REPUGEN

Responding to Negative Reviews, the HIPAA Compliant Way

Tips on how to respond to the most common negative patient reviews, with examples.

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I'm sorry to hear about your recent experience. Please contact me as I'd be happy to help make this right.

Responding to Negative Reviews 101

Responding to negative patient reviews is a delicate process.

Be sure to cover these points to show prospective patients you care:

- ✓ Respond as quickly as possible
- ✓ Thank the patient for leaving a review
- ✓ Apologize and have sympathy
- ✓ Address the patient's concerns without disclosing PHI
- ✓ Ask to discuss the situation offline
- ✓ Keep your cool and stay professional

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Check out examples below on how to respond to the most common types of reviews!

The "Brief and Uninformative" Review

How to Respond:

Sometimes, patients don't explain every detail about their visit. Apologize to the patient, instruct them to contact you to get more detail, and rectify the situation internally.

Example
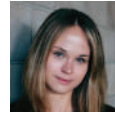
Maggie Brown

Wow, this place was just plain horrible!

★☆☆☆☆

Hi Maggie, thanks for your review. I'm sorry to hear your experience did not meet your expectations. We strive to make every patient's visit as comfortable as possible. Please give me a call at 123-456-7890 so we can learn from your experience.

The "Aggressive" Review

How to Respond:

Patients can get aggressive when leaving reviews if they feel like their expectations were not met. Remember to have sympathy and be as polite as possible so prospective patients can see that your practice handles negative feedback in a productive manner.

Example

Jarrod Thurmond

The doctor was terrible. He rushes his patients and dismisses their questions. He's super snobby. Go elsewhere, trust me.

★☆☆☆☆

Hi Jarrod, I'm sorry that you had an unpleasant experience, but I want to thank you for leaving a review. Please give me a call at 123-456-7890 as I'd like to learn more so that we can improve our patient experience.

The "Questionable" Review

How to Respond:

Always keep your cool when responding to negative reviews. In some cases, they may be over-dramatic, but keep in mind that your patients are venting their frustrations. It's important to acknowledge that frustration, correct the issue and assure that it won't happen again.

Example

Jackie Doe

My child was crying throughout the entire appointment. The dentist even said, "Shut up! Stop crying!" This is absolutely INSANE!

★☆☆☆☆

Hi Jackie, thank you for reaching out. I'm sorry to hear about your appointment. We take our patient feedback very seriously, so I'd like to learn more so about your experience. Please contact me at 123-456-7890 at your convenience.

The "Picky Patient" Review

How to Respond:

Negative reviews are inevitable, some patients may complain about even the smallest details. Address their complaints and ask them to contact you to take the conversation offline so you can learn from their experience.

Example

James Anthony

★★☆☆☆

Not my favorite place. The office was too small, the front desk lady looked at me weirdly, and there were too many kids running around.

Hi James, thanks for the review. We're constantly trying to improve all aspects of our practice to make every patient's experience the best it can be. I'd love to learn more from you about this, so please contact me at 123-456-7890.

The "Lost Patient" Review

How to Respond:

Patients may mistakenly leave you a review that was meant for someone else. Kindly let them know about the situation and point them in the right direction, so that prospective patients know the review was not meant for you.

Example

Alex Taylor

★☆☆☆☆

The doctor barely paid any attention to me! What kind of optometry is this?

Hi Alex, was this review meant for us? As we are a pediatric practice, we think you might have us confused with another place. Please contact me at 123-456-7890 so we can sort this out.

Pro Tip: Flag/report the review so that the review site can review it for removal.

Need help responding to reviews and managing your online presence?

Contact RepuGen today to start improving your online reputation!

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