

**“Increased positive reviews and occasional private critiques of our service have enabled us to improve our search ranking and our practice.”**

– Melissa Pipkin,  
Director of Marketing



## CUSTOMER SUCCESS STORY



**Southwestern**  

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**EYE CENTER®**

# How Southwestern Eye Center Improved Their Search Ranking and Increased Patient Traffic

## Problem

With more than 24 local markets where Southwestern Eye Center needs to rank highly for Google Local Search, getting great reviews from patients in each market is key. Despite providing wonderful care to thousands of Arizona residents in those markets every month, Southwestern Eye Center struggled to improve its ratings and reviews.

Its 45 highly trained doctors were receiving very few social reviews. With low numbers of reviews, it was easy for one unhappy patient to dramatically influence the entire business. Getting patients to leave social reviews and feedback has traditionally been difficult and time consuming. Southwestern Eye Center needed help, and they needed that help to be cost effective and something that required low to no effort from the staff at each location.

## Solution

After evaluating several options and considering other internal efforts that could have been used, the marketing team decided to partner with SocialClimb to improve social reviews and patient feedback flow at all locations. Implementation of SocialClimb's platform took only a few hours, and the easy-to-use features and reporting began improving the reputation within days.

## Key Components

- **Patient Review Invitations**—Text and email invitations are automatically sent to each patient. Most negative feedback is captured privately and delivered to the Southwestern Eye Center team, while public reviews are directed to various social platforms.
- **Instant Notifications**—The appropriate team members receive notification of patient feedback that needs immediate attention as well as daily and weekly digests and complete monthly report cards for each provider and physical location.
- **In-Line Response Tools**—These tools are used to respond to all public reviews from within the SocialClimb system. This makes managing the high volume of review responses for their 24 locations simple.
- **Provider and Location Report Cards**—Each physician and location receives a Report Card that tracks providers' scores and gives them easy access to every review their patients have posted. Weekly and monthly automated reports help them track their improvement and trends.

## Results

With SocialClimb's automated system in place, Southwestern Eye Center receives more than 250 highly rated social reviews on Google, Facebook, Healthgrades, and other platforms every month! The increase in social review volumes and higher ratings propelled Southwestern Eye Center to be the top rated search result in nearly every market served. Those great search results have translated into increased patient traffic and growing revenue.



Every month, Southwestern Eye Center receives 250+ public social reviews



Most facilities have become the #1 search results for the eye care keywords



Nearly all tracked keywords rank Southwestern Eye Center in the Google 3-Pack

## Value

Every month, thousands of patients are invited to leave reviews and hundreds of them do. The entire process is automated and very efficient. Improved social review scores translated quickly into improved rankings on Google and greater visibility on Facebook. After 6 months of using SocialClimb, Southwestern Eye Center's low rankings in search engine results were transformed into positive rankings and great search results for the keywords tracked in each location.

Southwestern Eye Center locations now dominate local search results, and it has more than 126,000 reviews on Google, Facebook, Healthgrades, Vitals, and Yelp. Additionally, the average rating on all social review platforms for all locations has increased from 3.64 stars to 4.64 stars. The dramatic increase in social review volume gives Southwestern Eye Center a strong reputation and a bit of 'insurance' against the occasional lower rating review that could be left.

SocialClimb's robust reporting and service recovery features give Southwestern Eye Center's management team the tools they need to respond to patient feedback and keep senior management informed on progress.