+ ETHEREDGE CHIROPRACTIC

CASE STUDY

Etheredge Chiropractic has done business in The Villages, the largest retirement community in the US, almost since its inception. In the beginning, the practice was able to rely mostly on word of mouth to attract new patients. But as the community has grown rapidly, both in number of residents and the number of competing chiropractors, Etheredge Chiropractic has had to increase its marketing efforts to stand out from the competition.

Lauren Bigham, Marketing Director at Etheredge Chiropractic, knew the value online reviews played in today's marketplace, acting essentially as digital word of mouth. So when someone from Podium reached out, she thought she would listen to what they had to say.

What stood out most to Bigham was how easy it would be for their patients to leave a review right from their smartphone. "Most people are already on their phone anyway," related Bigham. "Which is much easier than trying to convince people to go check their email, click on a link, and fill out a survey. Doing it on the phone via text message is much less cumbersome."

ETHEREDGE CHIROPRACTIC FAST FACTS:

Industry: Healthcare

Website: www.thevillagesflchiropractor.com

Active Locations: 1

SIMPLE PROCESS

The transition from sales to implementation was very simple because the Podium platform is so easy to understand. Once Podium's client services team got everything set up on the back end, Bigham was able to get all of the office staff trained and up and running in less than two days.

"Podium is straightforward and easy to use," said Bigham. "All my staff needed to know was how to push the button to send an invitation, which requires minimal effort from them. The process isn't difficult at all."

(CONTINUED)

Total Reviews Since Joining	% Increase in Reviews	Invitation Click-through Rate	Average Star Ranking
60	**240%**	**39%**	**4.8**

> **"All my staff needed to know was how to push the button to send an invitation, which requires minimal effort from them."**
>
> *– Lauren Bigham, Marketing Director, Etheredge Chiropractic*

The timing of the invitation and who is sending the invitation varies based on how busy the office is on a given day, but Etheredge Chiropractic tries to follow the best practice of sending the invitation out while the customer is still in the office.

HITTING THE GROUND RUNNING

Since implementing Podium, the team at Etheredge Chiropractic has gotten off to a fast start. In just under two months, the practice has collected 60 new reviews and boasts an overall star rating of 4.8, which further distinguishes it from other chiropractic practices.

One feature that has been most helpful to the staff is the invitations tracker. At first Bigham was skeptical that they would need to send that many invites to meet their review goals. But soon it was obvious that securing reviews was a numbers game and it was imperative to send out as many invites as possible. "I really thought there was no way that it's going to take that many invites," noted Bigham. "But Podium's projections were on point."

Another feature that has been beneficial to Etheredge Chiropractic is the leaderboard. To motivate the staff to send out reviews, the practice has instituted an incentive that rewards the top-three employees who receive the most reviews. They also reward the entire staff if the monthly review goal is met.

"Making Podium a competition has really gotten our staff excited about collecting online reviews," concluded Bigham. "Any business that is looking to motivate their employees to use the solution should do what they can to make it fun."