



# Review generation powers SEO and patient acquisition

Healthpointe, a multidisciplinary healthcare organization, used BirdEye to generate new patient reviews and transform their negative online reputation into a powerful driver of patient acquisition.

### Company Snapshot

Founded in 1974  
12 urgent care centers  
BirdEye client since 2013  
[www.healthpointe.com](http://www.healthpointe.com)

### Background

Low online ratings from a small fraction of Healthpointe's patient base led to a poor online reputation that was steering patients away from Healthpointe.



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## Goals

Get new reviews from happy patients to boost ratings

Address issues promptly to enhance patient satisfaction

Establish positive online reputation to acquire more patients

## Outcome

**Within 12 months, BirdEye:**

Generated over 15,000 new reviews

Improved overall rating from 3.3 to 4.8 stars

Ranked Healthpointe's review website #1 on Google

Delivered 90,000+ online visitors through SEO

Created a consistent presence on 50+ websites





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## THE CHALLENGE

# Boost review volume to amplify happy patient voices

Most of the Healthpointe's patients are loyal customers — a number of whom have been with Healthpointe for more than 10 years. But because many were over 50 years of age and not active on online critical sites like Google and Facebook, Healthpointe lacked the tools to keep a finger on the pulse of these patients to address ongoing feedback. Without this valuable feedback, the healthcare organization found they were at risk of "flying blind."

Additionally, a small percentage of unhappy patient reviews were ranking high on Google search, which did not reflect their general patient sentiment. Altogether, this impacted the overall brand perception negatively and hurt their ability to enroll new patients. As a result, Healthpointe's marketing spend on Google ads and social media was not converting to enrollments — prospective patients were influenced by the negative reviews.

A photograph showing a nurse in a white coat and glasses smiling as she shows a tablet to an elderly patient. The patient is also wearing glasses and looking at the screen. The image is overlaid with a semi-transparent blue filter.

**"We look for innovative ways to connect directly with our patients and gather real-time feedback," said Ryan, nurse at Healthpointe**



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## THE SOLUTION

# Automated on-site review collection from every patient

With low ratings from reviews appearing high on Google search results, the objective was two-fold: first, bring the patient feedback in-house; and second, score higher search rank for the positive reviews on the Healthpointe website than the older negative reviews.

With BirdEye technology, Healthpointe setup checkout kiosks onsite, using existing office computers. Here, patients left quick feedback after every visit and rated their experience on a 1 to 5 star scale, without having to provide too much personal information.

BirdEye also aggregated Healthpointe's reviews from all major review sites, and sent real-time alerts and reports to the management team to address issues in real-time.

"We will continue to use BirdEye to fulfill our mission to provide the most outstanding service and efficient healthcare for all our patients."

Ernest Medina,  
VP of Marketing,  
Healthpointe



### How was your experience?

Thanks for choosing us! Would you take a moment to leave us a review? Your feedback is highly appreciated and your responses will help us serve you even better in the future.

Review us on Google

Review us on Facebook

Review us on BirdEye

Was not good?

Contact us directly

Healthpointe  
1800 561 3357



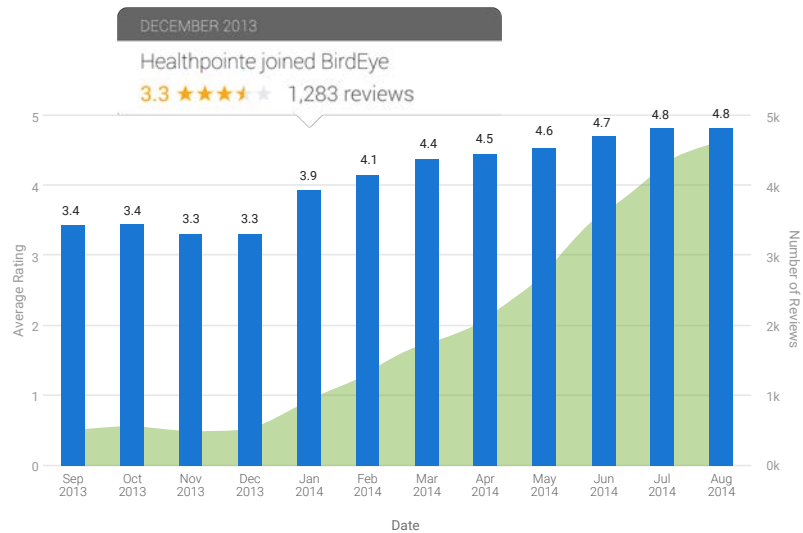
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## THE RESULT

# Higher ratings & improved SEO draw in more patients

The BirdEye platform automatically displayed over 15,000 new authentic reviews from kiosks on Healthpointe’s website, while implementing rich snippets technology helping their website to rank higher in search results with a 4.8 star rating for relevant searches like “Healthpointe reviews.”

Reviews & ratings over time



With BirdEye technology, Healthpointe brought in over 15,000 new reviews and improved their overall rating from 3.3 to 4.8 stars

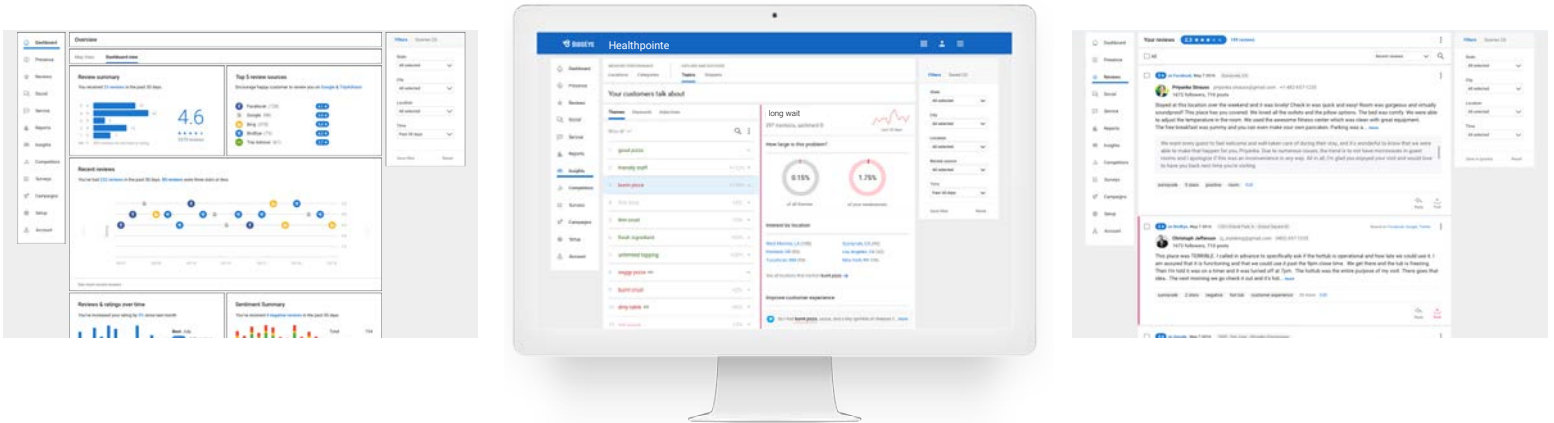
Furthermore, BirdEye enhanced the healthcare enterprise’s overall SEO dramatically by auto-distributing their reviews to 50+ influential consumer sites. With BirdEye Enterprise Analytics & Insights, Healthpointe uncovered negative customer feedback centered on long wait times, which it moved swiftly to address – resulting in improved patient satisfaction.





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# About BirdEye



BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel – review sites, social media, and surveys.

With BirdEye's tools, businesses can engage in every step of the customer journey, establish a positive online presence, and benchmark performance across locations and against competitors.

In today's reputation economy, BirdEye provides the eyes, ears and algorithms necessary to create a stand-out customer experience that pleases a digital consumer society reliant on instant gratification.

To see the BirdEye platform in action, visit [birdeye.com/scan-business/](https://birdeye.com/scan-business/)

To learn more, go to [birdeye.com](https://birdeye.com) or call toll-free #1-800-561-3357.



# BirdEye features

The platform that drives your customers to become your marketing engine, out of the box.

## Listings

Fix your business listings on 50+ sites and boost SEO with a custom microsite for each business location displaying your best reviews and up-to-date business information.

## Review generation

Easily get new reviews from your happy customers on sites like Google and Facebook via automated real-time emails or text messages.

## Review monitoring

Monitor all your reviews from 250+ sites in real-time, from one place. Track progress with detailed reports of reviews and ratings over time, by source, and by location.

## Review management

Receive real-time new review alerts and respond instantly to all feedback from one place to solve problems before they become problems.

## Review marketing

Maximize the power of happy customer voices. Auto-promote your best reviews on your website, blog, search engines, and social pages like Facebook, Twitter and Google+.

## Social

Monitor, post, and engage with customers across blogs, forums, news sources, and social media networks - all in one place.

## Webchat

Convert every incoming chat from a website visitor into a text message conversation. Interact with prospects anytime, from anywhere to convert website clicks into customers.

## Ticketing

Resolve problems proactively. Assign support tickets to reviews and social comments. Track issue resolution and measure employee performance with detailed service reports.

## Insights

Identify root case driving sentiment for reviews, social media comments and survey responses. Turn insights into actions that drive meaningful results.

## Benchmarking

Get the same insights into your competitors' customers that you have for your own. Benchmark strengths and weaknesses and identify opportunities to capture market share.

## Surveys

Easily design custom surveys that engage customers in real-time. Measure customer experience, employee satisfaction, conduct market research, and more.