



# Review Response Templates



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Negative reviews may bring you feelings of dread and the thought of lost business, but if you handle negative reviews correctly they may actually garner you respect from prospective patients, differentiate you from your competition and drive revenue.

To insure you get the right response every time here are “5 Things You Should Know Before Responding to Negative Reviews:”

- 1) **Be Empathetic And Don't Get Defensive:** No matter how wrong the patient might be or how badly you feel the urge to clarify how the patient is the one at fault – don't do it. Avoid an online battle royale at all cost. An online back and forth with a patient will cost you countless leads. So when you respond, always be empathetic and use language to convey that you “understand” how the patient feels.
- 2) **Engage The Patient** – If you are not entirely sure what the complaint is about then engage the patient for more feedback about why they were dissatisfied. Do not do it online though. Ask them to call or visit with your practice so you can get specifics on how you can make their experience more enjoyable and how you can make amends with the patient.
- 3) **Create A Personal Dialogue** – When you respond to patient reviews you want to sound like a real person. Too many companies make the mistake of responding to extremely personal reviews with a 1994 sterile press release-esque response. Be professional BUT be personal. Everyone has a bad day, even practices, and people understand that. So be real, honest, and yourself. Authentic and personal responses to negative reviews will do wonders for building your brand online.
- 4) **Know When To Say When** - There are just some patients and some situations that you aren't going to be able to help, such as a patient who demands that you let an employee go. Be honest in your response and open that there are just some requests you can't accept. While your dissatisfied patient may not be able to accept this, potential patients reading your response will.
- 5) **Refund, Discount, Or Free Offer** – The goal for any practice owner when dealing with a dissatisfied patient should be to get them back into the practice so that the patient can see the error of their ways and change their negative review or at least post a new, positive one. To get them back into the store offer a refund, discount, or free offer when you respond to them. The small amount of money you spend on a special offer for a dissatisfied patient may save you thousands.

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1. Please accept our sincerest apologies for (Problem). We would love the chance to make this right and would like to invite you back to (practice) for (#) % off your next visit.
2. When a patient takes the time to leave a review online, we listen! We want to apologize for (problem) and let you know that we have taken the necessary steps to insure that this doesn't happen again. Please know that your experience was an isolated occurrence and that the management and staff would love another chance to impress you.
3. It is our goal to treat every person that walks through our doors as a VIP patient. When our team falls short of that standard and a patient walks away dissatisfied, then we have a real problem. We want to apologize for your less-than-outstanding experience and would like to invite you back in to show you just how amazing our team can be.
4. We hear you loud and clear! Your feedback is more than understandable. We appreciate that you took the time to let us know and we will be implementing your suggestions in that near future. Visit us again to see what a difference your review made.
5. It's understandable that you would be upset after (experience). We definitely do not want to lose you, or anyone, as a patient as a result of this bad experience. Please contact our office manager at (555) 555-5555 and let us know how we can better serve you.
6. Everyone has an off day - even amazing practices. I'd like to apologize for this unfortunate (incident/confusion/inconvenience). Please give us a second chance and see the stuff we are really made of. Visit us again and receive a (%) off your next visit.
7. We apologize for the unfortunate experience and regret that it happened at all. Our #1 goal is patient satisfaction. While we can apologize for this unfortunate situation, sometimes that's just not enough to say we are sorry. We invite you to contact our office manager at (555) 555-5555 and let us know how we can make

it up to you.

8. Positive - We greatly value the opinions of our patients. At (practice) we work hard every day to insure that our patient's needs are being met. Thank you very much for your review.
9. Positive – Thank you. Your positive comments are very valuable to us at (practice). We take each and every patient suggestion into consideration. Thank you very much for your review.
10. Positive – Thank you very much for the feedback. We appreciate the opportunity to provide care to members in our community.