

**"SocialClimb gives us better insight  
about patient experience than just data."**

– Robin Richardson,  
Patient Retention Representative

## CUSTOMER SUCCESS STORY



CENTRAL OHIO<sup>SM</sup>  
**PRIMARY CARE**

# Central Ohio Primary Care Promotes Patient Relations While Increasing Received Reviews by 150%

### Problem

Since 1996, Central Ohio Primary Care (COPC) has been providing healthcare services to more than 450,000 patients in 89+ practices in Columbus, Ohio, and the surrounding areas. With a continued dedication to be "the best for primary care," the team is committed to offering the highest level of healthcare and ensuring the happiness and well-being of every single patient they serve.

To improve patient retention and attract new patients through more referrals, COPC's Patient Engagement and Retention Team wanted to track feedback about patient experiences, but they didn't have a system that could meet all their needs. They searched for an automated platform that could provide real-time data with minimal effort and deliver customized reports on demand.

## Solution

In 2019, Carolyn Wright, COPC Patient Relations Representative, along with colleagues Robin Richardson, Patient Retention Representative, and Josh Nowack, Director of Patient Engagement and Retention, enlisted the help of SocialClimb so they could identify, analyze, and track trends among their many patients and locations. SocialClimb's HIPAA-compliant, automated platform allows them to respond to any negative reviews in a timely manner, so they can help prevent patients from leaving their organization.

"We feel that speaking to a real person as soon as a patient's concern is brought to our attention is a strong way to help solve their issues through a culture of kindness and personal touch," says Wright.

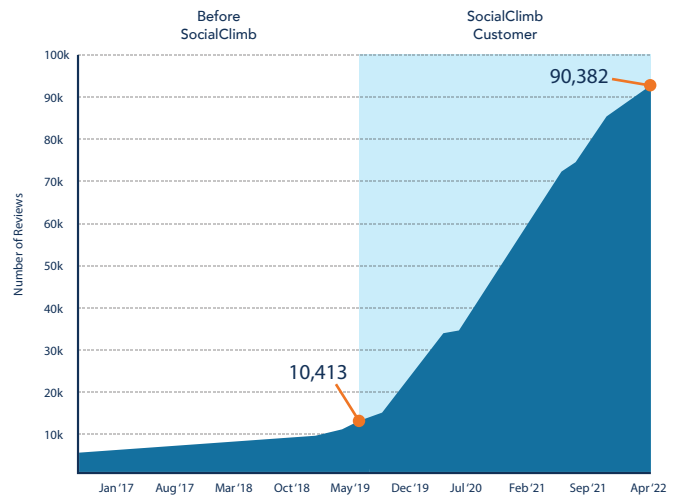
"The SocialClimb platform also lets us track and document any emerging trends, so we can continuously strive to be the best for our patients and the best for primary care!"

Nowack adds, "Once the patient leaves, it's too late to fix the problem. We want to be proactive. We don't advertise a lot, so it's important to have word of mouth and positive referrals from happy patients so we can attract new ones. SocialClimb gives us the tools to do this."

## Results

Since partnering with SocialClimb, Central Ohio Primary Care has experienced a 150% increase in the number of reviews they receive across platforms, including Google, Facebook, Vitals, and Healthgrades. Additionally, SocialClimb's robust and automated platform allows the Patient Engagement Team to respond to negative reviews in a timely, personalized manner.

"They're always so surprised when I call them," says Wright. "Patients who've left a one-, two-, or three-star review are usually shocked that I'm calling them to help resolve their issues. 'You mean someone actually reads these reviews?' they often say. They're impressed by the timeliness of my phone calls. The negative review reports go directly to my email. It's effortless to get this data, and it frees up my time to educate patients on our workflows and policies, which in the end helps us retain patients."



## Value

Beyond the 150% increase in the number of reviews COPC has received, they're meeting one of their six corporate goals of improving patient retention and satisfaction with an emphasis on an effortless experience for patients. SocialClimb's automated, HIPAA-compliant platform allows them to accomplish this.

Additionally, COPC's Net Promoter Score®, or NPS®, which measures customer experience and predicts business growth, is currently at 92. This means COPC has a following of loyal, happy patients who are most likely to refer friends and family to the practice.

"We have so much more ownership," says Richardson. "We can track trends and find out what patients are really saying about their experience. SocialClimb gives us better insight about patient experience than just data."

The Patient Engagement and Retention Team also noted how much they appreciated the intuitive, easy-to-use nature of the SocialClimb platform. COPC also uses SocialClimb to send special services surveys to patients and they receive valuable feedback with little effort. They rely on SocialClimb's automated emails and advanced data reporting so they're freed up to speak with and retain more patients than ever.