



# Responding to Fake Online Reviews

Presented by  
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# Common Issues with Reviews



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# Common Issues with Reviews

- Reviews? What reviews? (a.k.a. NO REVIEWS)
- Old/dated reviews (no recent ones)
- Too few reviews
- Reviews from supporters, not real clients



# Common Issues with Reviews

- Fake reviews
- Unhappy client reviews
- Reviews with false information



# How to Manage Online Reviews



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# Suggested Strategy

Claim your listings/accounts for platforms that offer reviews

- Google
- Facebook
- Yelp!
- Foursquare
- Etc.



# Suggested Strategy

**Plan in advance how you're going to address different types of reviews**

- Staff involvement
- Verbiage
- Timeline of response
- Who will provide the response



# Suggested Strategy

**Respond to each reviewer and thank them for taking the time to leave a comment**

- Yes, even those negative or “fake” reviews





# Suggested Strategy

**Your responses are opportunities to present your brand, messaging, and culture to the public**

- In the case of false reviews, it's a chance to present another side of the story and/or refute false claims



# Suggested Strategy

**Pro-Tip:** Establish your internal protocol for addressing issues raised by reviews and tell reviewers if you will be resolving their concerns.



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# Suggested Strategy

## Set up a schedule for monitoring reviews

- Auto notifications by email
- Enable notifications, if applicable (i.e., Facebook)
- Calendar alert/reminder



# Suggested Strategy

## Create/refine your internal process for encouraging online reviews

- Signs in office
- Card or note on exit form
- Verbal request for a review
- Posts on social media



# Responding to Negative or Fake Reviews



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# Responding to Negative or Fake Reviews

- Remember to address these reviews from a place of humility and genuine concern
  - The reviewer may have really had that experience at your clinic and used a fake name on their review to protect their privacy
- Don't respond if you're upset
- Maintain objectivity and stick to the facts



# Responding to Negative or Fake Reviews

- Address specific points in the review, especially any false comments and reference where accurate information can be found (e.g., on your website) that points out the inaccuracies of the reviewer's comments
- **DO NOT** indicate whether the reviewer **is or is not a patient** at your clinic
  - *You may potentially violate HIPAA in doing so!*



# Responding to Negative or Fake Reviews

- Consider language such as:  
**“For all patients at [clinic name], we have a policy that [describe policy or standard of care]. We are sorry if your experience did not meet this standard. Please contact [Nurse Manager, Executive Director] at [contact information] to discuss your concerns so we can address this issue and improve our patient experience. Thank you for taking the time to let us know about your experience.”**





# Responding to Negative or Fake Reviews

- If you do not have legal counsel, get an attorney on retainer or as a volunteer to review your protocols and responses
  - You have HIPAA, Privacy, Ethical (do no harm), and Truth in Advertising considerations to operate within
- Remember, your public responses can be screenshot and saved as evidence by the reviewer or any member of the public



# How to Recover From Negative or Fake Reviews



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# How to Recover from Negative or Fake Reviews

- The more positive reviews you have, the less of an impact a negative review will have on your overall rating
- Devise an ongoing process to solicit patient reviews
  - Include an ask in your patient exit interview process
- If patients provide testimonies on an internal survey, ask if they will publicly post their comments on a review site



# How to Recover from Negative or Fake Reviews

- Strive to continually provide great service to earn those reviews
- Stay consistent with your process for soliciting reviews
- Resist the urge to ask donors or local partners to post reviews on your behalf, unless they have personally experienced your clinic's services



# WARNING

NEVER GIVE ANYTHING AWAY IN EXCHANGE FOR A REVIEW!

FTC truth in advertising laws will come into play if you do this!!

No drawings, no gift cards, no boutique dollars, or discounts... nothing.

If you do give them something in exchange for that review, you and the patient need to disclose that on the review.



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# Keep In Touch

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