive and negative reviews were enabled through the platform's APIs. Management team members receive instant notifications, daily and weekly digests, and monthly location and provider report cards, making patient feedback accessible to the entire OC team. With hundreds of reviews coming in every day, automated distribution of this data was key.

Finally, SocialClimb provided OC with tools to manage patient communication for service recovery and responses. Learning of and responding to patient-reported issues became automated and simple.



Average reviews per location rose from 20 to 100+



Every office location started to dominate location search engine results



Average rating climbed from 3.3 to 4.7 stars

Value

Within just a few months, OrthoCarolina started seeing dramatic results. As the reviews started pouring in, they were thrilled to see the average star rating improve, receive valuable and actionable patient feedback, and gain control of their practice reputation.

In addition to the increase in quantity and quality of reviews, OrthoCarolina benefits from significant improvements in their search rankings with Google at each of their locations. Rankings and search results have also improved on Facebook and Healthgrades.

"SocialClimb's ability to solve these social review challenges for a practice as large and complex as OrthoCarolina has been refreshing," said Blair Primis, CMO at OrthoCarolina. "As a marketer, you rarely find vendors or solutions that really deliver more than what they promise, but SocialClimb has done just that. At a reasonable price point, and with very little effort from our staff, they have truly helped us transform our social media reputation."