

## CASE STUDY

# The Impact of MMG Fusion's Reputation Management Tool on Google Review Ratings and Volume

### THE CHALLENGE

A 4-location group practice in Minnesota consistently heard great things from their patients after their treatment but struggled to generate reviews for their practices online. The limited online reviews they did have were above average but represented only a small fraction of the satisfied patients they saw every day. Prior to 2021 the client did not have a mechanism or process in place to request or monitor reviews left on third-party review sites.

### THE SOLUTION

MMG Fusion integrated its Reputation Management tool with each office's practice management software resulting in a streamlined process of reaching out to patients following their treatment plan with automated messages that led to a **20X increase in the number of Google reviews left for the practices in less than ten months.**

### RESULTS



**The result was a 20x increase in the number of Google reviews received across the group's four locations year-over-year in just the first eight months of activating the service.**



**Reviews have significantly increased from 19 in 2020 to 389 through September 1, 2021 and the average rating for the group has increased from 4.57 to 4.82 in that same time.**

### AT A GLANCE

#### Challenges

- Positive verbal feedback but few reviews
- No mechanism to request reviews
- No mechanism to track and monitor reviews on 3<sup>rd</sup> party sites

#### Benefits

- Implemented collection and tracking mechanism
- Increased reviews 20x in 8 months
- Increased average review rating from 4.57 to 4.82 in 8 months



"For years we tried to solicit our own reviews for our multi-location pediatric dental practice using a variety of techniques and none of our efforts proved to be very successful. We implemented MMG's review platform a few months ago and have been amazed at the results...".

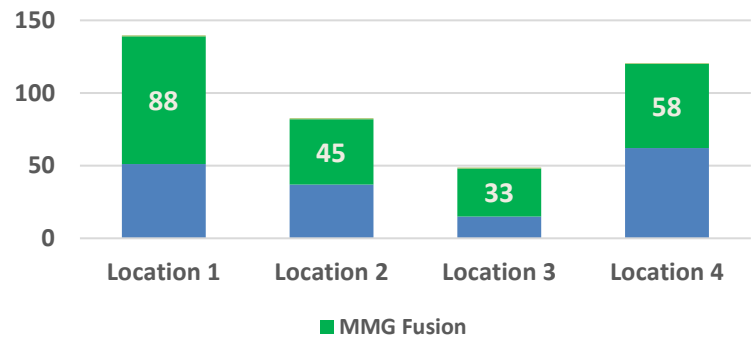
- Jessica Sheff  
Marketing Director, MPDA

## CONSIDERATIONS

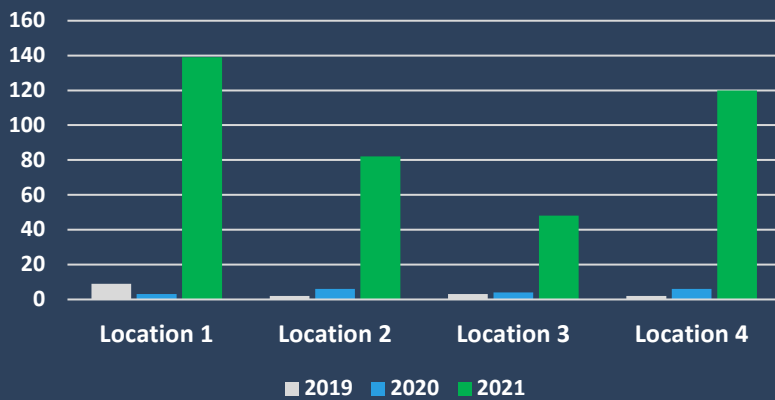
The review tool tracks responses left by patients that connect to a practice's Google review page directly from a request and attributes them to MMG Fusion ("MMG Converted Reviews"). However, it is not possible to account for patients that access the site via different means and leave a review.

MMG Converted Reviews accounted for 58% of reviews left for the group on Google, but it is safe to assume that based on the significant increase in reviews left year-over-year that the automated review request tool had a much greater impact than that.

### Reviews Directly Attributable to Reputation Management from MMG Fusion



### Annual Number of Reviews Received



"...the positive reviews are rolling in by the day! We went from just a few reviews to hundreds of them in just a matter of months. The setup process was seamless from beginning to end and our representative is always just a phone call or email away if we have any questions. I highly recommend MMG!"

- MPDA

This data reflects both the high quality of care provided by MPDA, and the effectiveness of MMG Fusion's Reputation Management tool. In today's dental market online competition is fierce. High numbers of positive reviews cut through the noise of practice marketing and provide new patients with the confidence to trust you and choose your practice over the competition..

To learn more about MMG Fusion's Reputation Management tool, and all of their additional award-winning solutions, visit [www.mmgfusion.com](http://www.mmgfusion.com).

### Average Annual Google Rating

