THE GOOGLE REVIEW CHEAT SHEET

We Get It— Asking for Google reviews can be ***super awkward.*** But you *need* Google reviews to build trust with future patients. ***Here's how to start...***

for ORTHOPEDIC SURGEONS



01 CREATE A GOOGLE MY BUSINESS

If you don't have a **Google My Business account**, *create one now!* While you're at it, add photos of your clinic and staff. People like to see smiling faces! Make sure your business name, hours, phone number, website address, and location are all accurate.

02 CREATE A REVIEW LINK FOR PATIENTS

Make it easy for patients to leave you a review! Follow these instructions to create an instant Google Review link, and then text or email the link to patients! All they have to do is click and type their review.

- Visit **Google Place ID.**
- In the "Enter a location" field, write your company name.
- Click on your company name when it appears.
- Your Place ID will appear in the popover. Copy it.
- Paste your ID number at the end of this link (after the = sign): ***https://search.google.com/local/writereview?placeid=***

Here's the result for our customer, MSK Centre:

https://search.google.com/local/writereview?placeid=ChIJixgayfn0K4gR6aIXdo0sBYY

Voila! Now text and email this link to your patients!

03 CHOOSE THE RIGHT MOMENT!

It's important to choose the right time to ask for a review! We recommend you ask for a Google review a few weeks into your patient's plan of care, once they start seeing results. If your patients are icing, that's also a great time to ask for a review. Your patient can do it right there as they finish icing! Consider creating a poster or rack card with a QR that your patient can scan and easily leave a Google Review. Don't wait until your patient is discharged to ask—they may not remember.

04 ASK EVERY PATIENT THESE QUESTIONS

Some patients don't know what kind of review to leave. But when you ask these questions, you'll get powerful, personal Google reviews.

- "What problem were you facing before you got surgery?
- "How did that pain make you feel?"
- "What changed after getting your surgery?"
- "What specific results can you share?"
- "What would you say to somebody on the fence about coming to a clinic?"

05 MAKE GETTING REVIEWS A GAME FOR STAFF!

Have fun with review generation! Train your staff on how to ask for reviews by asking the questions mentioned in the last step, then kickstart a competition. If the team collectively gets a certain number of reviews—*it's pizza party time!*

Now get going! One of our customers got 21 reviews ***just from emailing a "leave a review" link*** to his past patients. *You can do the same!*

OUR TOOLS HELP YOU GET 5-STAR REVIEWS AND MORE IMPORTANTLY—*MORE NEW PATIENTS!*



Do Hospitals Threaten Your Private Medical Practice?

Hospitals and corporate entities acquired 20,900 physician practices from 2019 to the end of 2020. Are you at risk of *losing ownership* of your clinic?

Private practices are under threat. But you don't have to be a **victim to big hospital systems.**

The Solution: Market Your Practice Direct-to-Consumer

When you market your practice direct to consumer, your practice can still survive and thrive without doctor referrals. By marketing direct to consumer, you can...

- ✓ Reduce your reliance on doctor referrals (who may be bound to a hospital)
- ✓ Communicate to patients why your practice has superior quality of care vs. a hospital
- ✓ Control and predict your flow of new patients

For the past 14 years, Practice Promotions has helped private medical practices market direct-to-consumer. We provide powerful marketing services that get you found online, convert website visitors to paying patients, and get past patients back in for care.

You don't have to rely on doctor referrals. And you certainly don't have to lose ownership of your practice.

> **Domination by hospitals is the #1 threat facing private practices today. But when you market direct-to-consumer, your practice can survive, thrive, and even grow.**
>
> **NEIL TRICKETT,** *CEO of Practice Promotions, 20+ Years in Medical Marketing*

Request your FREE Ortho Marketing Kit TODAY! Learn how hundreds of medical practices like yours are **surviving and even thriving, despite the threat of hospitals.**

Take Your Clinic Direct-to-Consumer in 3 Simple Steps



Asking for Google Reviews is Just One Step of a Powerful Practice Marketing Strategy...

Threatened by hospital consolidations and declining doctor referrals? For the past 14 years, Practice Promotions has helped private medical practices market direct-to-consumer. *Here's how we do it...*

Attract Patients Online

Where do you go when you have a problem? Google, of course! We help medical practices get to the TOP of Google & attract patients directly from the Internet.

BUILD A MASSIVE ONLINE PRESENCE with Search Engine Optimization (SEO) services, like blogging and filling out your Google Business Profile.

MAXIMIZE ONLINE DISCOVERY. Skyrocket to #1 on Google by using paid Google Ads.

Convert Patients on Your Medical Website

Your website's #1 job is to convert visitors into paying patients.

BUILD TRUST with a patient-centered website design.

CONVERT PATIENTS with easy-to-use "Request Appointment" buttons and forms. Practice Promotions websites get 7% of visitors to request an appointment—***2x*** *the industry average!*

Reactivate Patients & Increase Referrals.

FILL YOUR SCHEDULE with reactivations and patient referrals by calling past patients to action with newsletters, emails, and more!

Get a **HIGH NUMBER OF REACTIVATED PATIENTS** on your schedule.

Request your FREE Ortho Marketing Kit TODAY! Learn how hundreds of medical practices like yours are surviving and even thriving, despite the threat of hospitals.

REQUEST AN ORTHO MARKETING KIT AT **PRACTICEPROMOTIONS.NET/KIT**