



NEGATIVE REVIEWS

The 4 Elements of a Good Response

Bad reviews are inevitable. The good news is that your response to a bad review can reduce its damage to your online reputation.

When you respond to a bad review, you have the opportunity to publicly demonstrate that you're not just some healthcare provider out there—you're someone who cares. Having these four elements in your response can do exactly that.

The four elements of a good response are R.E.S.T. Use this acronym to remember to be:

RELAXED

Take some time to forgive yourself or the customer and detach emotionally from the situation. Nobody expects you to be perfect.

EMPATHETIC

You don't have to agree with their opinion, but do try to be emotionally supportive.

SPECIFIC

If it's not about a patient's specific condition, list the steps you are taking to fix the problem. If you truly did not do what they are accusing you of, like extract wisdom teeth from a 12 year old, state why that it is medically impossible. (E.g. 12 year olds do not have wisdom teeth.)

TRUSTWORTHY

If you did mess up, try to make it right. Invite them to call or stop by so that you can take care of their problem.

Here is a response to a bad review by Dr. Greg McElroy that has all four elements of R.E.S.T.

Comment from Greg M. of Smiles By Design 1/26/2012

 Dear Dee M. (?), I would have preferred to respond to your... More >

Read Here: <http://www.yelp.com/biz/smiles-by-design-encinitas-2#hrid:iBDHfBFYCi8B-suU8LUqew>

It appears Dr. McElroy put much thought into his response. We recommend you do the same. Draft several versions in Word; ask your marketing staff for their input.

R.E.S.T. Applies to Legitimate Bad Reviews Only

The R.E.S.T. method applies to legitimate bad reviews only. Legitimate bad reviews are from real patients with real gripes—as opposed to anonymous, fraudulent reviews.

If you feel a review was not written by a real patient, we recommend that you contact the Review Concierge to request that a review be deleted outright. Call us any time at +1 866.932.5888.