

# How to Get Reviews and Testimonials (Video and Written)

Positive patient reviews are “Internet gold.”

BY REM JACKSON



*Practice Management Pearls is a regular feature that focuses on practice management issues presented by successful DPMs who are members of the American Academy of Podiatric Practice Management. The AAPPMP has a forty-three year history of providing its member podiatrists with practice management education and resources they need to practice efficiently and profitably, through personal mentoring and sharing of knowledge. To contact AAPPMP call 517-484-1930, e-mail aappmexecdir@aol.com or visit www.aappm.com.*

It is impossible to overstate how important having an abundance of high quality online reviews and testimonials is to the health and growth of your practice. Here are some simple strategies you can use to make sure your reviews and testimonials continue to build your positive reputation.

## It All Starts With You, Doctor

The best time to request a review or testimonial is when the patient says “thank you.” At the precise moment they do, you can say “You’re welcome! You know if all of my patients were as delightful as you are, I would be a happier doctor! Would you please let all of your friends (the ones like you, not your grumpy friends) know that we would love to help them if they have any problems? In fact, would you be willing and able to review us online? Do you know how to do that and have you done it?” If the patient says “Yes”,

then simply say “Great! Thank you! Here is a card that gives you all the instructions you need to do it.” Hand them a card directing them to the precise web address at which you would like for them to leave the review and thank them again. You can also provide them with multiple cards directing them to multiple places and direct them where you would like them to leave the review.

have to do is open it up and click the link and you can leave that review in no time. Thank you again!”

The patient is now socially obligated to his/her doctor and to a staff member who was enthusiastic and happy about the review, and this double “commitment” will help the patient keep his/her word to go online for you. And the additional step of sending the patient an email simpli-

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Reviews are difficult to get, even from happy patients who mean well, because their lives get in the way. Because it’s not easy, there is one more step that must be followed to increase your success.

## It Continues With Your Staff

The staff member who is checking out the patient should be able to see a note from you that the patient has agreed to review you and say, “I see here that you are going to be reviewing us online! Thank you so much. We love it when our patients do that! Did the doctor give you the card that tells you how to do it? Good! I’ll tell you what I’m going to do, I’m going to send you an email right now that has all that information and all the links you need to go right to where you can review us. Does that sound good? Then all you

ifying the process will help you get at least two out of ten patients to take the time to review you. These reviews can add up quickly and your reception room will fill up accordingly.

## Getting Testimonials

You can obtain two kinds of testimonials: written and video. For written testimonials, the script is the same as it is for reviews with one modification. Again, the best time to get a testimonial is when patients thank you. When they do, simply say, “You’re Welcome! You know if all of my patients were as delightful as you are, I would be a happier doctor. Would you please let all of your friends (the ones like you, not your grumpy friends) know that we would love to help them if they have any problems? In fact, would you be will-

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ing to give us a testimonial that we can use to spread the word? It's easy

- How was this affecting you and your life?
- How did the doctor help you?
- How did the staff help you?

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to do. If you want to, I'll have Mary just ask you a few simple questions and record your answers. She will use that to write a testimonial, which we will email to you for your approval. Would you be willing to do that? That's wonderful."

Mary is always ready with the questions and the recorder and the patient is handed over to her immediately. Here are her questions:

- What was the reason you came to see the doctor?

- Would you recommend that other people come to see us?

If you are at the point where you are prepared to video the patient, be sure that your staff member is completely prepared to shoot the video in a quiet space easily and quickly. This will take practice. There is no longer a need for sophisticated cameras or microphones. All smart phones produce a quality level with which we are now familiar and comfortable.

One final note: Always get a signed release (approved by your attorney) to attain permission to use their name, image, and story that complies with HIPAA and all the laws of your state.

An abundance of high quality reviews and testimonials is a key component in ensuring a reception room filled with patients; there is no time like the present to get started! **PM**



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