



**HEALTHCARE
MARKETING SUMMIT**

Sponsored by SocialClimb

Shake It Off:

**Turning Service Failures into
Reputation Wins in Healthcare**
(a Swift Journey Through Service Recovery)

Setting the Stage

- Reputation is IMPORTANT
 - Average dissatisfied customer will tell 9-15 people about their negative experience
 - ~ 13% of dissatisfied customers will tell 20+ people
 - 76% of consumers use online reviews before deciding which business to use
 - Roughly 80% of X posts about customer service are negative
 - 91% of unhappy customers will not do business with a company again after a bad experience.
 - It takes, on average about 40 positive customer experiences to undo the damage done by a single negative review.



Just as Tay navigates her own public persona, healthcare companies must be self aware, bold, and know when to apologize versus when to disrupt the status quo

Look What You Made Me Do

The world moves on, another day another drama, drama
But not for me, not for me, all I think about is karma
- your frustrated patient who just left a nasty review



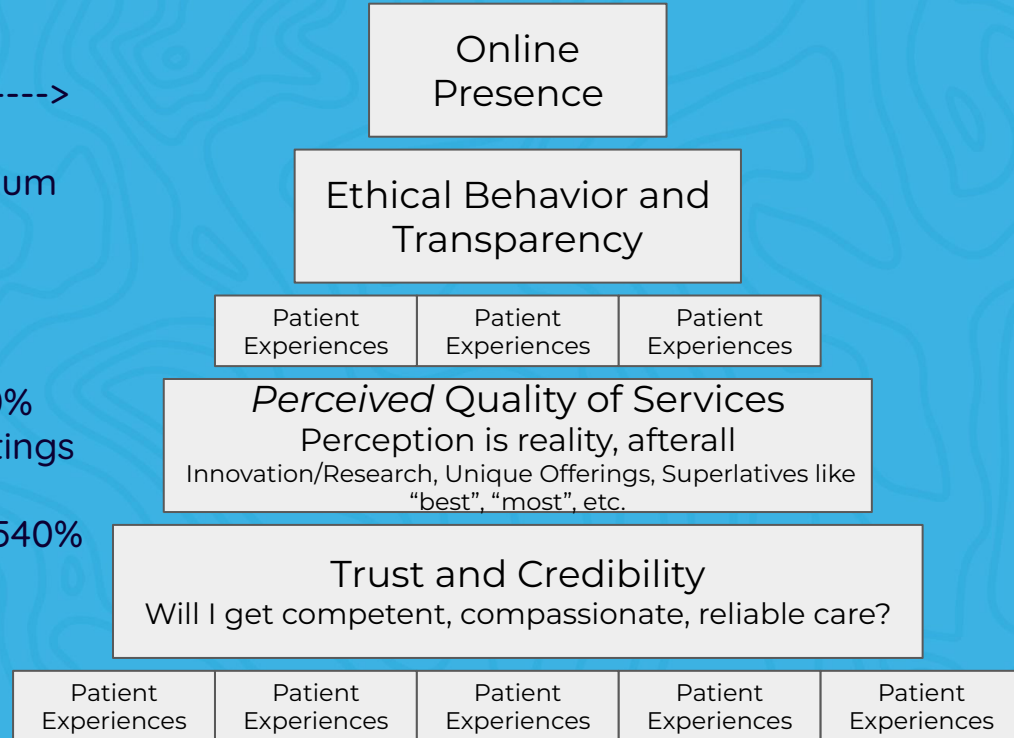
Remember:

- Experience is a *personal* phenomenon. It's your provider's 27th patient for the day, but likely the patient's only doctor visit in that same period.
- My bad experience is all about ME, and *you can't get away with doing this to me* mindset.

Solution: Negative feedback everywhere possible.

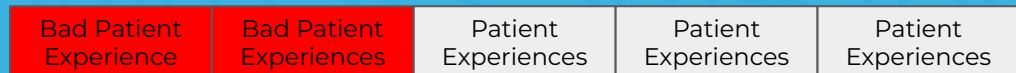
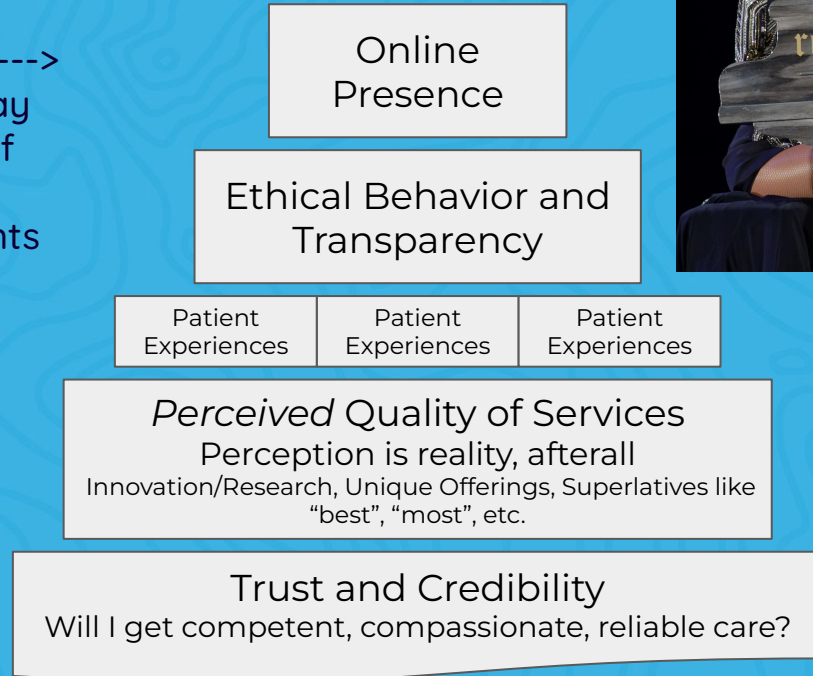
It's Delicate: Understanding Reputation

- Elements of Your Reputation ----->
- Impact of Reputation
 - 73% of consumers require a minimum 4-star rating before considering engaging with a provider
 - Healthcare facilities with strong reputation scores experience 1,290% more conversions via their GBP listings
 - Physicians with strong scores see 540% more conversions



It's Delicate: Understanding Reputation

- Elements of Your Reputation ----->
- Patient experience - and what people say about it - is a critical, interwoven piece of your reputation
- But it only takes a few negative comments to start to erode other elements of reputation that rely on those positive experiences



This is Why We Can't Have Nice Things (Darlin')

Consequences of no service recovery/review response:

- Higher customer churn
- Snowball effect of bad reputation
- Loss of valuable insights from legitimate feedback
- Lack of visible response leads to lack of public trust in the company
- Can deter potential patients who rely on online reviews
- Loss of competitive advantage



Long Story Short

It was a bad time...

- Own up to legitimate feedback.
 - “We never want our guests or patients to have the kind of experience you’ve described here.”
- Acknowledge the customer’s feelings.
 - “This sounds like a very frustrating experience that could have been handled better.”
- Be personable - but don’t take it personal.
 - “Your experience means everything to us, and we’re disappointed to learn that we let you down.”
- Choose to move forward with a positive message.
 - “We’d like to learn more about what happened so we can ensure a better experience for all of our patients in the future.” (Your story will help improve someone else’s life!)
- Transform a challenging narrative into a strength.
 - We don’t bat 1000 every time, but when we mess up, we *do* take steps to fix it.



Afterglow

- Like Taylor's emotional connection with her audience, understanding patient concerns is crucial. They don't need you to be perfect, but they need to feel that they can provide feedback and you will address any problems that arise.
- When you respond - you communicate to everyone who sees that you're a responsive, responsible, and respectful business.
- BUT FOLLOW-THROUGH IS KEY - As with any relationship, promises without action are empty. Negative reviews offer an *opportunity*, but if we don't follow through, the damage can be even worse on the other side.



You really blew this, babe
We ain't getting through this one,
babe - The customer you
promised to help... and didn't

Your 5-Star Era is Here

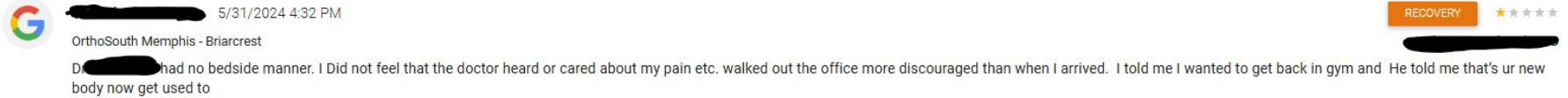
To recap:

- Reputation is important and *delicate*
- When patients have a bad experience, they take it personally
- When they take something personally, they might tell their friends, and the world
- It only takes a few bad reviews to damage your reputation
- Service recovery = Repairing a damaged relationship
- Follow-through is critical

Ensuring Follow-Through

Social Climb for tracking Service Recovery at OrthoSouth

Poor review is submitted



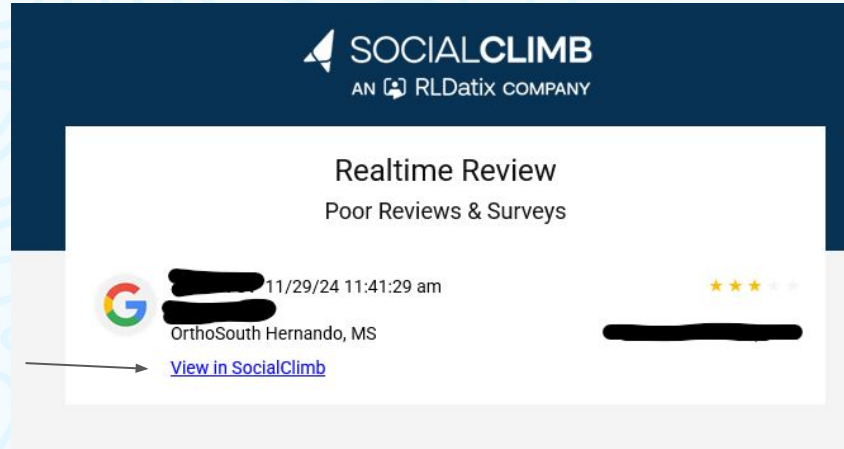
5/31/2024 4:32 PM

OrthoSouth Memphis - Briarcrest

D. [redacted] had no bedside manner. I Did not feel that the doctor heard or cared about my pain etc. walked out the office more discouraged than when I arrived. I told me I wanted to get back in gym and He told me that's ur new body now get used to

RECOVERY ★★★★★

Manager receives notification email



SOCIALCLIMB
AN RLDatix COMPANY

Realtime Review
Poor Reviews & Surveys

11/29/24 11:41:29 am

OrthoSouth Hernando, MS

[View in SocialClimb](#)

Ensuring Follow Through

Manager opens review in Social Climb platform, clicks three buttons on top right to select Service Recovery

The screenshot displays the Social Climb platform interface. At the top, a review is shown with a redacted name and a timestamp of 5/31/2024 4:32 PM. The review text reads: "Dr [redacted] had no bedside manner. I Did not feel that the doctor heard or cared about my pain etc. walked out the office more discouraged than when I arrived. I told me I wanted to get back in gym and He told me that's ur new body now get used to". The review has a 5-star rating and a "RECOVERY" button. A three-dot menu is visible in the top right corner, with an arrow pointing to it.

Below the review, a response is shown with a timestamp of 6/1/24 3:17 PM. The response text reads: "We apologize that your experience was so frustrating. Please call us at 901-641-3000 so that we can assist you further." Below the response, there are fields for "New", "Category", and "Admin".

A dropdown menu is open on the right side of the screen, showing the following options: Reply, Service Recovery, Share Review, Post to Facebook, Invite Attribution, View on Google Maps, View on Google Search, and Hide in iframe. Arrows point from the "Service Recovery" option in the dropdown to the "RECOVERY" button on the review, and from the "Reply" option to the response text.

Manager can reply to third party review (at OrthoSouth, Marketing does this), categorize the feedback, and assign other admin as necessary

Ensuring Follow Through

Notes area helps keep up with relevant information as it is updated.

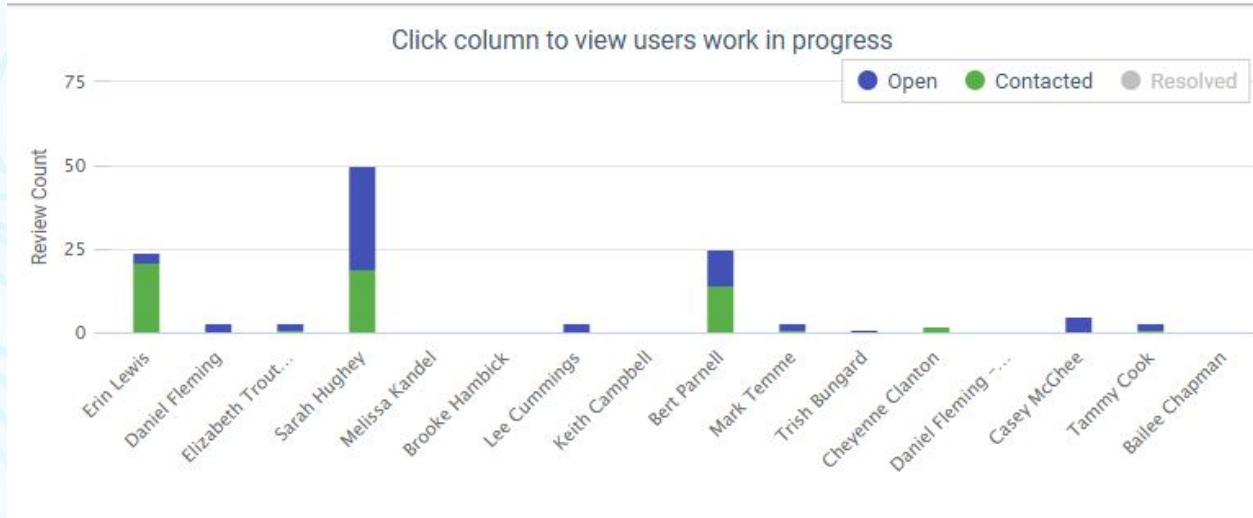
The screenshot shows a user interface for a notes area. At the top, there are three filter boxes: "Resolved" with a dropdown arrow, "Category" with a dropdown arrow, and "Admin" with a dropdown arrow. Below the filters, there is a list of activities. The first activity is "5.20.24 - Searched Bartlett clinic schedules back to beginning of May to find [redacted] that may match - unable to locate anyone with similar name. - SH" with a smiley face icon on the right. The second activity is "5.21.24 - Found likely patient seen by [redacted] 5.18.24 - [redacted]". At the bottom right of the list, there is a dark blue "SAVE" button and a close "X" icon.

Activities button opens log of the service recovery activities with user, date/time, etc for best record-keeping.

The screenshot shows an activity log. At the top left, there is a grid icon and the word "Activity" next to a button that says "HIDE 4 ACTIVITIES". Below this, there is a list of activities. The first activity is "Daniel Fleming set recovery to Resolved" with a timestamp of "5/24/2024 10:21 AM". The second activity is "Sarah Hughey 5.20.24 - Searched Bartlett clinic schedules back to beginning of May to find [redacted] at may match - unable to locate anyone with similar name. - SH 5.21.24 - Found likely patient seen by [redacted] on 5.18.24 - [redacted]" with a timestamp of "5/21/2024 1:59 PM". The third activity is "Sarah Hughey assigned recovery to Daniel Fleming" with a timestamp of "5/21/2024 1:59 PM". The fourth activity is "Sarah Hughey 5.20.24 - Searched Bartlett clinic schedules back to beginning of May to find [redacted] that may match - unable to locate anyone with similar name. - SH" with a timestamp of "5/20/2024 2:20 PM".

Ensuring Follow Through

Reports → Recovery Report to keep up with all activities



Are you ready to embrace your 5-star Era?

- First, shake it off.
- Take a proactive approach to service recovery.
- Understand that reputations and relationships are fragile, but can be rebuilt.
- View service recovery as an opportunity for growth.

END.

