

## CUSTOMER SUCCESS STORY



# How OrthoVirginia Uses Online Reviews to Improve Outcomes

### **Problem**

OrthoVirginia is the largest provider of orthopedic medicine and therapy in the state of Virginia. With over 120 orthopedic specialists in 30 locations, they deliver high-quality care to the people in their community. They had a fair number of reviews, but they wanted to be more intentional in capturing feedback from their patients.

They found that most patients would not take the time to leave a review unless they felt a strong emotional response during or after an appointment. That meant reviews collected organically would not accurately reflect how the majority of their patients felt about the practice or their doctor.

Recognizing the growing importance of online reviews to patients looking for a new doctor, they wanted to find a way to increase their number of reviews. They needed to make it easier for their patients to leave feedback on the care they received.

## Solution

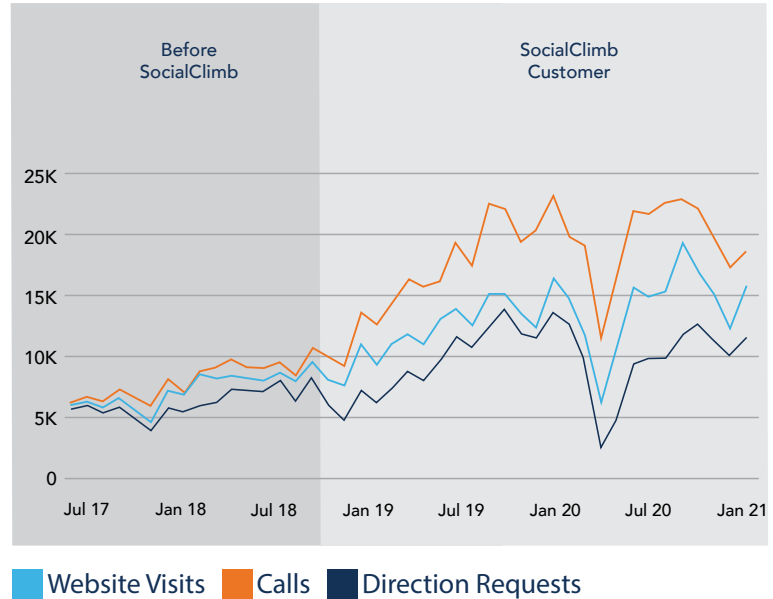
They turned to SocialClimb to help them improve their online reputation in October of 2018. The SocialClimb platform allows OrthoVirginia to automatically send a personalized review request to their patients within 24 hours of care. The patient receives a text or email from their doctor asking them if they would leave their feedback. The patient then has the option to leave a public or private review by clicking on a link. The process takes only a few seconds, giving OrthoVirginia's happy patients a hassle-free way to share their feedback.

## Results

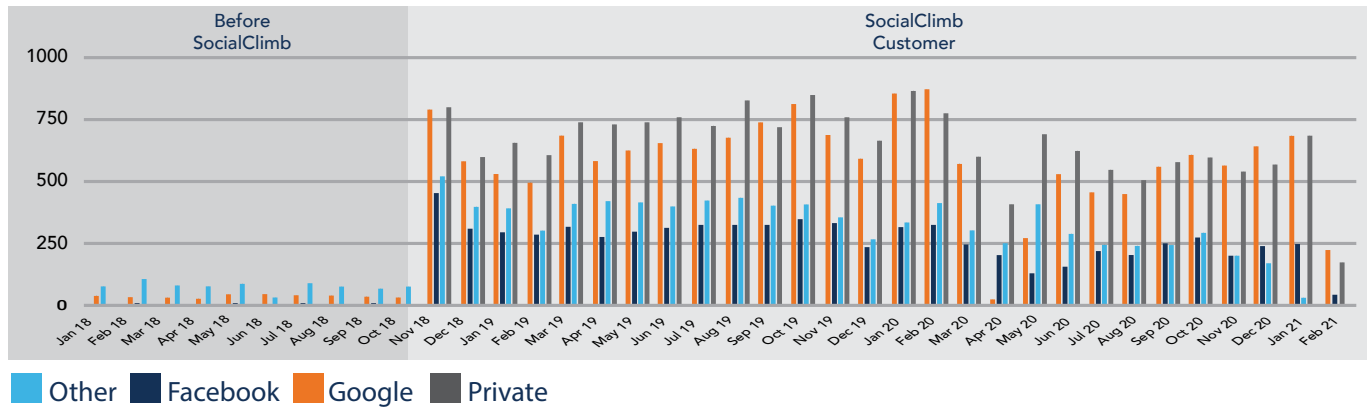
OrthoVirginia has received 28,000 reviews since starting with SocialClimb in November 2018, growing from 7,000 to almost 35,000 public reviews, a 400% increase. Their star rating also improved as the reviews flooded in, jumping from 3.95 to 4.85 stars across all review platforms.

In addition to more reviews and a star rating improvement, OrthoVirginia experienced a marked increase in the number of patients calling from their Google My Business listings as well as the number of patients clicking through to their website from the listings. This increase in measurable activity on their GMB listings indicates greater online visibility than they had before.

## Google Business Profile Actions



## Monthly Reviews



## Value

Increased traffic on OrthoVirginia's GMB listings means more potential patients see and read their reviews, but for OrthoVirginia, it's not just about more patients. They also use the feedback to improve the care they provide.

They use the SocialClimb platform to track any negative reviews they receive so they can identify patients who are not satisfied with their care. They can then acknowledge and resolve any shortcomings. In addition, they watch for trends in their reviews so they can take action and continually improve quality outcomes and the patient experience.

OrthoVirginia has improved their online reputation and visibility so they can be found by patients searching online for medical care. They are well positioned for the future as medical consumers increasingly use the internet to choose a doctor.