



## Advanced Prosthetics Institute

CENTER FOR EDUCATION OF COMPLEX DENTAL ISSUES

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### Patient Testimonial & Ambassador Program (Internal Use Only)

We are creating a formalized program and venue to have satisfied and enthusiastic patients provide testimonials on behalf of the practice. Internet-based testimonials, social media and dentist Internet reviews/ratings are becoming increasingly important as part of the decision-making process when patients select their healthcare provider.

A key goal is to help our satisfied patients understand the importance of posting good reviews on these sites as doing so will present a “true assessment” of our practice to the public at large. And favorable comments about our office will help maintain our reputation, build trust and support our efforts in generating “new” patients for the practice.

We have three options for patient participation:

1. Provide testimonials for the website, social media and print marketing
2. Provide reviews on healthcare websites which rate/review dentists.
3. Participate at events or to engage directly with our patients (Ambassador status).

#### ***Testimonials for website/misc. marketing venues:***

Testimonials will be used on our website, either in a static or video format. The commitment from the patient is a minimum 6-month posting. The testimonial can be placed in a rotation with other patient testimonials after the initial 6-month period. A patient can request to have their testimonial removed from the program at anytime.

Video testimonials can be taken in the office in a designated room or space and done so in-house with a video camera or a smart phone video. Depending on lighting, videos may need to be shot outside. A tripod will be required for a smooth and steady image.

#### ***Social media/Facebook/Internet Reviews:***

In addition to have both static and video testimonials posted on such social media venues like Facebook, we are interested in increasing the number of positive reviews posted on such Internet review sites as:

1. Heathgrades.com
2. Vitals.com
3. Angieslist.com (membership required)
4. Healthcarereviews.com
5. RateMDs.com
6. Yelp.com

As other review sites become active, we'll expand the list, but these are key review sites at this time.



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### ***Critical Limit To Reviews:***

Most review sites have a limit to the number of reviews that can be post per week or month. If too many reviews are posted too quickly, the review site will clear out all of your reviews that are on their site. Also, reviews coming from the same IP address will raise a red flag and can cause future reviews for Dr. Campbell not to be accepted.

As such, we suggest no more than two reviews per week for any of the six sites listed above. When assisting patients with their review in the office, it will be important to rotate the sites for which reviews are written; important to keep a log of review site rotations and it would be best if this assignment is dedicated to the same staff member at each location.

### ***Social Media Patient Orientation:***

To enhance results of patients writing reviews on Internet sites, a computer station in a designated room (this should become a all-purpose consulting room) will be established. Purpose of this station is for staff to show patients willing to write reviews on how to access sites and enter a review. Under no circumstances should staff make a patient feel uncomfortable or obligated to write a review. This is a patient decision and it is required that patients write these reviews in the privacy of their own homes.

### ***Steps to determine candidates for testimonials:***

1. Enthusiastic, energetic
2. Excited and happy with practice experience
3. Appears to be articulate
4. Is willing to sign a permission/release form only for those who will provide testimonial for website/Facebook/misc. marketing venues (to be provided)

### ***Approaching a candidate for testimonials:***

1. Determine which staff member should approach a candidate.
2. Asking a candidate should be in privacy, ideally one of the exam rooms and not in waiting room or designated computer station room.
3. Explain that testimonials help people by validating their decision regarding dentist selection or to proceed with a procedure. Why? Testimonials are considered a non-biased, independent opinion.
4. Explain to patient the two key options, website/Facebook or providing Internet review.

### ***Finalizing testimonial commitment:***

1. Provide a list of Internet review sites. Provide step-by-step explanation on how to submit and Internet review. Take them to an in-house computer station and show them how to access and place a review online. A release form is not necessary for Internet reviews.



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- 2.If party is interested in a website/Facebook or other marketing venue testimonial, have them sign a release form (to be provided by Insight).
- 3.We prefer that a patient is willing to use their full name, it has more credibility. If not, we can use their first name and last initial of their last name.
- 4.Provide talking points.
- 5.If they are ready to commit, have them sign the release form prior to leaving the practice. Also, if presentable, try to take their photo/video at this time. If not, make arrangement to have their photo/video taken on a return visit. If they need to return within 30-days or less, schedule extra time for their testimonial photo/video. If they do not have to return for additional care within 30 days, schedule an appointment for their photo/video PRIOR TO LEAVING THE OFFICE.

### ***Ambassador Program***

The Ambassador Program is an extended testimonial. In addition to agreeing to writing Internet reviews or providing a testimonial, these individuals are willing to provide a 6-month commitment to:

- 1.Attend a potential, future event, to share their experience with attendees.
- 2.Are willing to be on a list from which a potential patients can call and ask them questions about the experience and outcomes.
- 3.A person participating in this program would sign an expanded release form willing to provide their phone, allowing people to contact them. This Ambassador list would not be public, i.e.; on the website, but would made available to potential patients on a case-by-case basis.

#### **1. Steps for a staff member to determine candidates for internet reviews:**

- i. If one of our feels they have a candidate or patient that has been very pleased with their experience, walk the patient to the front desk to proceed with checkout and introduce them to the staff member assigned to manage this program.
- ii. The front desk staff member doing checkout will finish normal checkout process and then say to patient: "The doctor has recommended you as someone who may be interested in participating in our Internet Review & Testimonial Program by providing a review of your experience with us. Would you be interested?"
- iii. Briefly explain to patient the two key options, website testimonial or providing internet review. Ambassador options will only be discussed once a patient has provided a testimonial.



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### 2. Once we have a willing candidate (depending on the location) please follow these steps:

- i. Have patient fill out the testimonial form and sign the form providing us permission to use the testimonial.
- ii. Offer them some kind of refreshment.
- iii. Provide talking points if necessary.

### 3. Send out thank you letter to patient.

### 4. Send testimonial to Jim at Insight.

### ***Internet Review Candidates***

#### 1. Assist the patient with the following for internet reviews:

- i. Give the patient the step by step instructions on how they can pull up the website and fill out at home.

#### 2. Send out thank you letter to patient.

### ***Cover Letter For Internet Review Candidate***

#### ***We Appreciate Your Help For A Kind Word***

We want to take this opportunity to thank you for selecting Jason C. Campbell, D.D.S. for your dental needs and placing your trust in us. We hope we met or exceeded your expectations and that your experience with our staff was pleasant. We certainly enjoyed having the opportunity to serve you.

**Will you please help us?** Online reviews and testimonials for website and other marketing venues are becoming increasingly important. Future patients rely on these reviews/testimonials in selecting a dental provider. Would you mind posting a review for us or providing a testimonial? It's really easy and only takes a few minutes. Thank you in advance for your kind consideration!

### ***Here's How It Works***

Below are step-by-step instructions on how to post a doctor review on Vitals.com.

Vitals.com

1. On the home page, enter doctor's name, city & state (Jason C. Campbell, Prescott, AZ), click on "search button".
2. When Dr. Campbell's information appears, click on "view full profile" button.
3. Then click on "share your opinion" button.

4. Move cursor to the stars to select your ratings, click on appropriate star.
5. At bottom of rating questions, go to “comment box” to enter your personal comments about Dr. Campbell.
6. Click on “submit” button and you are finished!

Again, we thank you for your help and appreciate you as a patient and your efforts in letting others know how you feel about us!

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#### ***Here's How It Works***

**Below are step-by-step instructions on how to post a doctor review on Healthgrades.com.**

Healthgrades.com

1. On the home page under “Find Doctors”, enter doctor’s name, city & state (Jason C. Campbell, Prescott, AZ), click on magnifying glass icon.
2. When the new page appears with Dr. Campbell’s name, to the far right side of page, click on “view profile”.
3. When the new page appears, scroll down a short way and click on “Fill out a survey about Dr. Campbell” on the far left side of page.
4. When the new page appears, scroll down to start survey, click on appropriate circles for your responses.
5. At bottom of page, click on “submit survey” and you are finished!

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### ***Here's How It Works***

Below are step-by-step instructions on how to post a doctor review on [Ratemd.com](http://Ratemd.com).

[Ratemd.com](http://Ratemd.com)

1. On the home page, enter doctor's last name, city and state (Dr. Campbell, Prescott, AZ).
2. Under "specialty", scroll to and click on dentist/general practice.
3. Click on "Find Doctors/Dentist in USA" button.
4. When the next page appears, a blue box will appear and Campbell, Jason, C. will appear near bottom of blue box on the left side. Click on Dr. Campbell's name.
5. When the next page appears along with another blue box, scroll down to and click on "rate this doctor" box on the left side.
6. The survey will appear. Click on appropriate circles for your responses. Directly under these questions, you will find a "comment box" for additional remarks.
7. Click on "add new rating" button under the comment box and you are finished!

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### ***Here's How It Works***

**Below are step-by-step instructions on how to post a doctor review on [healthcarereviews.com](http://healthcarereviews.com).**

[Healthcarereviews.com](http://Healthcarereviews.com)

1. On the home page, click on "submit reviews" button.
2. Select the state (Arizona) and answer the human test question, then click on the "submit review/rating" button.
3. When the next page appears, enter data on doctor, including last name (Campbell), first name (Jason), gender (male), specialty (scroll to and click on dentist), address (139 Whipple Street), zip code (86301), phone (928-776.1208). Click on "enter new doctor" button.
4. When new page appears, scroll down to review questions. Below review questions is a "comment box" for additional remarks (limited to 250 characters). When complete, click on "DONE – submit rating and review" button and you are finished!

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### ***Here's How It Works***

Below are step-by-step instructions on how to post a doctor review on [angieslist.com](https://www.angieslist.com).

[Angieslist.com](https://www.angieslist.com)

1. On the home page, click on the "write a review" tab on the top center of page.
2. At the message box that states "search for the provider you'd like to review, enter Jason C. Campbell.
3. Click on the search button to the right of the provider name you just entered.
4. If two tabs appear on page asking you to either stay on the page or leave the page, click on leave the page.
5. Click on the provider name highlighted in blue to write a review.
6. On scale of A-F, click on the letter grade you wish to assign to Dr. Campbell for overall satisfaction.
7. Click on the "continue" tab to the far right side.
8. Move cursor over the circle that best describes your experience, click on the circle to select – do so for all 9 selected topics.
9. Scroll down to continue to respond to the next 3 questions.
10. Next, enter in your own words, your narrative regarding your experience. There are two narrative boxes with separate questions to answer, complete your narrative for both boxes.
11. After completing the narratives, scroll to the bottom below and click on the "confirm box", then click on the submit review tab on the bottom right of the page and you are finished.

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### ***Here's How It Works***

**Below are step-by-step instructions on how to post a doctor review on Yelp.com.**

Yelp.com

1. Click on the write review tab, 3rd tab from the left.
2. Enter Dr. Jason C. Campbell, include street address, city and state (zip code not required). Click on search businesses tab to the right.
3. Click on the write review tab bottom right.
4. Roll cursor over the stars to select overall rating.
5. Enter narrative comments then click on the "sign up & post" tab on the bottom right.
6. Enter email address, create a password and zip code and click on the "sign up" tab on the lower right of page.
7. To finalize the posting of your review, go to your email, open the email sent to you by yelp.com, click on the blue colored underlined "link" in the email to finalize your posting and your are finished. If you would like, you can go back to yelp.com to see your review.

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