

Approach reviews (good or bad) as you would patients — professionally and with empathy. In addition, all responses must comply with HIPAA and CAN-SPAM (and any other applicable laws), even if the reviewer divulges personal details about their treatment. **Never confirm that the reviewer is a patient and/or confirm a specific treatment or issue they are divulging.** This guide should serve as a starting point, but you should always double check the policy of the specific site you're responding on to make sure you response is compliant. In addition, responses should always be written and created by your team, in your own words with an authentic tone of voice, to directly respond to the content of each unique review. Review responses should not feel like form or template responses so please vary the word choices between responses. The below are examples of great responses to different types of reviews:

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**TRIAGE PRIORITY 4****Positive Review**

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Show your appreciation with a thank you, and express your office's personality, validate team values and praise staff effort.

“ Thanks so much for your heartwarming review. We come to work everyday not just to whiten, but brighten smiles, so your positive feedback makes it all worth it!

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**TRIAGE PRIORITY 3****Wait Times**

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Long wait times are unfortunately inevitable for many offices, but remember that patients are still customers and want to feel that their time (and feelings) are valued.

“ We know long wait times can be very frustrating and we apologize for the inconvenience. We place the utmost importance on providing the best care possible, so we hope you accept our apology for the long wait.

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**TRIAGE PRIORITY 3****Staff Performance**

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If a reviewer complains about one of your employees, it never pays to get caught up in a he said, she said battle. By acknowledging their frustration and accepting their feedback, they'll feel validated and future patients reading the review will feel at ease.

“ Thank you for your feedback and we're sorry for your negative experience with a member of our staff. We want to assure you that this is not typical of our practice. We will make sure that this doesn't happen again.

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**TRIAGE PRIORITY 2****Billing Complaint**

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If a patient is griping about costs, it may be best not to respond. However if the reviewer cites a billing error or is confused about charges, offer to address the issue privately offline.

“ We apologize for any inconvenience we might have caused and we agree that any billing errors are unacceptable. Please give us a call if you believe there was an error and we will make sure to resolve it immediately.

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**TRIAGE PRIORITY 1****Bedside Manner**

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Future patients are particularly sensitive to any negative reviews that relate specifically to the care provider. It's best to react in a timely manner to these reviews, again with an apology and acknowledgment.

“ Our first priority is to provide the best experience and care possible to our patients so we are very sorry to hear about your negative experience. Your feedback is appreciated and we want to assure you that ABC Clinic is committed to delivering the best care possible to all of our patients.

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**TRIAGE PRIORITY 1****Treatment & Services Rendered**

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Respond immediately! Make it clear that your office would never compromise on quality of treatment and services rendered. If a patient complains about a particularly serious issue, reach out to the patient directly for resolution or recommend a follow-up consultation. Then simply post, "We have reached out to you directly to help resolve this issue."

“ We've reached out to you directly to learn more about the issue as we take these matters seriously. Our number one priority is to determine the best course of treatment for specific problems and in order to do so, we may have to run several tests.