



**HEALTHCARE
MARKETING SUMMIT**

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The Path Ahead

Objectives for 2025

1. Give recommendations that lead to success
2. Simplify actions that lead to success
3. Collect more marketing data to make better recommendations

Apple Business Connect

 Business Connect

**Elevate your business
across Apple.**

New Filter

10/01/23
12/31/23

TOTAL VIEWS 4,267	INTERACTIONS 461	CONVERSIONS 0	ASSISTS 0	APPOINTMENTS 0	NEW PATIENTS 0
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Elevate Tip

Enable Conversion Tracking for Advanced Reporting

Conversion tracking allows you to see how your profiles (and all your marketing efforts) bring in new patients

SETUP CONVERSION TRACKING

All Profiles

Insight Reporting

PROFILE	TYPE	VIEWS	WEBSITE INTERACTIONS	WEBSITE INT. RATE	CALL INTERAC
Rohan Village Healthcare - Village Center	G	2,689	214	8%	111
Rohan Village Healthcare - Helms Deep	G	1,578	64	4%	72
All Totals For Period		4,267	278	7%	183

Elevate

Edit Business Profile Verified

3/13/2024, 7:35:11 PM CLOSE

Elevate Tip: Profiles with **Saddle Sore** & **Orc Wounds** categories show up 30% more

ADD CATEGORY

Cover photo

Showcase your page's personality. Adding a cover photo automatically sets it as your Profile's preferred photo. This action doesn't guarantee it populates as the first image for your business, but it does tell Google you prefer to display this photo.



UPLOAD

Logo photo

Help your customers recognize your business on Google when replying to reviews. Your logo can help customers identify the look and feel of your business when it appears alongside other photos associated with your location.




UPLOAD

SocialClimb Scorecard



SocialClimb runs all Google Business Profiles through our innovative algorithm to let you know how each one scores. Each Profile is scored based on a scale of 0-10 and the breakdown can be reviewed below. The higher your score is here, the more favorable your Profile will be when potential customers use

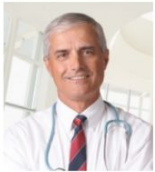
AI Listing Recommendations

Categories & Services SCAN WEBSITE FOR CATEGORIES 

Orthopedic surgeon (Primary) 2 SERVICES

AI Summaries

DECEMBER 2024



William Osler, M.D.
Physician

2 Locations | Sweet Pediatrics Group

Invites Sent

224

Clicks

56 (25%)

Reviews/Responses

24 (10.71%)

Public Rating

4.96 ★

14 Reviews

Public Reviews & Survey Responses Summary: December 2024

4.96 ★

+0.52 vs. previous period

14 Reviews

+2 vs. previous period

85 **NPS**

+8 vs. previous period

10 Responses

+2 vs. previous period

Comment Summary

Patients are expressing gratitude for Dr. Osler's professionalism, thoroughness, as well as the time spent explaining diagnoses. However, some patients have expressed concerns over the front-desk staffs promptness and attitudes.

+ Professional + Thorough + Explains Diagnosis Well + Quality Time

- Attitude - Promptness

Service Recovery 2.0

Service Recovery > View Ticket



FirstName LastName
Selected Account



SR-245 **INVESTIGATING** Patient Complained of Waiting Room Smell



DESCRIPTION

The patient has expressed her displeasure for the smell in the waiting room

TICKET CATEGORY

Waiting Room

PATIENT

Judy Worthlyn

DUE

10 Dec 2024 **LOW**
5 Days

REPORTED BY

Sam Renteriship

AUTOMATED RULE

Negative Facebook Reviews

ASSIGNED TO

Sam Renteriship

SURVEY

Survey Name

SURVEY DATE

July 2, 2023 9:00 PM

★ 3.5 [View Survey Details](#)

ACTIVITY

New Filter

SORT

RECORD UPDATE



10/2/2024 12:08 PM Sam Renteriship

COMMENT:

Left a message with the patient to discuss their displeasure of the smell in the waiting room. Waiting to hear back.

UPDATED STATUS:

INVESTIGATING → **CONTACTED**

9/28/2024 1:45 PM Sam Renteriship

COMMENT:

Researching the issue

UPDATED STATUS:

NEW → **INVESTIGATING**

UPDATED ASSIGNED TO:

Unassigned → Sam Renteriship

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Patient View

Marketing Report > Appointments > Appointment View



Appointment

APPOINTMENT DATE 10/24/2024	PATIENT Ben Woolley	PATIENT ID 20652200	LOCATION Best Hospital Ever
			PROVIDER Ben Woolley, MD

15 MARKETING TOUCHES

1 FOLLOW-UP INVITES

DATE	TYPE	CHANNEL	SOURCE	CAMPAIGN
8/18/2021 9:50 AM	Call	Organic Search	Google Business Profiles	
8/18/2021 9:40 AM	Call	Organic Search	Google Business Profiles	
8/16/2021 1:42 PM	Call	Organic Search	Google Business Profiles	
7/28/2021 1:35 PM	Call	Organic Search	Google Business Profiles	
6/7/2021 7:52 AM	Call	Organic Search	Google Business Profiles	
6/7/2021 7:43 AM	Call	Organic Search	Google Business Profiles	
6/3/2021 8:42 AM	Call	Organic Search	Google Business Profiles	
1/7/2021 7:45 AM	Call	Organic Search	Google Business Profiles	
12/3/2020 7:40 AM	Call	Organic Search	Google Business Profiles	
9/14/2020 6:30 AM	Call	Organic Search	Google Business Profiles	

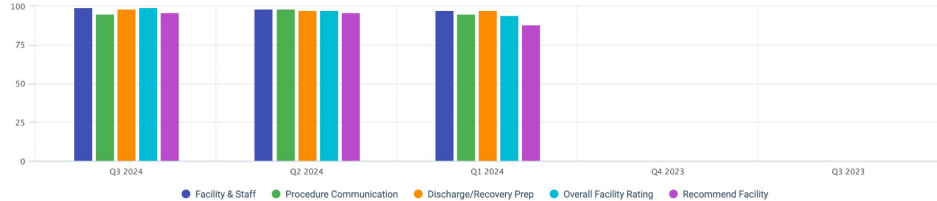
CAHPS Surveys

OAS CAHPS Report

Total Q3 2024 Responses
47

*This report has been produced by SocialClimb and does not represent official OAS CAHPS results, which are published on Care Compare.
NOTE: Overall Composite averages are presented as the linear mean score, per CMS guidelines.

Section Composite Scores



Section Data Snapshot

[EXPLORE REPORT](#)

Facilities & Staff

QUESTION TOP BOX	Q3 2024	Q2 2024	Q1 2024	Q4 2023	Q3 2023	ROLLING 4 QUARTER AVG	CURRENT VS PREVIOUS Q SCORE	CURRENT VS PREVIOUS 4Q SCORE	STATE AVERAGE (STATE CODE)	CURRENT VS STATE AVERAGE	NATIONAL AVERAGE	CURRENT VS NATIONAL AVERAGE
Did the check-in process run smoothly?	100	96	94	0	0	95	4	5				
Was the facility clean?	98	98	100	0	0	99	0	-1				
Were the clerks and receptionists at the facility as helpful as you thought they should be?	98	89	94	0	0	92	9	6				
Did the clerks and receptionists at the facility treat you with courtesy and respect?	98	94	94	0	0	94	4	4				
Did the doctors and nurses treat you with courtesy and respect?	100	100	96	0	0	98	0	2				
Did the doctors and nurses make sure you were as comfortable as possible?	100	98	96	0	0	97	2	3				
Section Top Box	99	96	96	0	0	96	3	3	96 (TN)	3	97	2
Section Middle Box	1	3	3	0	0	3	-2	-2				
Section Bottom Box	0	1	2	0	0	2	-	-2				
*Overall Composite Score	99	98	97	0	0	98	1	1	98 (TN)	1	99	0

Surveys 2.0

- Easier benchmarking
- Improved flexibility
 - Dynamic surveys
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- Cleaner reporting

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QUESTION TIME