Use online reviews to acquire new patients

By Sesame Communications Staff

Online reviews have become integral to the buying decisions of a vast majority of consumers. A recent study found that 90 percent of people are influenced by online reviews when deciding whether to purchase a product or service.1 Consumers searching for dentists are no exception to this trend, as 70 percent of patients say that online reviews are as important as the dentist’s credentials.2 Prospective patients rely on online patient reviews as a key influencer when choosing a new dental care provider. The challenge for practices is to ensure their patient reviews get in front of the right audience at the right time in the decision-making process: when they are actively seeking to find a new dental care provider and schedule an appointment.

Healthgrades: where patients choose new providers

Healthgrades is the leading online resource for prospective patients seeking comprehensive healthcare information. During the past year, more than 225 million visitors used the healthgrades.com website to search, evaluate and connect with healthcare providers. More than 20 million annual searches are conducted for dental care providers. Most importantly, healthgrades.com users don’t just search — they schedule appointments. More than half (54 percent) of all Healthgrades visitors will schedule an appointment. Among those who schedule, an astounding 95 percent make an appointment within the first week they search, and 38 percent schedule the same day.

Maximize the value of reviews

Healthgrades recently established a partnership with Sesame Communications that, for the first time, lets dental care providers secure an enhanced profile. This new offering has numerous advantages, including:

• Automatically publish reviews to your Healthgrades enhanced profile: Verified, high-quality reviews from Dental Sesame are automatically published to your Healthgrades enhanced profile.

• Rapidly build patient review volume for better search results: Automatically published reviews help your enhanced profile garner better placement in organic search results on healthgrades.com. An enhanced profile also gives practices a “Featured Provider” rotation on local searches to further increase access and exposure to prospective patients.

• Complement patient reviews with comprehensive doctor and practice information: The Healthgrades enhanced profile includes significantly more information about your practice than a standard profile, including full biographies, practice procedures, contact information and directions with maps for all office locations. Most importantly, it also includes an easy click-to-request appointment button and premium phone number placement.

Final thoughts

Patient reviews can help drive new patient appointments for your dental practice — but only if they’re seen by the right audience at the right time in the purchase decision process. With a Healthgrades enhanced profile, your practice now has an unparalleled opportunity to reach a valuable and highly targeted audience of prospective patients with the information they need and prefer when selecting a new dental care provider.

References

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