

# Outpatient centers see Google reviews skyrocket by nearly 1,000% using Dialog Health's texting software



## The Case Study

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



"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."

**CMO, National Outpatient Organization**

## The Summary

- **DH Texting Solution**  
In a one-year period - the nine outpatient centers achieved the following combined improvements: total completed Google reviews grew from 123 to 1,289- **a 948% increase.**
- **Increased Engagement**  
Average completed Google reviews per center went from 14 to 143- **a 921% increase**
- **Improved Results**  
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.

**Contact Us To Learn More**

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## 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.

**MSHealth:** Hi Holly, thank you for choosing MainStreet Health. Please take a moment to share your experience. We'd appreciate your feedback. Thank you!  
**Google:**  
<https://bit.ly8d7H7a>

## Case Study Improved Google Reviews and Online Reputation

## 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.

# 948%

**INCREASE IN TOTAL COMPLETED  
GOOGLE REVIEWS**

# 921%

**INCREASE: AVERAGE  
COMPLETED GOOGLE REVIEWS  
PER CENTER**

# 17%

**INCREASE: AVERAGE GOOGLE  
RATINGS PER CENTER**

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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