

TOPIC: LEVERAGING PATIENT REVIEWS



Showcasing your practice on social media can greatly increase your exposure. Patient experiences can be among the most effective and relatable posts. Testimonials from real patients, with a positive outcome, can provide a reassuring example for other patients who are shopping for a new provider. And by posting your positive reviews and comments on social platforms, your followers and prospects will be reminded to book appointments and write reviews of their own.

You can use the Vizium tool to download a comment for social media use or you can work with a designer to share the comments/reviews in a more creative way.



How to download a Vizium review for sharing on social media

The following instructions will download a preformatted image of a review that you can share on social media platforms.

1. Login to the Vizium360 RealPatientRatings Portal - <https://portal.vizium.com>
2. Click on the Practice/Provider option in the left menu.
3. Select the "Published Reviews" navigation link on the left side of the page (see **Figure 1**).

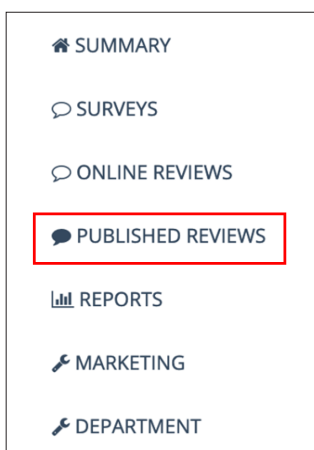


FIGURE 1.

- This will take you to a screen of all the reviews (reviews that have been hidden from the marketing widgets/feeds will be dimmed). Find a review that you want to post (this list is not sortable and does not support any search) on social media and click on the "Download" button in the bottom right corner of the review (see **Figure 2**).
- The review will be downloaded to your default browser download location (typically the documents/download folder) and will look something like **Figure 3**.

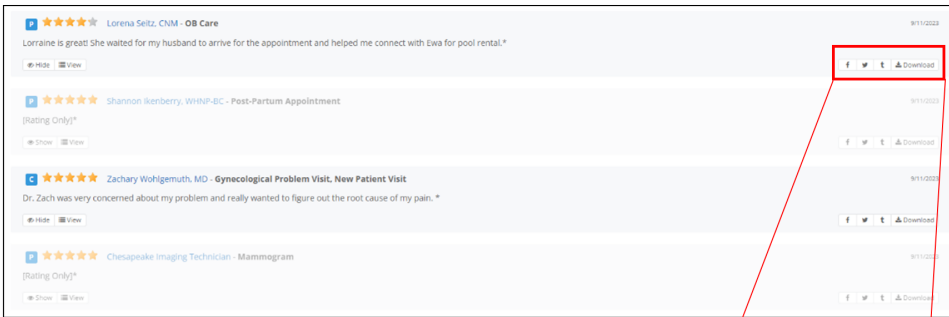


FIGURE 2.



FIGURE 3.

