# High-volume review collection on Google and Glassdoor boosts patient and staff satisfaction

## Lack of insights into patient and employee happiness

Vibra Healthcare prides itself on exceptional patient experience. In order to consistently uphold its high standards, Vibra needed a way to ensure every patient at each of their 42 hospitals was satisfied with every appointment. This would require collecting and analyzing feedback from patients and staff on a regular basis, as well as a system that both corporate and location-level management could use easily without disrupting day-to-day workflow. This is what led Vibra Healthcare to BirdEye.

**VIBRA HEALTHCARE**

"BirdEye has really helped us tighten the feedback loop between what patients are saying about us and our ability to respond. Factor in an intuitive dashboard and you have a patient experience/ reputation management service that's an integral part of our day-to-day operations."

**Kyle Hollinger**
VP Media Development, Vibra Healthcare

# Role-based online reputation management

BirdEye's flexible dashboards let executives at each location manage their own online reputation. Meanwhile, Vibra's 5 division leaders oversaw the entire organization and used custom hierarchies to compare performance across divisions, locations, CEOs, and Directors of Business Development (DBD's).
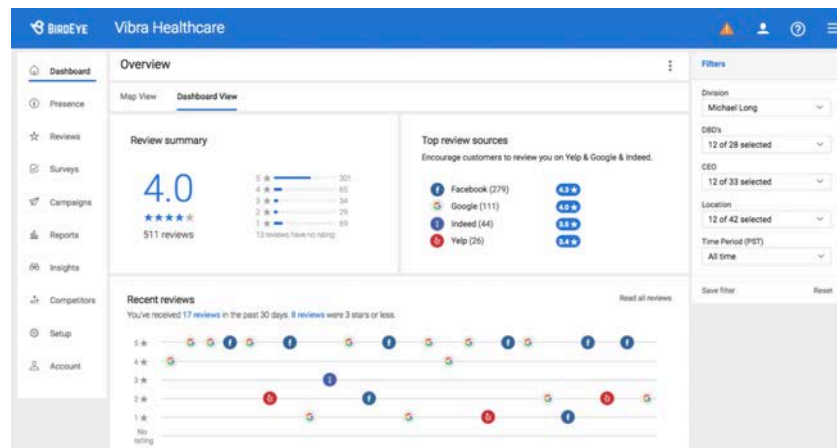


With BirdEye, Vibra was able to monitor all its reviews from 200+ sites in one place; from employee reviews on Glassdoor and Indeed to patient reviews on Google and Facebook, Vibra had one cohesive view of its public perception.

"Having reviews from across the web brought right to our inboxes is an amazing value add," said Kyle Hollinger, VP Media Development at Vibra.

From one dashboard, management could respond directly to any review to solve problems the moment they emerged. To keep up with patient sentiment, Vibra systematically collected feedback from every patient after an appointment via BirdEye's automated SMS and email review requests, with 25% percent of email requests converting into reviews on third-party sites.
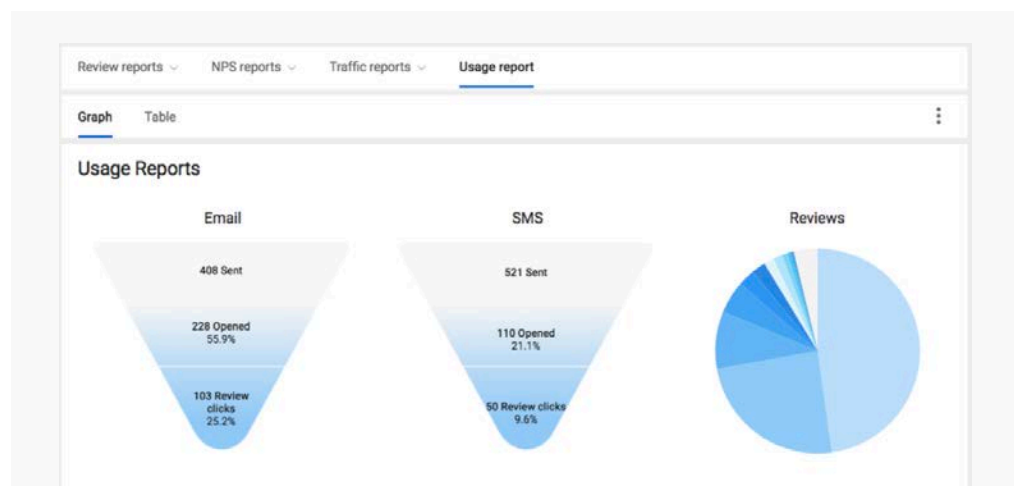
As more positive reviews began flowing in, each hospital used BirdEye to auto-promote their authentic testimonials to their social media profiles and practice websites. BirdEye also built each location its own review microsite, displaying that location's best reviews, up-to-date practice information, and an easy appointment-booking portal to convert site visitors into new patients.
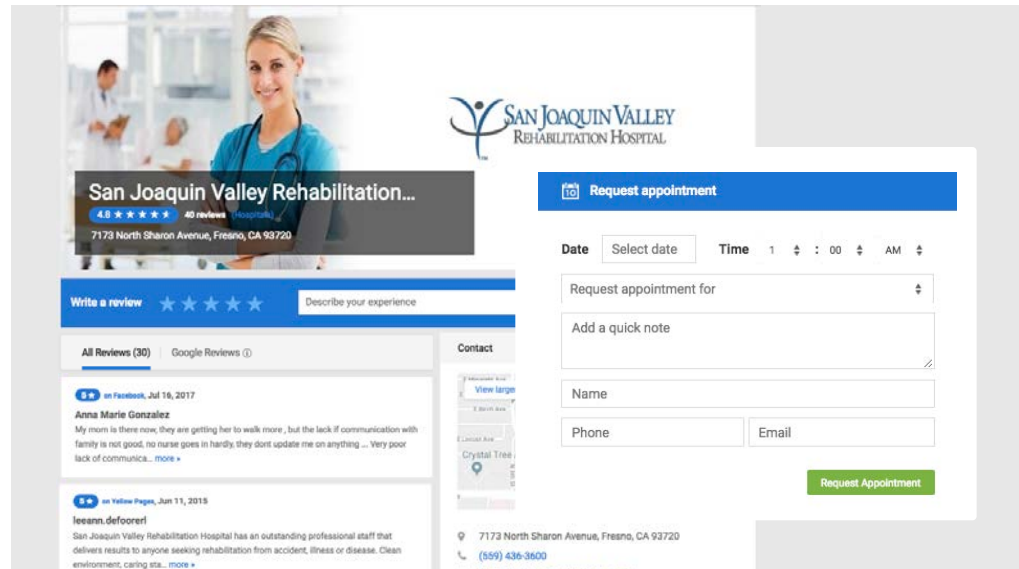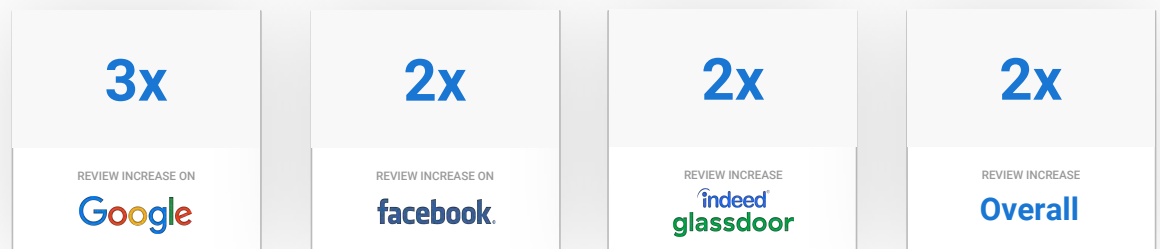


To track their progress, Vibra used BirdEye's detailed reports of reviews, ratings and sentiment over time as well as by location, division, CEO, DBD, and source. All patient and employee feedback was run through BirdEye's Natural Language Processing (NLP) engine and converted into actionable insights. Corporate could easily benchmark performance across locations at a category, topic and keyword level to discover what was driving negative sentiment, how to fix it, and where.



| Performance by Location | | | | | ‹ 1 - 5 of 5 › ⋮ |
|---|---|---|---|---|---|
| Location ▾ | Overall | Brand & Exper... | Hospital Staff | Facility | Therapy/Trea... |
| Ballard Rehabilitation Hospital-San Bernardino,... | B | A+ 14 | B+ 75 | A 39 | B 59 |
| Corporate | - | - | - | - | - |
| Gateway Rehabilitation Hospital-Florence, KY | B+ | A 21 | A 61 | B+ 30 | B 31 |
| Highlands Rehabilitation Hospital-El Paso, TX | A | - | A 10 | A+ 11 | B+ 8 |
| Kentfield Hospital | B | A 35 | B+ 113 | B 54 | A 82 |
| Kentfield Hospital San Francisco | - | - | - | - | - |
| San Joaquin Valley Rehabilitation Hospital | B+ | A+ 12 | A 32 | B+ 10 | A 18 |
| Southern Kentucky Rehabilitation Hospital-Bo... | B+ | B+ 15 | A 23 | A 17 | B 23 |
| Summa Rehab Hospital - Akron, OH | B+ | A+ 8 | A 27 | B+ 18 | A+ 13 |

# More reviews drive patient and employee satisfaction

With automated review requests sent at critical moments, Vibra successfully generated a high volume of patient and employee reviews in just the first 18 months with BirdEye, helping the company understand what was working and what could be better. During this same time period, their operational improvements boosted their star rating by .1 stars.

| 3x | 2x | 2x | 2x |
|----|----|----|----|
| REVIEW INCREASE ON | REVIEW INCREASE ON | REVIEW INCREASE | REVIEW INCREASE |
| Google | facebook. | indeed glassdoor | Overall |

Since BirdEye's microsites were continuously updated with fresh, organic content from patient reviews, they ranked high in local search. Each practice was able to reach a wider audience by cross-posting positive reviews to its social channels and website, increasing site traffic and conversions. Finally, BirdEye also fixed each hospital's business listings across 70+ consumer sites and directories, moving them up further in local search results. Now when patients across the country search online for healthcare services, their local Vibra hospital stands out as the most trusted choice.

# About BirdEye
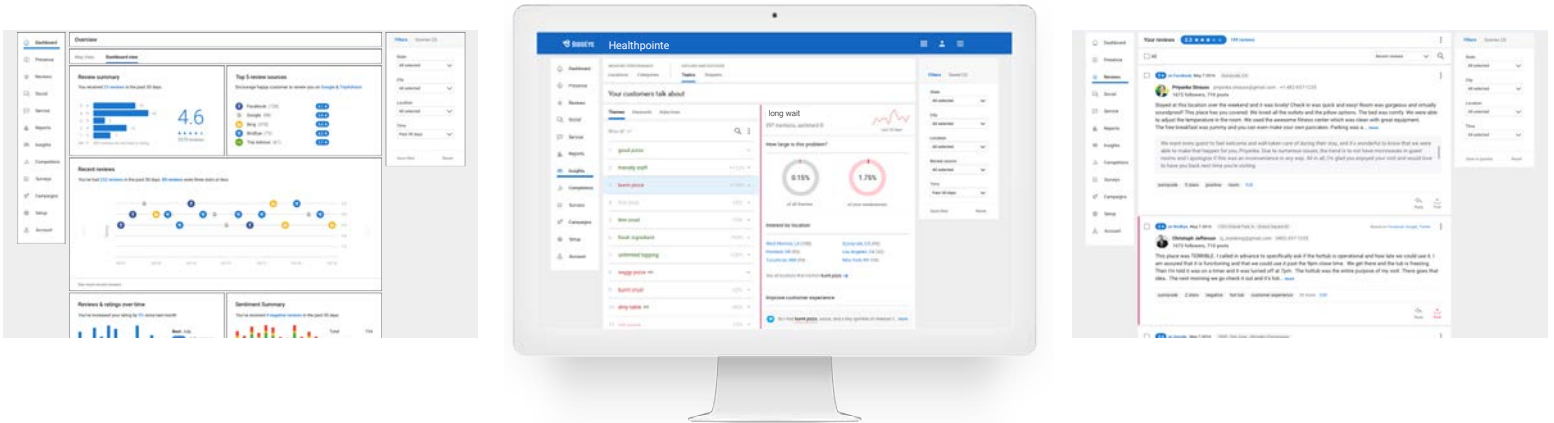
BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel — review sites, 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/
To learn more, go to 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.