



# Patient acquisition through automated review collection

Thanks to BirdEye’s automated solutions, Aspen Dental has amplified happy patients’ voices and established trustworthy reputations for all their practices nationwide.

### Company Snapshot

Founded in 1964  
536 dental locations  
BirdEye client since December 2015  
[www.aspendental.com](http://www.aspendental.com)

### Background

Rapidly opening new locations nationwide, each private practice sought to acquire new patients by establishing a strong online presence and reputation through review generation and review marketing. By amplifying happy patients’ voices across top sites, more people in need of affordable care would discover Aspen Dental in online searches.



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## Goals

Consistently receive new patient reviews and promote them across the web

Implement solutions without disrupting their existing process and practice management system to ensure quality of service is not sacrificed, but enhanced

Acquire more patients for each new office throughout nationwide expansion

## Outcome

By integrating BirdEye directly into their existing PMS,  
within 3 months, Aspen Dental:

Received over 4x more reviews on Google, more than 2x on Facebook

Established solid online reputation for their 500+ private practices

Saw average nationwide rating rise from 3.8 to 4.0 stars from over  
38,000 reviews





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## THE CHALLENGE

# Receive high volume of patient feedback

Aspen Dental prides itself on providing superior customer service across each individual branded practice it supports. Expanding rapidly at a pace of 55 new practices per year, each new office would need to establish a strong online presence and positive reputation in order to build a patient base. This would require generating a very high volume of new reviews. Since an upheaval of the practice management systems that these dental practices had built themselves on would only complicate day-to-day interactions, Aspen Dental sought an efficient way to receive more reviews in order to acquire new patients for each location – without disrupting workflow within each office.



Although many of Aspen's patients were satisfied, few were avid online users, so their experiences were not shared with others. How could they get patients talking on Google, and Facebook? Who would be in charge of managing such vast quantities of feedback? How much would this interfere with existing tasks?

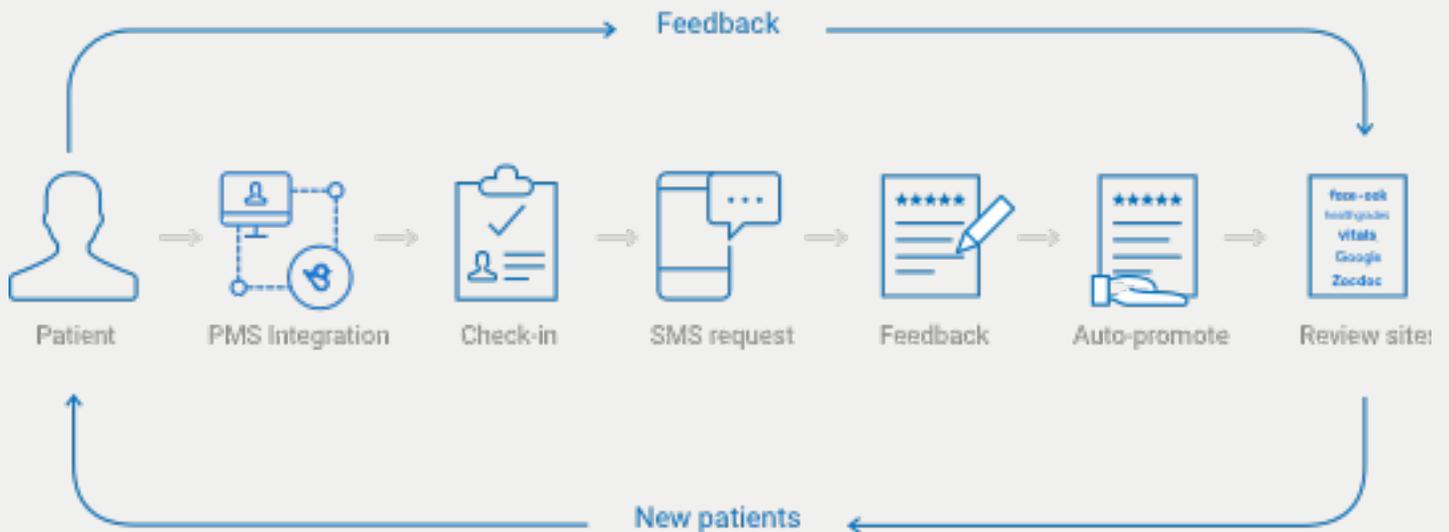


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## THE SOLUTION

# Automate review process with seamless integration

Aspen integrated BirdEye into their existing practice management systems to automate the review collection process. Tens of thousands of text messages are sent each month, triggered automatically by customer check-in's. These in-moment requests also prompt promotion of positive reviews across top sites. This streamlined process has allowed each of Aspen Dental Management's offices to establish a positive online presence through review generation – and it is all conducted automatically.



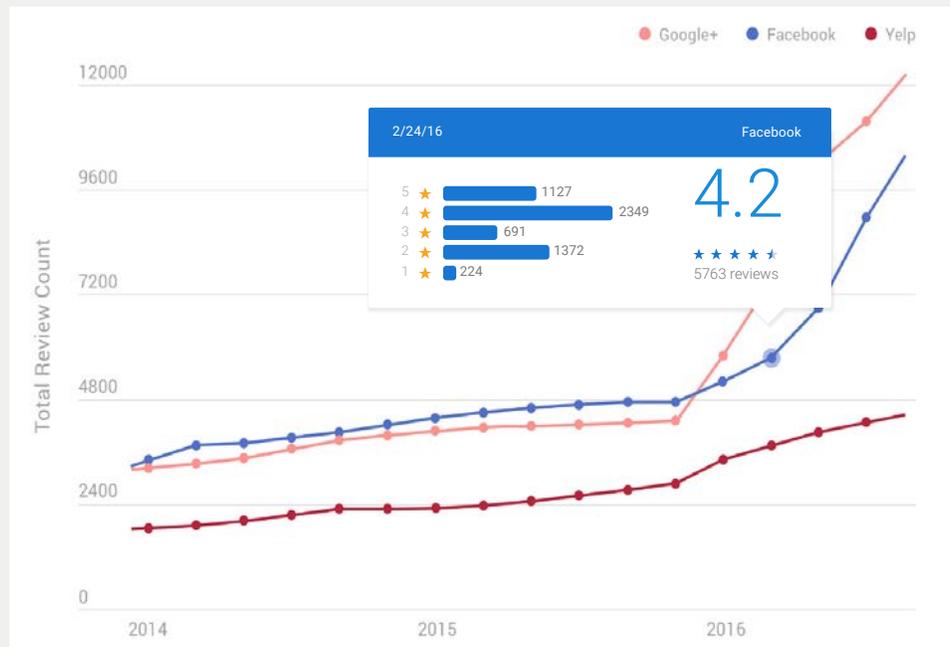
Patients check in and provide feedback without any involvement from practitioners or staff. Each practice can use this real-time feedback to improve future patient experience.

## THE RESULT

# More reviews and higher ratings lead to more patients

After adding several more locations, Aspen Dental not only maintained its high ratings, but improved its overall score nationwide from 3.8 to 4 stars. All Aspen Dental Management's offices now receive a steady flow of authentic patient reviews through a completely automated feedback collection process.

In less than three months with BirdEye, Aspen Dental more than quadrupled its Google review count, and more than doubled its total Facebook and Yelp reviews.

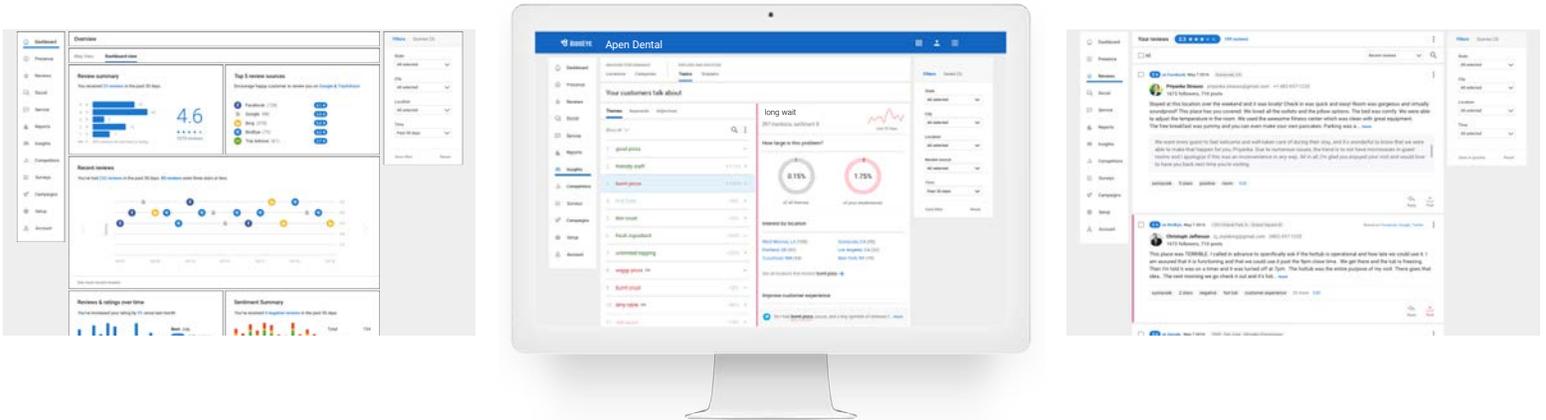


In less than three months with BirdEye, Aspen Dental more than quadrupled its Google review count, and more than doubled its total Facebook reviews. As more positive reviews are received and promoted, online reputations are strengthened, building the trust required to draw in new patients.



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# About BirdEye



BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel – review sites, social media, and surveys.

With BirdEye's tools, businesses can engage in every step of the customer journey, establish a positive online presence, and benchmark performance across locations and against competitors.

In today's reputation economy, BirdEye provides the eyes, ears and algorithms necessary to create a stand-out customer experience that pleases a digital consumer society reliant on instant gratification.

To see the BirdEye platform in action, visit [birdeye.com/scan-business/](https://birdeye.com/scan-business/)

To learn more, go to [birdeye.com](https://birdeye.com) or call toll-free #1-800-561-3357.



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## BirdEye features

### Small Business edition

The platform that drives your patients to become your marketing engine, out of the box.



#### Review generation

Get reviews on top sites like Google, Facebook and Healthgrades via automated SMS or MMS messages.



#### Review monitoring

Monitor all your reviews from all sites like RateMD and Vitals -- in real-time, from one place.



#### Online presence

Create a consistent presence for your business on 50+ sites and boost SEO with new patient reviews.



#### Premium support

Get results quickly with premier customer service and a dedicated support representative.



#### Review marketing

Auto-promote reviews on your website, blog, and social pages like Facebook, Twitter and Google+.



#### Review triage

Respond instantly to negative reviews before problems escalate.



#### Mobile app

Monitor and manage reviews anytime, anywhere. Available for both IOS and Android.



#### Review website

Display your best reviews from all sites on your custom-built microsite, optimized for SEO.

### Enterprise edition

All the features of the SMB edition, **multi-location enabled**, plus:



#### Next-generation surveys

Design your own surveys that engage patients in-the-moment.



#### Proactive issue management

Assign support tickets to reviews and social comments and track issue resolution.



#### Business insights

Discover root cause of sentiment and take action to boost patient happiness.



#### Social listening

Engage with social comments in real-time to leverage influencers and User-Generated Content.



#### Your BirdEye view

See your enterprise as patients see you. Track trends by country, region, state, city, or branch.



#### Competitor analysis

Get the same insights into your competitors' patients that you have for your own.