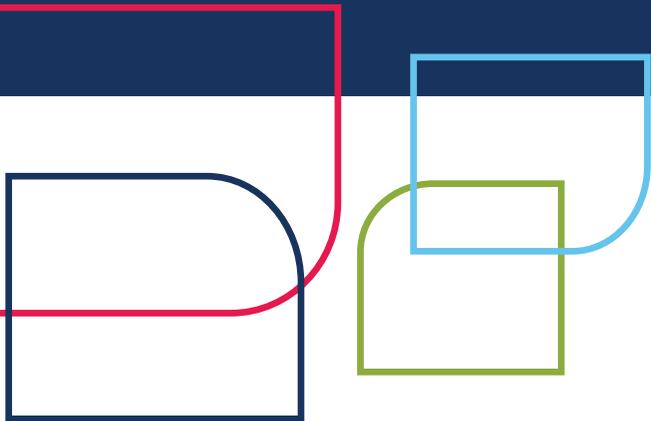


3 WAYS TO GET MORE REVIEWS

FOR YOUR PHYSICAL THERAPY PRIVATE PRACTICE



DO YOU WANT TO ATTRACT NEW PATIENTS?

Reviews are one of the top ways to validate your physical therapy business and build trust with potential patients. According to a 2020 survey performed by **Software Advice**, 90% of patients use online reviews to evaluate physicians, and 71% use these reviews as the first step to find a new doctor. Your online reputation is crucial to attracting new patients to your

physical therapy clinic. This means that prospective patients are reading reviews and making decisions about your practice before they even speak to you. In this article we'll share three ways you can increase the number of online reviews for your physical therapy private practice, and tips for managing them.



Earn More Online Reviews

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1

Ask Happy Patients for Reviews

When a patient is satisfied with their progress, ask them to leave you a review. Make it easy for patients who have had a great experience to write their review online by providing your Google Business Review link. Don't have one? [This tool](#) can quickly generate your Google Review link for you. Include this link in all communications with your patients, don't forget these:

- [Your Email Signature](#)
- [Follow Up & Discharge Emails](#)
- [Newsletters](#)
- [Financial Statements](#)

2

Send a Patient Survey

After a patient visit is over or you have completed their plan of care, send a survey that asks about their experience at your practice. Include your Google Business Review link and ask them to leave an online review if they were happy with their experience. This survey is a great opportunity to get additional insight about the patient experience and areas you can improve upon.

3

Post Signage

At the sign in counter, in your waiting area and on the door exiting your practice, post a sign that asks clients to leave positive reviews online. Be transparent and tell them it helps your practice to grow so you can continue to serve the community. Consider including a QR code patients can easily

scan with their smartphone that takes them directly to your review page, try [this tool](#) to create your custom QR code instantly.

Monitor Your Reviews

Managing your online reputation is fundamental to practice growth. It is crucial that you respond to both positive and negative reviews. Always thank patients who leave you a positive review, and promptly and professionally respond to all negative reviews. When managing a negative review, publicly acknowledge the issue on your review page, apologize even if you are not at fault, and try to bring the conversation to a private platform for resolution. For example; "[Username], I'm sorry you had an unpleasant experience at our clinic, I'd like to work with you to resolve this issue. Please call me at [phone number] so we can get this taken care of right away!" Use this opportunity to show prospective patients that you are active in your business and you care. As an added bonus, Google Reviews may help improve your search engine rankings which could lead to more patients finding your practice!

Would you like more tips on growing your physical therapy private practice?

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