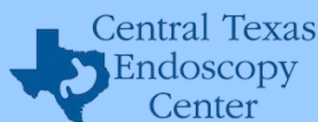


Texts Turn Happy Patients Into 5-Star Reviewers for Central Texas Endoscopy



AMSURG



The Case Study

Central Texas Endoscopy Center had Google and Facebook business pages, but the volume of reviews failed to capture the high level of care and busy patient flow. To change that, the team began using Dialog Health's text messaging with short links to invite patients to share feedback.

The goal: boost awareness, highlight positive experiences, and gain insights for improvement. Since implementing the program, the center has seen a surge in online reviews while maintaining stellar ratings on both platforms.

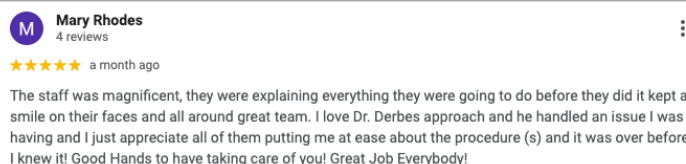
Real results:

- **30 NEW REVIEWS EVERY MONTH**
- **4.9 GOOGLE RATING WITH 850 NEW REVIEWS**
- **100% FACEBOOK RECOMMENDATION SCORE**

"Sending these texts is quick and effortless, and the results speak for themselves," says Ashley Wale, Center Director. "It's incredibly rewarding to hear how happy our patients are with their care."

The Summary

- **Increased 5-Star Reviews**
By mid-August 2025, text messaging had helped the center add about **30 new reviews each month. Google: 4.9/5.0** with 850 reviews. **Facebook: 100% recommend with 23 glowing reviews.**
- **Satisfaction on the Rise**
Positive feedback is shared with staff, inspiring pride and reinforcing the team's commitment to exceptional care.
- **Listening & Improving**
Concerns receive a rapid, personal response, often leading patients to update reviews with even higher praise.



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+877-666-1132

info@dialoghealth.com

www.dialoghealth.com

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Despite a steady stream of patients and strong word-of-mouth, Central Texas Endoscopy Center in Bryan, Texas, had no process for requesting online reviews. The few that appeared were entirely organic, and too few to reflect the quality or volume of care delivered. This left the center vulnerable: a single negative review could disproportionately affect public perception, staff morale, and patient trust

With Dialog Health's platform, the center began sending friendly, direct text messages linking patients to Google and Facebook review pages. The results were immediate — a steady stream of positive reviews each month, many praising the care and experience. Positive feedback is shared with staff to lift morale, while negative reviews are flagged instantly for follow-up. In some cases, patients have voluntarily updated their reviews after speaking with the administrator.

"A simple text has helped us turn happy patients into advocates and address concerns before they grow," says Ashley Wale, Center Director. "While it's difficult to measure direct business impact, the team is certain: a lower percentage of negative reviews means a stronger online reputation and greater protection of the trust they've built."

Thurs, Aug 15 at 9:30 AM

TEXAS ENDO: Thank you for choosing Central Texas Endoscopy Center. Please take a moment to share your experience. We'd appreciate your feedback. Thank you. Google: dhl.link.co/nk0q
Facebook: dhl.link.co/vlw0

Central Texas Endoscopy Center's success shows how a thoughtful, easy-to-implement text program can transform online reputation management. By leveraging Dialog Health's platform with short links, the center made it simple for patients to share feedback, celebrate positive experiences, and resolve concerns quickly. The payoff: a stronger public image, higher team morale, and protection against the outsized impact of a single negative review.

Powerful mobile solutions.
Better engagement for
today's world.

*Real results. Your results may vary

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