



## Turning Your Patients into Enthusiastic Advocates: A 4-Step Guide

*This is an extra resource to go along with the original article:*  
[How to get better patient reviews online](#)

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Want to turn your patients into word-of-mouth marketing powerhouses? Follow these four steps to turn satisfied patients into enthusiastic advocates:

### 1. Ask patients for their feedback

Include a survey on your website, in an email, or even through a link on social media. Give patients a chance to rate you and provide you open-ended feedback.

You may want to ask, How likely are you to recommend our practice to a friend or family member? 0 1 2 3 4 5 6 7 8 9 10

Can you explain your answer? \_\_\_\_\_.

### 2. Filter and assess your survey feedback

Sift through your survey feedback and look for survey takers who gave you a high rating and seemed particularly thrilled with your patient care.

### 3. Follow up personally with satisfied patients

Now, reach out personally to patients who gave you a high rating, either through a phone call or email. Thank them for their time and feedback.

### 4. Offer them a special promotion in exchange for a referral

Give you patients a bonus item or free visit (if applicable) in exchange for a referral. Now, prepare for new patients to come rolling in!