

**"The implementation of SocialClimb
has been wildly successful."**

– Michael Pendleton,
DOC CEO

CUSTOMER SUCCESS STORY



**DESERT
ORTHOPAEDIC
CENTER**

Desert Orthopaedics Center Jumps From 7 to 128 Reviews a Month

Problem

As the most established orthopedic surgical group in the Las Vegas area, Desert Orthopaedic Center, with its four locations and 25 board-certified physicians, had earned a great reputation among its tens of thousands of happy patients.

Despite this presence in the community, a quick online search yielded negative reviews and disjointed social pages that misrepresented the patient experience.

Solution

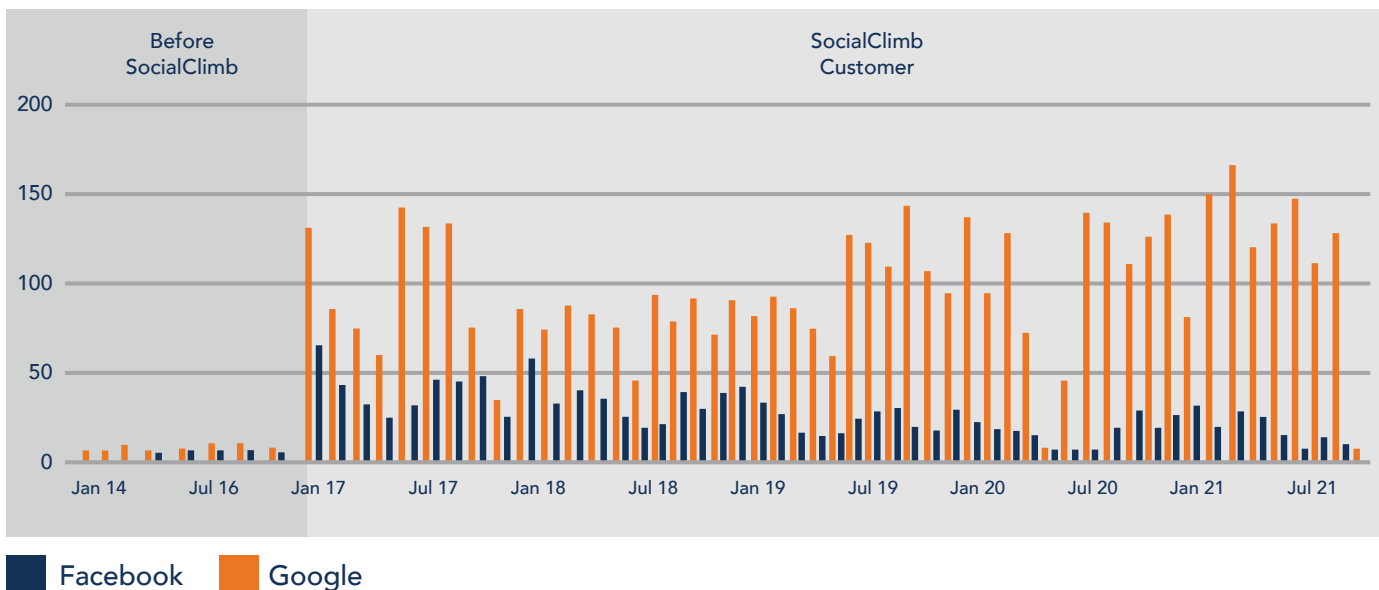
The DOC CEO, Michael Pendleton, and his team decided to partner with SocialClimb to improve their reviews and social media presence. Implementation of SocialClimb's HIPAA-compliant service took only a few days, and the platform makes it easy to send patient review invitations automatically, track the results, and respond quickly.

DOC uses the SocialClimb platform to automatically deliver personalized text messages or emails from physicians within 24 hours of an office visit to invite patients to leave a public review. Daily reports keep their team aware of any negative reviews they receive from patients, enabling them to quickly respond to issues and make adjustments.

Results

Google and Facebook reviews began flowing in immediately after starting with SocialClimb, jumping from an average of seven reviews a month to 128 a month, a 1,700% increase. They have also received nearly 3,000 private reviews and over 3,500 reviews on other platforms.

Managing their reputation with the SocialClimb platform improves DOC's visibility so they receive more calls from their Google My Business (GMB) listings, which have increased from around 600 calls a month pre-SocialClimb to well over 3,000 a month currently.



Value

More reviews, optimized listings, and an increased star rating improved DOC's online visibility, attracting new patients to grow their business. The reviews provide insight into patient sentiment so doctors know how well they are meeting patient expectations.

DOC also sends out ads from the SocialClimb platform in order to secure their position at the top of search results and to attract high-value patients. The platform's call trackers let them know how their patients find them, down to the patient name. This valuable data allows Pendleton and the DOC team to see their ROI and patient acquisition cost.

"The implementation of SocialClimb has been wildly successful," said Pendleton. "We have enjoyed our new ratings online and our accompanying success."