



DATE: November 8, 2019
TO: CFMG Physicians and Office Managers
FROM: James Slaggert, CEO
SUBJECT: **Claiming Your Practice on Yelp**

OBJECTIVE

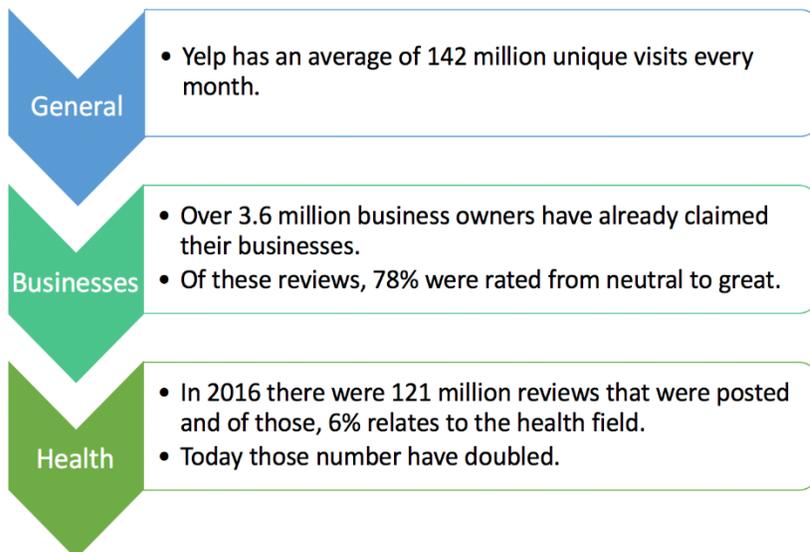
We would like to raise awareness for our CFMG providers about what patients and parents are saying about their clinical experiences on Yelp. More than *three-fourths* of CFMG's providers currently have a Yelp page and nearly *one third* have claimed their Yelp pages.

Yelp is an interactive platform that allows reviewers to tell their positive or negative experiences with businesses. CFMG believes Yelp to be an excellent avenue for providers to get direct feedback and improve overall patient services if needed.

BACKGROUND

Yelp's purpose is to help the public find a business of interest and post reviews which includes a description of their experiences and a star rating between 1 and 5 (5 being the best experience and 1 being the lowest experience). Your practice may already be on Yelp without your knowledge.

STATISTICS





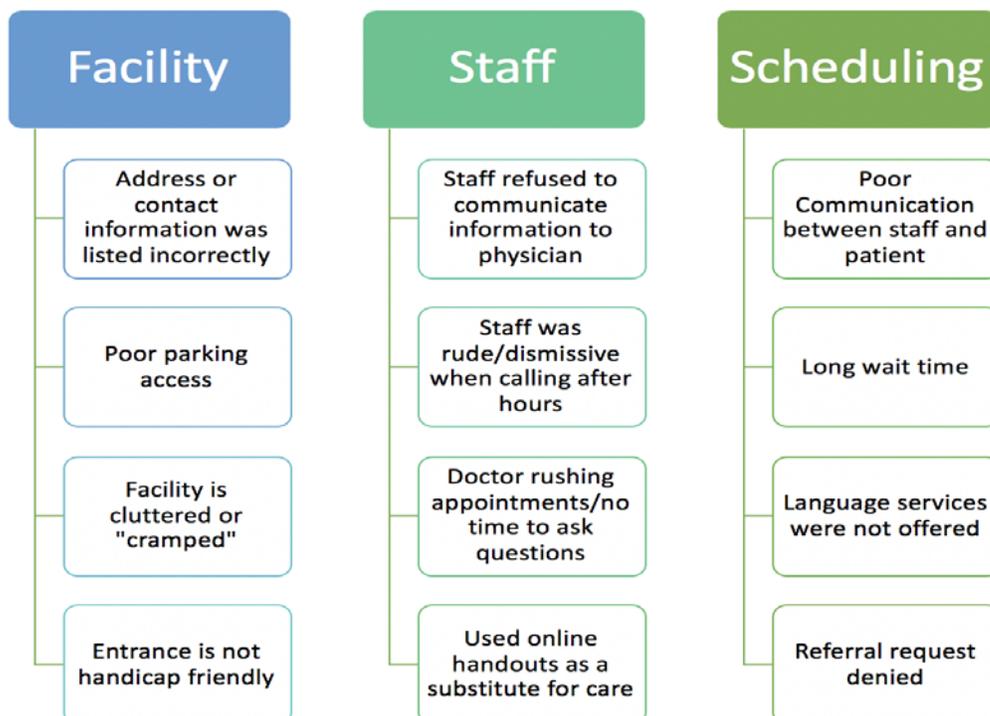
HOW TO REVIEW YOUR YELP PAGE

Your practice could already be on yelp without your knowledge. To best match your Yelp page to your practice, please follow the steps outlined below:

1. Open desktop browser and type in <https://www.google.com/>
2. Enter the name of your practice **AND** your practice address (often times there will be multiple listing or misspelled listings, adding the address will ensure accuracy of results).
3. Click on your practice, the average star rating to the nearest half star will be listed on the top left hand corner.
4. Scroll down to three-quarters of the page to read your reviews.

WHAT DO MY REVIEWS MEAN?

Whether your practice got all 5 star reviews or 2 star reviews does not reflect your capabilities as a practicing physician. Patient feedback can be inconsistent, and lower ratings can be due to a number of trivial reasons that may or may not be directly related to your facility's delivery of care. Outlined below are some examples of chief complaints:





HOW TO INCREASE YOUR YELP RATINGS

1. **Claim your practice on yelp.** This can help avoid misunderstandings regarding contact information, hours of operation and allow you to respond to your reviewers.
2. **Use reviews as constructive criticism** to adjust your facility's approach/interaction with patients.
3. **Respond** to negative reviews.

WHY YOU SHOULD CLAIM YOUR PRACTICE

Yelp can serve as a tool for you and your practice to receive honest feedback from your patients. By having this tool at your disposal you will be able to use this constructive feedback as an avenue to monitor and increase patient satisfaction. By claiming your practice on Yelp, you will be able to:

- Add a link to your website
- Upload photos
- Verify your phone number, hours of operation, and location
- Connect with patients either by responding to their review publicly or send a direct private message
- Track the User Views and Customer Leads Yelp is generating for your business



- Free to claim
- Utilize Yelp's Ad services*

*Optional, for more information visit https://biz.yelp.com/support/self_service_advertising

CFMG has collaborated with Yelp to offer you \$600 in Yelp credit. To redeem this offer please contact Israel Ordaz jordaz@yelp.com with "CFMG Provider Credit Claim" as the subject or email Tamiko Huey thueycfmg@gmail.com for more information.



By claiming your practice, you cannot:

- Delete or edit any reviews
- Control which reviews get posted
- Rate your own practice

For step-by step instructions on how to claim your practice, follow this YouTube link
<https://youtu.be/KqNp4aHC8Iw>

YELP: FRIEND OR FOE?

Yelp is not an accurate representation of where you stand as a healthcare provider, but it does serve as an excellent tool to get honest feedback on your practice. CFMG hopes you will claim your practice, update them with necessary components such as address, phone number, and hours of operation and use Yelp as a tool to optimize overall patient / family experience and grow your practice.

Thank you.



Additional Information

MANAGING YOUR YELP PAGE

- Use Yelp reviews as a tool to adjust your facility to patient needs.
- Download the Yelp app to receive a notification each time someone posts a review of your practice.
- Update contact information right away.
- Respond to negative reviews using the tips highlighted above

WHY YOU SHOULD RESPOND TO NEGATIVE YELP REVIEWS

By responding to a negative review it gives your practice the opportunity to turn a one-star rating into a five-star rating, win back a patient or family who's left your practice, and demonstrate to other customers how you solve problems. Beware of getting defensive in a review, this cannot only keep away the unhappy reviewer, but could also scare away potential or existing patients and families.

TIPS ON RESPONDING TO A NEGATIVE REVIEW

- **Be timely.** Follow up and address a patient's review as soon as possible, so that they do not write off your practice completely and so that potential customers do not see an unresolved issue. Download the Yelp app to get real-time notifications when someone posts a review on your practice.
- **Address the reviewer by their name.** This will make your response more personal and shows focus on their issue.
- **Highlight something positive from their review.** This lets the reviewer know that you invested time into carefully reading the review, and will serve as a peaceful way to dive into the reviewer's criticism.
- **Apologize** for what went wrong. Even if this was an issue that was out of your control, (such as getting a ticket for parking) apologize to the reviewer for having to experience that. If it was something in your control, apologize on behalf of the staff member, system, etc. that wronged them and if possible, offer a solution.
- **Do not pick a fight.** Maintain your professionalism and do not respond to an angry reviewer looking for a public fight.
- **If possible, offer a solution.** A warranted complaint deserves action, follow up with the reviewer in a private message or ask them to email you and mention that you are resolving this privately in your public comment so that potential customers do not interpret the review as you ignoring a complaint.
- **Explain what went wrong and how it will not happen again.** This demonstrates responsibility and proves to potential customers that preventative measures are in the process and this will ensure this situation will not happen to them.



- **Track trends in feedback.** If there is a pattern in negative reviews, your practice seems to continuously be receiving, use it as constructive criticism and adjust accordingly to improve patient satisfaction.
- **Do not take negative reviews personally.** The reviews on Yelp does not necessarily reflect your capabilities as a healthcare provider. Often times reviewers complain and give low ratings for things that are out of your control.