


Five-Star Testimonial and Review Guides

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Patient reviews and testimonials are one of the most powerful and compelling tools in your marketing arsenal.

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Research by McKinsey and Engagement Labs has shown that reviews influence 90% of purchasing decisions.

Think about the last restaurant, holiday or hotel you booked. Did you look at online reviews first? A single glowing review or emotionally charged testimonial is often far more effective than even the most polished sales patter.

And a difference of one star—or even a half-star—can be all it takes for patients to flock to your competitor in droves.

In order to get those glowing and emotionally-charged testimonials, reviews, and five-star ratings, you need to ask them!

Although asking for reviews can feel awkward or self-promotional, the truth is that most people love sharing their opinions—they just need a nudge.

In this guide, we'll take a look at some of the strategies you can use to build a library of compelling reviews and testimonials to convert patients through your website, in promotional materials, and on social media.

We'll find out how to create professional video testimonials without spending thousands of dollars on video equipment, and look at how you can use stories to build trust, demonstrate your expertise, and attract more patients.

Strategy—Who to Ask?

First, decide which patients you will ask for a review. The obvious answer is those who have completed ClearCorrect treatment. But why wait until treatment is complete?

- ★ What about patients who have a positive consultation and say to you: “That was the most thorough consultation I’ve ever had. Thank you so much!”
- ★ How about asking patients halfway through treatment who have expressed how happy they are with the results and service so far?
- ★ Then there are your everyday loyal patients who attend regular checkups and hygiene appointments—perfect candidates to request reviews from.
- ★ If you have a team meeting or ‘huddle’ every morning, this is a perfect opportunity to discuss which patients you’ll ask for a review that day.

Look at every patient on the day list and decide who you’ll ask for a review and which team member should be responsible for asking.

Who Should Ask?

The best person to ask for a review is the person on the team who has the best rapport with patient. This could be a clinician, receptionist or nurse.

It’s a team effort, and everyone on your team should be comfortable asking! Start by running through your appointment list in a morning meeting or huddle, and matching patients with team members to begin building your collection of irresistible five-star reviews.

How Should You Ask?

A text message or email sent through your CMS platform will do the trick, but these can feel a little impersonal. Nothing beats that personal face-to-face interaction.

Start with a Positive Conversation

- ✓ Ask the patient for general feedback about their results or the service they’ve received, and wait for a positive response.

“Mr Smith, it looks like your treatment is going well.
How’s your experience with us been so far?”

“It’s going really well, thanks. I’m much happier now.”

“Thank you for allowing us the opportunity to look after your smile today.
Has everything been as expected?”

“It’s been awesome, Lisa is great, and she always does a great job with my teeth.”

Then Ask...



When asking for a review, tell patients what's in it for them instead of focusing on how it will help your business or boost your Google rankings. Patients respond better when they feel they could inspire others or help them understand the process, care or service.

"I think your story would inspire others.
Do you mind if I ask you for a small favour?"

"I speak to many patients that seem unsure about the service we offer, and if they heard what you had to say, I think it would help them understand our level of care."

"What I love most about my job is hearing positive comments about the difference we make. Would you feel comfortable writing a short review on Google about your experience?"



Asking patients if they feel comfortable giving you a review is a great way to start the conversation, especially if you are unsure what their response might be. It gives the patient an opportunity back out and say no.

Let Them Know You're Waiting...

"Thanks so much. I'm looking forward to seeing it online. One of the most rewarding parts of my job is seeing patients share their success stories with others!"

"I'll keep my eyes peeled for your review, Mr Smith."

Strike While the Iron's Hot & Follow Up

The moment your patient leaves the practice, your Google review is no longer their priority. The best approach is to convince them to leave the review using their phone while with you in the clinic.

Help Patients Find Your Review Listing

You can follow up by texting or emailing your patient a clickable link that takes them directly to your Google listing. You could also create a business card with a scannable QR code. Then, follow up a week later with a friendly call or personalised text.

Say Thanks!

If a patient leaves you a review, be sure to reply on the platform and thank them. You should also thank them in person.

Share Your Reviews

Don't forget to share relevant reviews with prospective patients in consultations or via email when they are exploring options for treatment.

You can also create social media posts based on your reviews as you receive them. Be sure to find a prominent place on the homepage of your website to highlight a small selection of your favorite reviews. You can even create a dedicated webpage for video testimonials on your website.

It's not just patients who love to see success stories. Sharing screenshots of positive reviews in your internal chat groups is a great way to boost team morale.



SMS:

"Hi Mr Smith, it's Joanne from the dental clinic. I'm guessing you've been busy, but if you get a moment today to leave me that review, it will make my day!"

Call:

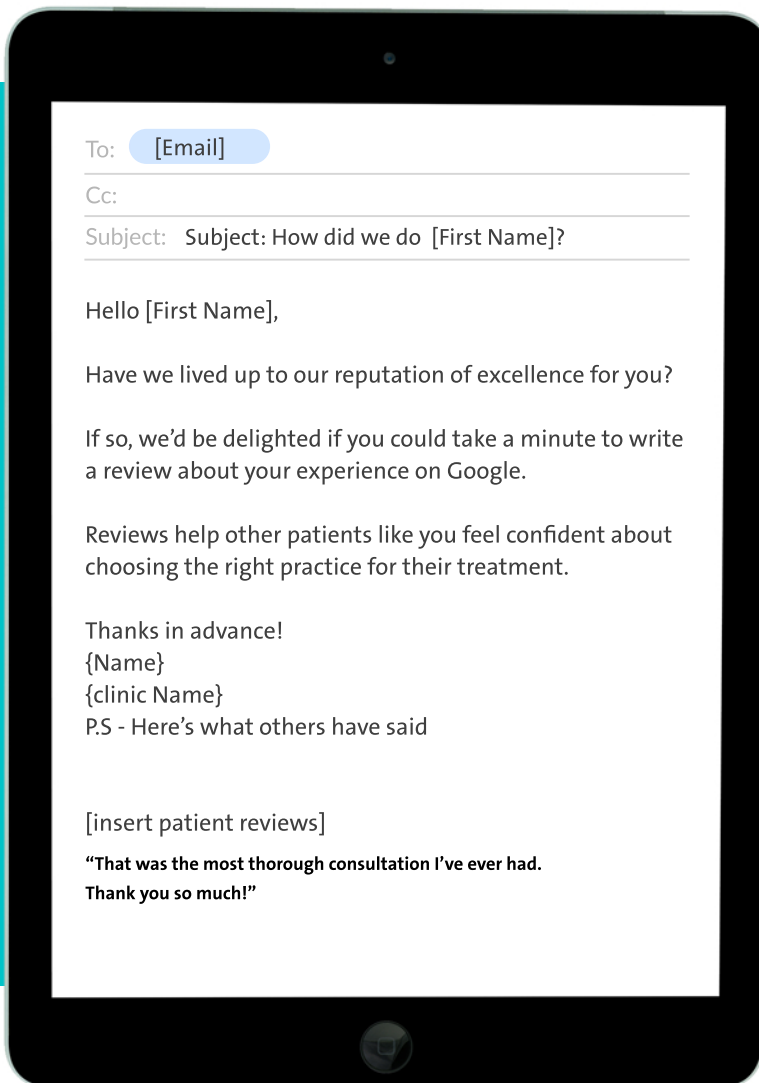
"Hello Mr Smith, how are you? It's Joanne from the dental clinic. I was looking forward to reading your review but noticed it hadn't gone live yet. Lots of patients have told me they've been having issues with Google not publishing their reviews. Have you noticed the same?"



This approach allows you to follow up helpfully without applying too much pressure. The patient will be more inclined to leave a review if you follow up.

Use this Email Template to Request a Review

Emailing patients is an effective way to build up your reviews, especially with patients who have been regular attendees for many years.



Including other reviews gives your patients a starting point and inspiration, so they're not starting from scratch.

Getting Professional Video Testimonials

The two most important elements of a good video testimonial are light and sound. Be sure to record testimonials in a well-lit room and if possible, use a lapel microphone to capture more clear audio. There are a lot of microphones suitable for recording testimonials that can be found on Amazon for a respectable price.

You Don't Need Fancy Equipment

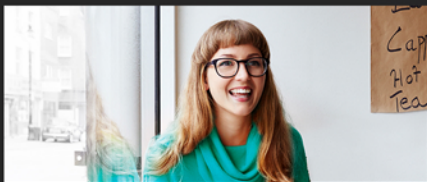
Using a phone to capture video testimonials means you can capture candid events and emotions as they happen, whereas setting up a professional camera and three-point lighting can ruin the moment. When taking a video, try to secure your phone on a simple tripod.

The same approach applies when asking patients for video testimonials.



"Mr Smith, I'd love to capture your story on camera. I think it would inspire other interested patients to take action. Would you feel comfortable recording a short video testimonial?"

Social Media Selfies

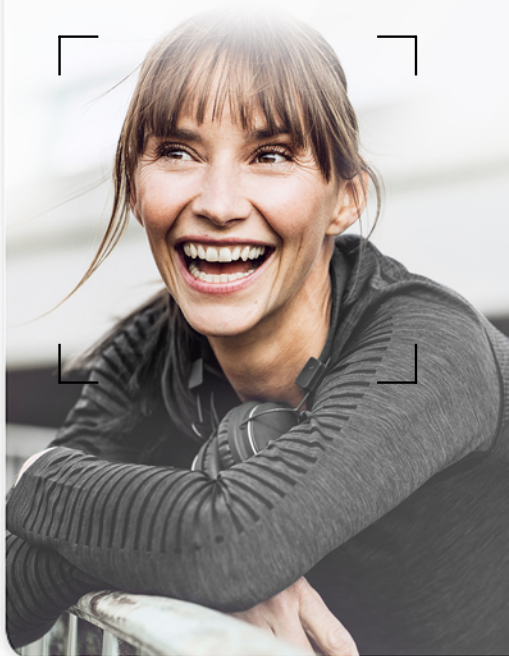


If a patient takes a photo of their smile or a selfie with a dentist, ask them to tag your clinic and clinician when they post it to their social media feed. This is a great way to gain exposure to more potential patients.

Framing

Place the camera at eye level to capture the subject's head and shoulders, leaving enough room around their silhouette to zoom in or resize the video if needed.

Capture both horizontal and vertical shots if you can. But if that's not possible, think about where your video will be used. For social, use vertical. For your practice website or YouTube, use landscape.



What Questions Should You Ask?

Don't use a strict script. Keep the conversation natural and ask a few questions about their journey; broken down into before, during and after treatment details. Keep the questions short!

The sample questions below are intended to stimulate a conversation which will go in different directions with each patient; feel free to ask any related questions as

Before their journey with you

How did you hear about us?
What did your smile hold you back from doing?
Why did you choose us?

During their journey with you

What was your initial consultation like?
Describe the treatment, was there any pain?
What did you think about the team and customer service?
What did you think about the aligners?
Were the aligners clear or noticeable?

After their journey with you

How is life different now, what has changed?
Would you recommend us to your friends?
Was the treatment worth the money?

Summary

Describe your treatment, and ClearCorrect, in a single sentence.

What About Consent?

The easiest way to get consent for a video testimonial is to record it. Be sure to save the recorded permissions in a secure place on your computer.

“Are you happy for us to use this video testimonial on our website, in our waiting room, and on all our social media channels, including Facebook, Instagram, TikTok and YouTube?”

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