

## CUSTOMER SUCCESS STORY



# How WRMC Jumped from 2.35 to 4.63 Stars in Local Search

### **Problem**

Established over 100 years ago, WRMC had earned a great reputation in Watertown, Wisconsin, and the surrounding community. Unfortunately, their local search ratings did not represent those positive patient encounters. The 147 reviews they received translated to an overall rating of 3.95 out of 5 stars with only 2.35 stars on Google My Business. With such a low number of patients being represented, the reviews of a few unhappy patients weighed too heavily on their online ratings, pulling them down.

Their less-than-desirable ratings had the potential to cause people to look for healthcare solutions outside their community, so WRMC needed a way to encourage their happy, silent majority of patients to speak up. They knew that if they could capture those positive sentiments, it would provide a more accurate snapshot of overall patient satisfaction.

## Solution

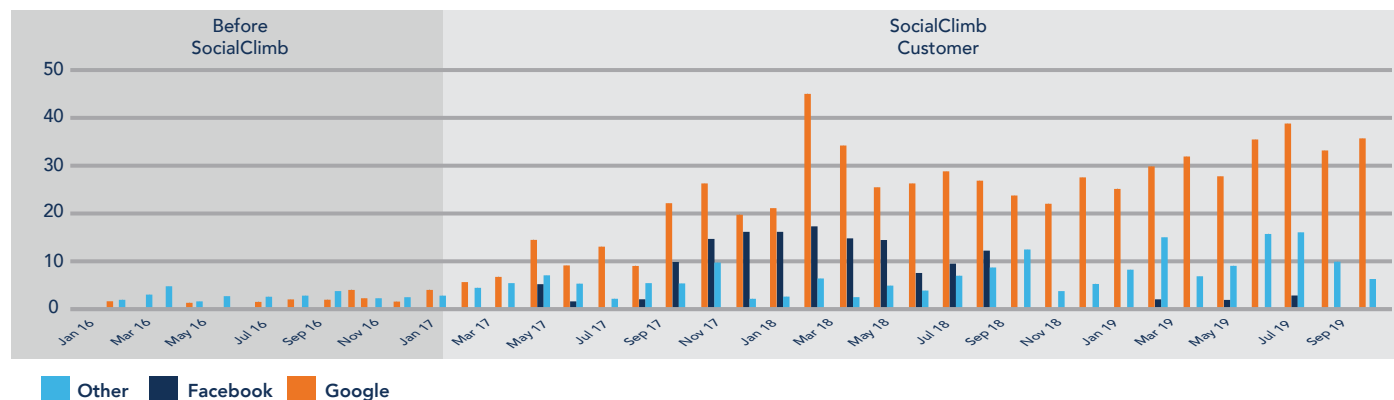
Richard Keddington, CEO of Watertown Regional Medical Center, did not want to rely on the vocal minority of unsatisfied patients to determine their rating any longer. He turned to SocialClimb to improve WRMC's reputation and provide a better way for their many satisfied patients to offer feedback.

SocialClimb's platform would allow them to take charge of their social reputation by giving their patients an easy way to leave a review. They knew a higher number of ratings would provide a more all-encompassing view of their excellent care and their patients' experiences.

In addition to requesting reviews from every patient, the marketing team at Watertown optimized their Google My Business listings. SocialClimb made sure their GMB listings were set up in the best way to give potential patients all the information they would need in a local online search.

## Results

WRMC has used SocialClimb to deliver over 39,000 automated review requests through text or email. Patients are personally invited to leave their review within 24 hours of discharge on either Google, Facebook, or Healthgrades.



Total number of public reviews increased from under 150 in January of 2017 to over 1,000 in September of 2019, which translates to a 1,850% monthly increase in reviews.

WRMC's Google rating has improved from 2.35 stars in January of 2017 to 4.63 stars in September of 2019 with an overall rating of 4.55 across all platforms. This jump was a result, in part, of a greater number of satisfied customers taking the time to give their feedback.

Measurable actions have increased for WRMC's Google My Business listings. Calls placed from the listings have increased from about 700 a month to over 1,600 a month. Website visits from the listings have increased from about 600 a month to over 1,400 a month. WRMC became the top-rated hospital in the LifePoint hospital group, driven by the increased overall rating and high number of reviews. Their GMB listings also rank higher in local searches than before.

## Value

Watertown Regional Medical Center saw an instant rise in their ratings after partnering with SocialClimb. With no effort on the part of the WRMC team, reviews began to accumulate, and satisfied customers responded with their 5-star and 4-star reviews.

In addition, each department and provider at WRMC receives a monthly Provider Report Card, and Providers are using the time-sensitive feedback to improve their level of care. Early notification of negative feedback helps WRMC handle patient complaints in a timely manner so they can resolve issues before they escalate. They are also able to make adjustments and identify areas for improvement on a continual basis as they build a reputation as an agile and responsive healthcare facility.