

How Webchat, Inbox, and Reviews improved MedLink's patient experience

MEDLINK GEORGIA





Company Snapshot

MedLink provides the community with basic primary care services, like behavioral health, dental care, and pharmaceutical needs. They have 300 employees over 18 locations across 14 counties in Georgia. MedLink has been dedicated to serving their community since 1979.

15x

INCREASE IN REVIEWS

☆☆☆ **Reviews**

20%

INCREASE IN PATIENT
SATISFACTION

 **Inbox**

53,000+

PATIENT INTERACTIONS

 **Webchat**

BIRDEYE PRODUCTS USED

Background

MedLink struggled with having an online reputation that was not reflective of their high-quality patient care. MedLink needed a way to manage their online reputation to establish their brand and reach patients that needed them. In addition, they were looking for a way to communicate with their patients effortlessly through multiple channels like email and text messaging. BirdEye was the solution they needed to proactively manage their patient experience.

“If you’re looking to have a great reputation and customer experience, BirdEye is going to help you. **BirdEye makes managing patient experience so easy for your staff.** It helps get everyone’s feedback so your potential patients see you provide exceptional experience on a regular basis. And it’s no extra work! With BirdEye our happy customers are leaving reviews and it feels like we’ve done a complete 180.”



EMILY NIX - DIRECTOR OF MARKETING AND BUSINESS DEVELOPMENT



The screenshot displays two Google reviews. The first review is from a user with a 5-star rating, dated July 16, 2020, for MedLink Habersham. The review text reads: "Had a great experience at med link I was tested for the virus they were very professional caring supporting very knowledgeable". A reply from MedLink Habersham follows: "Hi Meloide. We are so glad you had such a great experience at our office! Thanks, MedLink Habersham".

The second review is also a 5-star rating from July 16, 2020, for MedLink Bowman. The review text reads: "The user didn't write a review, and has just left a rating." A reply from MedLink Bowman follows: "Hi Cindy. Thank you very much for your rating! We are glad you had such a positive experience. Thanks, MedLink Bowman".

A sharing menu is open over the second review, containing options: "Add tag", "Share on Facebook", "Share on Twitter", and "Recommend on profile" (with a toggle switch turned on). An "Edit reply" button is visible to the right of the menu.

Webchat and Inbox improve patient experience

Before the COVID-19 lockdowns had started across the country, MedLink had enabled Live chat on their website. This has been a big saving grace during quarantine. Now, patients have a convenient place to go to have their questions answered. Patients use Live chat to ask questions like, "Can I still come in for my appointment?" or, "Are you still open?" or, "Do I need to wear a mask?" Knowing that someone was receiving these messages right away makes patients feel taken care of during this uncertain time.

To ensure that the MedLink team would not get bogged down with answering the same FAQs repeatedly, they also use Chatbot. The combination of Webchat and Chatbot has freed up the staff to tend to more pressing patient needs, while knowing that other patients are getting their questions answered.



Using the BirdEye Inbox has helped MedLink consolidate their patient communications. Before BirdEye, their communications were spread out among multiple platforms, making it difficult to follow up with patients and respond in a timely manner. This negatively impacted their patient experience. Now with Inbox, MedLink has one place where they can send and receive text messages, emails, and Webchats, and even listen to new voicemails through Receptionist. This keeps the team organized so they can respond to patients in a flash.

The screenshot shows a user interface for a BirdEye inbox. At the top, there is a profile icon with 'MM' and a blurred name, followed by a dropdown menu. To the right are buttons for 'Assigned to Emily Nix' (with a close icon), 'Actions' (with a dropdown arrow), and 'Reopen' (with a refresh icon). Below this is a voicemail player with a play button, a progress bar from 00:00 to 00:23, and a transcript: "Voicemail: 'Is this is for the physical therapy part? I was needing to talk to the lady about a TENS unit and my doctor told me I had to get her.'" The time '10:17 AM' is shown below the transcript. An auto-reply bubble follows: "We received your voicemail and will text you back as soon as we can. In the meantime, you can send text messages to us on this number. Thank you! (sent via [brdy.us/hi](\"http://brdy.us/hi\"))" with a timestamp of "Auto reply • 10:17 AM". Below the auto-reply are status updates: "✓ Conversation closed by Emily Nix • 12:55 PM" and "👤 Auto assigned to Emily Nix • 12:55 PM". A date separator "Today • Jul 17" is present. Another status update reads: "👤 Elaine Dove marked this conversation as 'Unassigned' • 08:26 AM". At the bottom, an orange note bubble contains a document icon and the text: "Elaine Dove added an internal note Patient case created in Athena for PT to give the pt a call."

Reporting

BirdEye reporting takes the guesswork out of improving patient experience. Now MedLink can examine trends in patient experience and take a deep dive to understand the issues and address patient concerns. By having all of this data handy, the board of directors has new insight into the day to day operations of the business.

The reporting has also demonstrated a fantastic increase in patient satisfaction. Some of their locations went from 0 reviews to 300 reviews since they started with BirdEye 6 months ago. With the increased visibility BirdEye reporting has provided the team, MedLink patient satisfaction has skyrocketed.



More reviews improved MedLink's star rating

Because BirdEye was able to integrate with AthenaHealth, now MedLink sends automatic review requests to their patients right after their appointments are completed. Through these simple requests, patients are much more motivated to respond. The MedLink team also loves how easy it is to thank customers for their reviews and respond to patient feedback through the BirdEye dashboard.

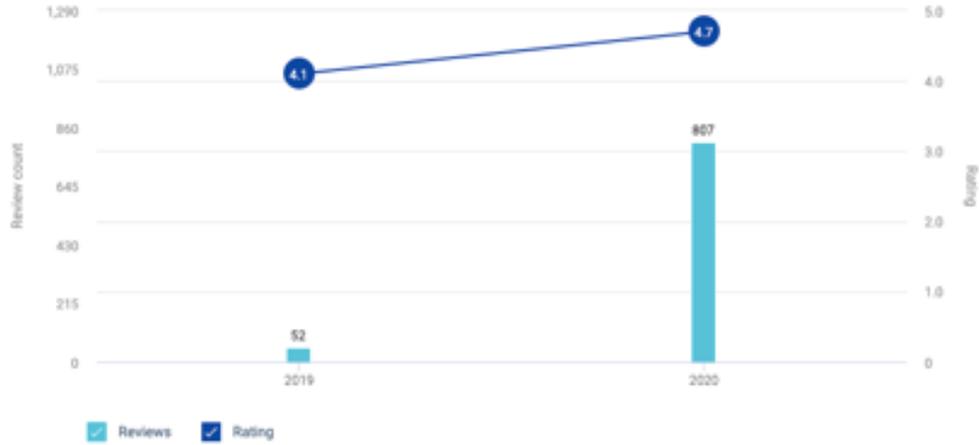
In just the short time they have been using BirdEye, MedLink has seen an explosion in review responses. Before BirdEye, they had only 52 reviews and a 4.1 star rating. Today, they have 807 reviews and a 4.7 star rating! This improved online reputation has brought in more interested prospects and assured them that they are providing patients with the care they need.



Review reports Campaign reports

Reviews & ratings over time

Chart Yearly Actions



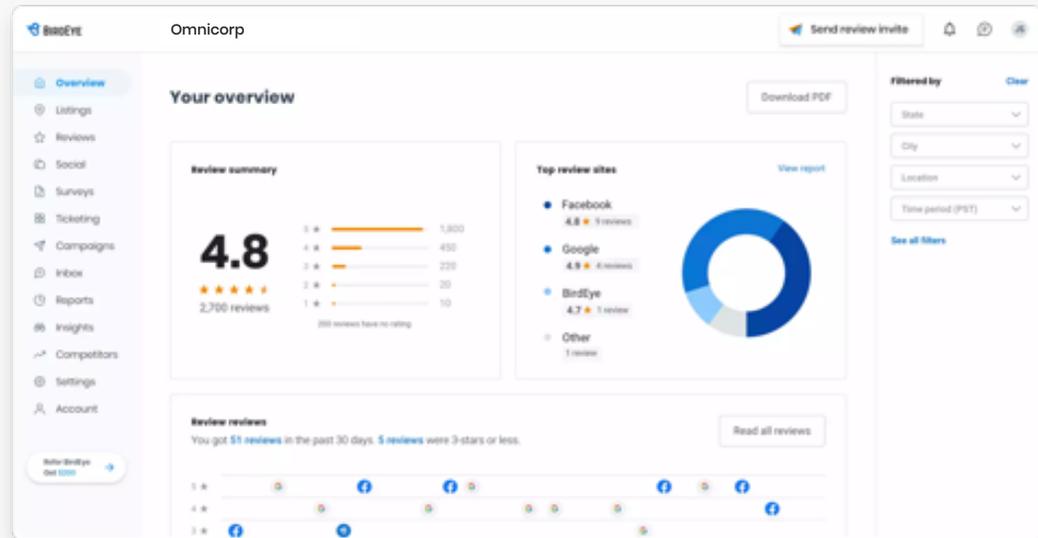
The takeaway

BirdEye has helped MedLink improve patient happiness and communication even amidst a pandemic. MedLink has kept up business and continues to serve their community. Now, their online reputation accurately represents the work they are proud to do, and through the BirdEye Inbox they connect with patients much more efficiently. Using BirdEye has improved MedLink's patient experience and online reputation, assisting them through this pandemic and setting them up for further success in the future.



About BirdEye

The customer experience platform to be found online, be chosen with interactions, and be the best business.



BirdEye is a comprehensive customer experience platform. Businesses of all sizes use BirdEye everyday to be found online through reviews, be chosen by customers with text messaging interactions, and be the best business with survey and insights tools.

BirdEye's all-in-one CX and ORM platforms includes: review monitoring, review generation, review marketing, business text messaging, bulk messaging, textable landline numbers, web chat, live chat, a centralized inbox, customer surveys, customer support ticketing, listings, business insights, and competitive benchmarking.

BirdEye was ranked #1 in Online Reputation Management (8 consecutive times) and #60 in the "100 Best Software Companies" in the world by G2.

Want to learn more? Head to our website and see why over 50,000 businesses trust BirdEye to help them be found, be chosen, be connected, and be the best.

See how BirdEye can help you grow your business!

Call us at **1-800-561-3357**, [schedule a demo](#) or visit www.birdeye.com for more information.



BirdEye Products

BirdEye is the only comprehensive platform for customer experience that offers a range of products that scale with your business.



Listings

Manage your business listings on 50+ sites to rank higher everywhere online. Dominate local SEO with your custom BirdEye profile.



Reviews

Get customer reviews on sites that matter to your business and boost customer happiness by leveraging feedback from 150+ review sites.



Referrals

Let your customers refer your business to their family and friends and get new customers through word of mouth.



Interactions

The single customer interactions software for your team to connect with leads and customers through text, live chat, video and bulk messaging.



Surveys

Connect with your customers at any point in their journey by engaging at the right time, in the right channel, with simple and effective surveys.



Ticketing

Convert reviews, social mentions and survey responses into support tickets and solve issues before they escalate.



Insights

Dig beneath reviews, ratings, customer feedback, and survey scores to discover what's working, what's not, and where.



Benchmarking

Analyze your competition through customer feedback to understand where you rank in your industry and leverage competitive insights to get ahead.

See how BirdEye can help you grow your business!

Call us at **1-800-561-3357**, **schedule a demo** or visit www.birdeye.com for more information.