



+ REVERE HEALTH



CASE STUDY

Central Utah Clinic has been a trusted medical provider in Utah for more than 50 years. The organization wanted to maintain its stellar image as it began the process of rebranding to Revere Health in 2015. **As part of that process, the marketing team at Revere Health wanted to take control of its online reputation as it transitioned to the new brand.**

The rebranding efforts included a completely redesigned website and revamping of its online presence. One thing Justin Ellingford, Marketing Director at Revere Health, found was the company's listings and online reviews were poorly organized, so a lot of effort was put into identifying a solution that could help streamline this process.

Previously the collection and solicitation of online reviews were done ad hoc. There were some doctors and clinics that had made some effort to gather feedback, but there was no consistent process across all of the facilities.

"We recognized that the number of online reviews our doctors and clinics had was disproportionate to the number of satisfied patients we served," said Ellingford. "So we were looking for a tool that would help us automate the collection of feedback from our patients."

EASY TO USE INTERFACE

Revere Health began the process of evaluating online review management platforms but quickly zeroed in on Podium. What stood out most was the slick, easy-to-use interface.



Revere Health FAST FACTS:

Industry: Healthcare

Website: reverehealth.com

Active Locations: 15

"We looked at other online review management tools, but no other tool had the dashboard or interface like the one Podium has," related Joshua Allan, Digital Marketing Specialist at Revere Health. "It's intuitive, and it makes the process of requesting a review very simple, which means anyone on our staff can use it with minimal training."

QUICK AND PAINLESS IMPLEMENTATION

The Podium platform was initially deployed in one Revere Health clinic for an ear, nose, and throat specialist. The implementation was quick and painless and the staff was excited about the opportunity to gather patient feedback. After the successful pilot, Revere Health began strategically rolling out the platform within the organization.

Revere Health follows the best practice of having front desk staff inform patients that they will be receiving a text message invitation to review the physician. Doing so has helped the organization maintain high click-through and response rates.



Total Reviews Since Joining

583



% Increase in Reviews

39.5%



Invitation Click-through Rate

52%



Average Star Ranking

4.4

“We’re only at the baseline and Podium is still providing value for us.”

- Justin Ellingford, Marketing Director at Revere Health



The organization views Podium as more than just a vendor, but a partner that is willing to work with the team to build out features and functionality that they request. For instance, Revere Health was looking for a leaderboard to encourage competition among its staff, and Podium responded with the desired feature.

“There have been a few times where we’ve made suggestions about certain changes or reports that you can pull from the dashboard,” says Allan. “For example, we are currently working with Podium’s dev team to integrate with our patient management software. We love how flexible Podium has been to meet our needs. Other companies we have worked with have been much more rigid and difficult to work with.”

FIVE-STAR RATING

Results so far have been impressive. For example, **Revere Health opened a new rural practice and the practicing physician went from zero to 45 reviews in the first month** after implementing Podium. This has had a significant impact on Revere Health’s search engine optimization efforts. They have seen an increase in overall web traffic and an improvement in online visibility for many of its practices.

Collecting reviews on a more regular basis has also lessened the impact negative reviews have had at some of Revere Health’s clinics, pushing the negative reviews down the list and improving the overall star rating of the medical practices. No business is exempt from bad ratings, but for the most part, Revere Health’s patients were happy and it was important that sentiment was reflected in the online reviews for the organization’s doctors and clinics.

“The physicians that are using Podium are happy to see the satisfied patient being better represented in their online reviews,” stated Ellingford “We’ve also seen an increased emphasis from our staff to please the patient and give them a good experience.”

IMPROVING OPERATIONS

With a successful rebrand behind it and its online reputation stabilized, next up for **Revere Health is digging deeper into the content of its reviews to find ways to improve its operations.**

“We’re only at the baseline and Podium is still providing value for us,” says Ellingford. “The next step is getting our administrative staff to take a harder look at what kind of feedback we’re receiving and seeing where we can improve. Additionally, we are looking at ways we can better streamline the invitation process across all of our clinics and offices.”

Podium is the industry’s leading online review management platform that helps businesses collect and manage online reviews on sites such as Google, Yelp, and Facebook. With Podium, your customers can easily write and post a review the moment a transaction happens and your business can track review analytics, receive alerts when new reviews go online, and quickly respond to any review. Built on an open API, Podium can integrate with most CRMs including Dentrix.

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