

Increased Survey Engagement and Google Rating Through Two-Way Text Messaging



The Case Study

In today's evolving healthcare landscape, where patients heavily rely on online reviews, healthcare providers must adapt to changing consumer preferences. Recognizing the importance of a strong online presence, an Endoscopy Center partnered with Dialog Health to boost their Google reviews.

By implementing tailored strategies to engage patients, the provider achieved an impressive 200% increase in Google reviews within six months.

A key factor in this success was the introduction of two-way texting to request patient feedback, leading to exceptionally high survey completion rates and valuable insights. This approach not only enhanced patient engagement but also provided the provider with actionable data for continuous service improvement.

The Summary

→ Increased Google Rating

In just six months, the Center's **Google rating rose from 3.5 stars to an impressive 4.5 stars**. This remarkable improvement highlights the effectiveness of their patient engagement strategies and their commitment to delivering high-quality care.

→ 200% increase in completed Google Reviews

Achieved a remarkable **200% surge in completed Google reviews**, elevating the center's profile from 17 to 51 reviews, resulting in a notable one-star improvement on their Google profile.

→ Patient Satisfaction

Directing contented patients online swiftly enhanced their reputation, while identifying dissatisfied patients provided **valuable feedback** for improvement, fostering **greater patient satisfaction**.

The Problem

The Endoscopy Center faced challenges in elevating patient satisfaction and effectively addressing feedback from dissatisfied patients. To tackle these issues, they partnered with Dialog Health to enhance their patient care strategies. The primary goals were to gather valuable patient feedback, make informed decisions, assist dissatisfied patients, and ultimately improve their Google ratings. This partnership aimed to drive positive outcomes by reaching patients more effectively and enhancing their overall experience.

The Solution

By partnering with Dialog Health and incorporating text messaging solutions, the Center achieved impressive results. Using best practices for text surveys, they significantly increased their outreach and response rates, engaging a wider audience. This approach led to a remarkable 200% increase in Google reviews, highlighting the efficacy of text surveys in gathering valuable feedback. The expanded outreach allowed the Center to gain comprehensive insights into patient satisfaction and address concerns promptly, thereby enhancing customer loyalty.

This automated campaign demonstrated the Center's commitment to collecting relevant and actionable feedback through post-visit surveys, underscoring their dedication to continuous improvement.

3 Days after their appointment, the patient is sent an automated post-appt survey stating:

Main Street Endoscopy: This is Main Street Endoscopy checking to see how your experience was for your procedure. Please respond EXCELLENT, GOOD, or POOR.

If the patient responds EXCELLENT or GOOD, they are sent another automated text with a link to write a Google review:

Excellent! 😊 My experience at your center was amazing!

Main Street Endoscopy: Thank you! We are so glad you had a great experience. Please click the following link to share your experience:
<https://bit.ly/reviewFEC>.

If the patients responds POOR, they are sent another automated text stating:

Poor, I didn't have the best experience.

Main Street Endoscopy: Thank you for informing us. We are sorry to hear your experience did not meet expectations. A member from our team may be reaching out to learn more on how we can improve.

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The Conclusion

This case study demonstrates how the implementation of Dialog Health's two-way text messaging system can notably enhance survey engagement, indicating the efficacy of text surveys in gathering valuable feedback. With this expanded outreach, the center acquired comprehensive insights into patient satisfaction levels. Furthermore, it underscores the Center's commitment to collecting pertinent and actionable feedback through post-visit surveys, illustrating their dedication to continual refinement and providing exemplary patient experiences.

The Results

200%

INCREASE IN GOOGLE
REVIEWS IN 6 MONTHS

4.5 Stars



GOOGLE STAR RATING

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

Powerful mobile solutions, better engagement for today's world.

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