

How to Ask Your Patients to Leave Positive Feedback for You Online

Asking for feedback can be tough.

Asking for feedback as a physician or care provider is unexplored territory for most practices.

My primary care provider has a simple and effective way to ask patients to leave feedback online.

At the checkout desk is a small pile of papers that look like this:



Note that the paper is simple, not slick, and the wording is humble. No one at the practice has ever called my attention to the little pile of papers.

Here is the text of the form:

PRACTICE NAME

Dear Sir/Madam:

Hope you received satisfying care at PRACTICE NAME.

We are trying to raise online visibility of PRACTICE NAME and would like to request you to write a short review of your experience.

You can write a review at Google.

1. Please go to <http://maps.google.com>

2. Search for "PRACTICE NAME CITY STATE"
3. Click on "more info"
4. Click on "Write a review" link

We sincerely appreciate your assistance.

DR. SMITH

DR. JONES

DR. BLACK

You could also direct patients to:

- Yelp
- Angie's List
- Your Facebook page
- Any physician evaluation website

Just don't ask patients to place comments on ALL these places. Choose one location at a time.

Don't fear negative comments. They will happen because no one is perfect. What will set you apart from others is your ability to answer concerns and resolve issues in a real way.