

Patient Engagement Solutions for Better Care and Higher Retention

Explore actionable insights, proven frameworks, and innovative technologies that help healthcare organizations boost patient engagement, improve treatment adherence, increase retention, and deliver exceptional care experiences.



Proven Methods To Get Patient Testimonials



Rohit Singh • VP of Customer Engagement • [Schedule Free Consultation](#)



Testimonials help in converting readers into customers. [Patient Testimonials](#) are social proof that is vital in today's world for acquiring more patients.

Potential internet-savvy customers are always carefully seeking additional information before setting an appointment with a healthcare provider. They look for the reviews and ratings your brand has received from previous patients, and as they do so, they begin to build up trust before they've even met anyone in person.

Nielsen's study found that positive reviews, testimonials, and good ratings are the most trusted form of information about a brand or product. With all of that in mind, it's evident that getting good testimonials is essential for a healthcare practice to succeed in this competitive market.

Proven Methods for Getting Testimonials and Reviews:

Getting Video Testimonials are super reliable and authentic. Various studies show that patients or potential customers trust video testimonials' validity because they are more challenging to fabricate than written reviews.

Make the process of getting video testimonials easy for your patients and valuable for you. Try to do a mini-interview by asking some questions, which you can then use.

For example:

- How did you hear about our practice?
- What made you choose our method?
- How were your experience with our treatment, staff, and overall care?
- What impressed you the most about our treatments?
- Would you come back again for additional treatments in the future?
- Would you recommend our practice to your friends and family?
- Why do you like us?

Video testimonials solidify your current and future patient's experience with your practice. Ask questions and record while patients are delivering answers to the questions. The answers can then be compiled together and synchronized to form a brief testimonial of your brand.

1. Build up a Process to Get Reviews

You currently have a process where your healthcare staff collects the patient names, contact details, addresses, and other information when they come into your facility. A similar approach can get good reviews.

All you need to do is train your staff to ask for a testimonial once the treatment is completed proactively. Assuming you provided the right treatment and have taken proper care of your patients, they will express their delight regarding the results. And, that's the perfect time to get testimonials/reviews from these satisfied and happy patients.

Once you receive a testimonial, utilize it as a powerful marketing tool. Doing so will give your future patients the social proof needed to select you.

2. Send Gifts and Rewards

One of the best ways to get testimonials without requesting the patients is to send gifts and thanking them for choosing you. Patients love this extra gesture, and in response, they will thank you and say nice things about you and your general practice.

This strategy works well in most cases. To make this process effective, keep providing quality services to all your patients, and ensure they get the right treatment.

3. Host an Event

Host an event where you can express your appreciation to your patients. Use this event to [reward your most loyal patients](#), those who have been with your brand for years.

Additionally, you can offer thank you prizes, create spaces to capture interview clips (which you can use as mentioned above). But see if you can get photos and written testimonials, which, when paired, work well.

4. Network on Social Media

Social Media is an excellent platform to ask for reviews or testimonials. Connect with your patients on social media and message them from time to time. Provide information on the latest developments in your practice.

Offer them rewards and create interest amongst them with lucrative offers. Using this process, you may also tactfully ask for a positive review of your brand.

If you have a Facebook or LinkedIn page created for your healthcare business, share the link with them. Facebook business pages have a review option where visitors can directly leave reviews.

To sum up, use a proactive approach and cultivate a culture that gathers testimonials from happy patients. To [gain their trust and retain your most loyal patients](#), incorporate NextBee's AI-driven solution that can help brands to get good reviews. Then, you use these testimonials to market your medical practice.

This free marketing technique is an excellent opportunity to make your prospective patients believe that you're the right choice for their health care needs.

Conclusion

To revamp your marketing approach, build up solid credibility, contact [NextBee](#), and implement a quality **Patient Loyalty Program** in your business' ecosystem.

For nearly a decade, NextBee has been developing [top-notch Patient Loyalty Programs for healthcare brands to align with their business needs](#). Our tool is embedded with high-end features that include integrated social actions, an easy-to-use review & rating system, analytics & reports, and much more.

Contact our marketing specialists to book a free demo today.

Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

Rohit Singh

VP of Customer Engagement

[Request Free Consultation](#)



Learn More About Our Proven Approach

We have worked with 300+ brands and helped them succeed. To learn more case studies

[Contact Us](#)



Align Your Company, Your Teams, And Your Individual Employees To Foster A Company Culture Rooted In Success.



Company

[Our Story](#)

[Careers](#)

[Resources](#)

[Contact](#)

[Privacy Policy](#)

[Terms & Conditions](#)

Products

[CX360](#)

[Catalyst](#)

[Symbio](#)

[Spotlights](#)

Community Templates

[Member Advocacy](#)

[Insurance Referrals](#)

[Personal Wellness](#)

[Team](#)

[Collaboration](#)

[Neighborhood Connections](#)

[Local Business Connections](#)

Contact

NextBee Corporation
155 Bovet Rd Suite 700
San Mateo, CA 94402



Call us now
1-800-547-1618