

Journey to 1,000 Reviews: How Weave helped boost Amelia Dental Group's reviews by 100%

In the picturesque Fernandina Beach, Florida, Amelia Dental Group has been a community staple for over 40 years. Led by Office Manager Teresa Spence, who has been at the helm since 2010, the practice has thrived on its reputation for quality care and the invaluable word-of-mouth referrals from satisfied patients.

The Challenge

In 2023, the practice owner issued a bold challenge: boost their online reviews. Despite already leading the local competition, Teresa recognized other competitors closing the gap to their review count of just over 500. As the recent recipient of the American Association of Office Managers' (AADOM) Practice Administrator of the Year award, Teresa knew the immense power of online reviews in attracting new patients. She eagerly embraced the challenge.

Results

The transformation was remarkable. Within just eight months, Amelia Dental Group skyrocketed from 500 to over 1,000 online reviews—a staggering 100%

500 Number of online reviews in early 2023

1000+ The number of reviews after only 8 months of their review push. **A 100% increase!**

The Success Strategy

How did Amelia Dental Group go from 500 to over 1,000 online reviews in just over eight months? Put simply, Teresa implemented a four-pillared approach to energize the team and maximize patient feedback:

1. Ask Everyone: Building the Habit

Overcoming the awkwardness of requesting reviews was Teresa's first hurdle. She trained her team to seamlessly incorporate the request into patient interactions, particularly during checkout. Multiple training sessions helped them feel more comfortable and confident, turning asking for reviews into a natural part of the patient experience.

2. Marketing Materials: Spreading the Word

Next, Teresa designed eye-catching marketing materials for both the office and social media, reminding patients to leave reviews. A simple, business-card-sized ad turned out to be a game-changer in the process.

3. Incentivizing Participation: A Monthly Drawing

To sweeten the deal, the practice introduced a monthly \$100 drawing to local businesses, exclusively for patients who left reviews. This not only motivated patients but also gave the team a fun talking point during visits - all while supporting local businesses.

4. Streamlined Process with Weave

The final piece of the puzzle was making the review process as easy as possible. With Weave's help, they set up automated text messages featuring direct links to their review page, along with details about the incentive. Now, after each visit, patients could effortlessly share their experiences with just a click.

"With Weave, leaving a review is so simple! Patients just click the link and are taken directly to the review site. Plus, we can access all reviews in one place—it's that easy!" said Teresa.



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Why Weave?

Amelia Dental Group leverages Weave not just for managing reviews but also for enhancing overall patient communication. From texting to phone systems, Weave's comprehensive platform helps the practice reduce no-shows, increase on-time appointments, and ultimately elevate the patient experience.

Final Thoughts

Amelia Dental Group's journey to 1,000 reviews illustrates the power of a proactive approach, effective training, and the right tools. With Weave by their side, they not only enhanced their online presence but also solidified their reputation as a trusted healthcare provider in their community.

