



HERE'S OUR FIVE STEP PROCESS TO MITIGATE ANY NEGATIVE REVIEW:

- 1 IDENTIFY THE PATIENT.** Most review sites require their reviewers to have an account with a complete profile that includes a name. If your reviewer has used an alias, you may be able to identify the patient based on the comments in their review.
- 2 TRY TO RESOLVE THE ISSUE.** Most people take to the web to complain because they did not feel listened to in the first place. If you know who wrote the review, the doctor (not the team!), should reach out to the patient by phone. Let the patient speak with no interruptions, and avoid being defensive. Validate frustrations and see if you can resolve the issue. If the patient seems satisfied, ask them to amend their review to reflect your caring and concern. Removing the review invalidates the experience.
- 3 WRITE A PUBLIC RESPONSE.** If the issue simply can't be fixed, you deserve the opportunity to defend yourself. As long as you have claimed the account (keep that login and password for the future, you may be back here soon!), you can write a response.
 - Take a deep breath, start writing, and remember the response is publicly judged. (Don't forget, you're bound by HIPAA – so no personal references can be disclosed).
 - Ask at least one other unbiased party to read your response before posting it.
 - Oh - and those positive reviews? Respond to those too. It lets your audience know you're listening.
- 4 CHANGE SOMETHING.** Evaluate your systems and see what you need to improve so this issue does not happen again.
- 5 GET AS MANY POSITIVE REVIEWS AS YOU CAN.** One negative review can be totally balanced by 10 positive ones. Make it a daily habit to ask for reviews, and balance them out over multiple review sites.