

**Retina Associates'** mission is to be a premier eye care provider committed to exceptional patient care and client service. They focus on education and efficiency to maximize the well-being and health care investment of their Maryland community. With state-of-the-art equipment and a dedicated staff, the practice is positioned to deliver the very best eye care.

## CHALLENGE

### MARKETING MANAGER **STEPHANIE BEST** LEADS MARKETING EFFORTS FOR RETINA ASSOCIATES.

"Retina Associates utilized traditional paper surveys as part of our new patient package. We received a 10% survey return rate on our paper patient surveys. We wanted to enhance our patient experience engagement and utilize our patient experience data to optimize our SEO efforts.

We were disappointed with our limited practice reviews on social

media. In addition, our online reviews were not indicative of the remarkably positive feedback that I was collecting in the office on our paper forms. The few online reviews we saw were skewed to the negative. What some analysts say is true: the reviews that people leave on review sites can be skewed to the complainers. Our patients were not accustomed to writing reviews online. We needed

internal engagement with our patient experience surveys.

In addition, we wanted our reviews posted online and on social media platforms for search engine optimization. We knew we were providing a good patient experience. We needed to capture and promote that positive patient experience."

# SOLUTION



“Retina Associates needed a system that was simple to implement, easy for patients to use, and capable of unlocking the full value of our patients’ feedback and endorsements. We wanted to move beyond just using our surveys internally for measuring practice performance. We needed to leverage these reviews to assist referring doctors and patients in making a decision about who to trust for their retina care. Finally, we wanted to build social proof of our practice’s exceptional care and service across online review sites and social media.

I called Greenway and asked if there was anything that they could do to

help with our reviews. Amazingly, that very day, Greenway had just signed a contract with PatientPad as a partner. That is how we started our relationship with PatientPad; we decided it was the best route to take. We have a PatientPad in each of our 5 offices to capture the patient experience before the patient leaves our office. This gives us two benefits: 1. immediate patient feedback and increased compliance with survey completion, 2. The PatientPad can notify us of any negative patient experiences, affording us the opportunity to correct any negative patient impressions of our practice.”

# RESULT

“Having the PatientPad has been fabulous due to the length, the detail, and the sincerity of the patient reviews. What we’ve captured with PatientPad has been incredible. That’s because it’s easy. It’s right there at check out. Patients want to leave something about their experience, but they don’t necessarily think about posting it on a review site once they get home.

We’re averaging about 200 reviews

a month now and that number is growing. I send out weekly PatientPad usage by office, so our staff members can see the results and continue to encourage usage by patients. I share the reviews with the team. All reviews come through my email, and I forward them to the staff and the doctors. That way they can see the value and importance of capturing this information.

In order to capture and manage reviews for social media and online review sites, it’s important to make the process as easy as possible for patients to obtain a genuine

portrayal of our performance.

The PatientPad creates an opportunity to engage patients at checkout. It’s an opportunity to build our relationship with them, and maintain our clients for life, not just for one visit. The PatientPad creates an opportunity for patients to communicate with us. If something didn’t seem right about their visit that day, we can resolve it before they walk out the door. Eighty-two percent of unhappy patients will come back if their issues are resolved at the time of visit. “

# SUMMARY

“PatientPad enabled Retina Associates to capture 400 percent more patient reviews each month. Retina Associates now benefits from a strong and growing online reputation and improved search engine optimization as our patient reviews are easily captured and published on-line. Referring physicians and prospective patients now see a more accurate picture of our patients’ experience. “