

# CASE STUDY: Outpatient Centers See Google Reviews Skyrocket by Nearly 1,000% Using Dialog Health's Texting Software

A national outpatient organization used Dialog Health's two-way texting platform to customize and automate a post-appointment text campaign that drastically improved online reputation.

## THE PROBLEM:

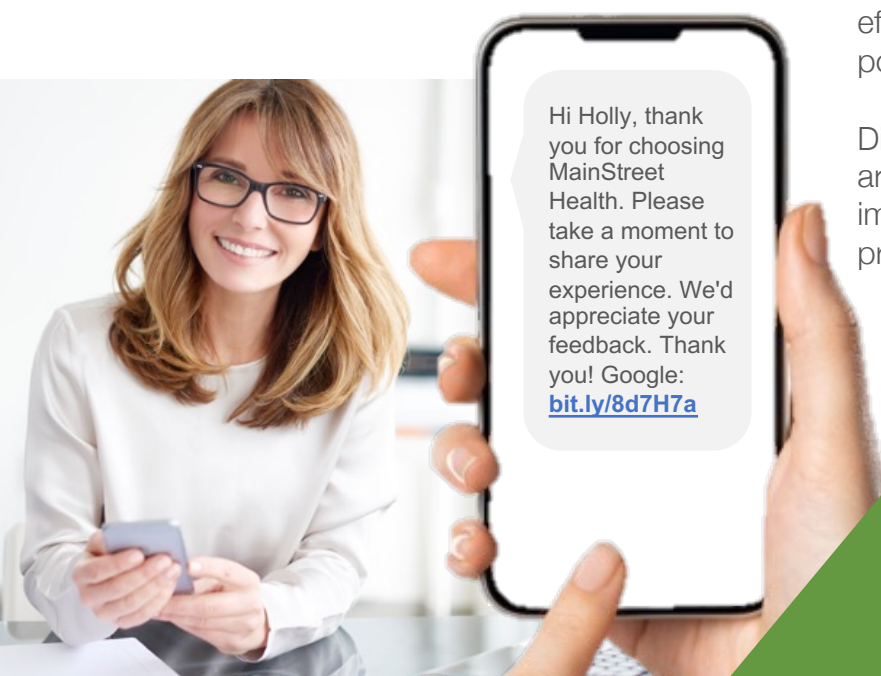
As patients take on a greater role in their healthcare, they are increasingly turning to online reviews to help them make decisions about where to go and who to see for healthcare services. In a competitive market, providers without a strong, positive online presence are likely to find themselves at a disadvantage with attracting patients and staff.

Recognizing the growing importance of online reviews, a national outpatient organization was looking for a way to increase the number of online reviews for its centers with the fewest reviews.

## THE SOLUTION:

The organization chose Dialog Health, a healthcare industry-leading two-way text messaging platform, to help improve patient engagement. Leveraging Dialog Health's online reputation management solution, they implemented an automated and customized post-appointment survey text messaging campaign to drive and improve online reviews for nine of its centers.

Every patient who opted in to text messaging when scheduling their appointment received a variation of the following text two days after their procedure:



Hi Holly, thank you for choosing MainStreet Health. Please take a moment to share your experience. We'd appreciate your feedback. Thank you! Google: [bit.ly/8d7H7a](https://bit.ly/8d7H7a)

## THE RESULTS:

In a one-year period — from July 8, 2021 – July 8, 2022 — the nine outpatient centers achieved the following combined improvements:

- Total completed Google reviews grew from 123 to 1,289 — **a 948% increase**
- Average completed Google reviews per center went from 14 to 143 — **a 921% increase**
- Average Google ratings (stars) per center increased from 4.1 to 4.8 — **a 17% increase**

Of note, the three centers with the lowest Google ratings — 2.9 stars, 3.1 stars, and 3.6 stars — improved to 4.8 stars, 4.7 stars, and 4.8 stars, respectively. The centers with the fewest number of Google reviews — 1, 2, and 3 — improved to 100, 86, and 168, respectively.

## THE CONCLUSION:

Dialog Health's two-way texting platform has transformed the online presence for these nine centers with an automated and customized post-appointment survey text messaging campaign. All the outpatient centers now boast an impressive number of Google reviews and very strong Google ratings, proving that two-way texting is a highly efficient and effective way to drive numerous positive, online reviews.

Dialog Health's HIPAA-compliant texting solutions are cloud-based, easy-to-use, and proven to improve patient engagement while increasing staff productivity.

Learn more about Dialog Health:  
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**dialog** ↔ **health**<sup>™</sup>  
Two-way text messaging.