

Navigating Practice Reviews: The Good, The Bad, and The Ugly

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Lecture Summary

Online reviews shape public perception and practice success. This course explores how to ethically generate positive reviews, strategically respond to negative feedback, and handle reputation threats. Attendees will leave with actionable tools to build review systems that promote patient trust, team alignment, and long-term digital reputation growth.

Learning Objectives

1. Recognize the business impact and patient decision-making power of online reviews.
2. Apply ethical strategies to proactively generate, manage, and respond to reviews.
3. Implement systems that transform feedback into meaningful patient care and team growth.

Course Outline

- 1) Introduction: Why Reviews Matter?
 - a. Digital first impressions: The "Google review" era of healthcare
 - b. 3 statistics about consumer trust in online reviews
 - c. Common myths (e.g., "great care = great reviews" isn't always true)
 - d. "What's your current review rating?"
 - i. Understand where you currently are with reviews
- 2) Generating a culture of excellence to cultivate "organic love" for the practice
 - a. Discussion of the neurobiology of human behavior (21-26min)
 - i. The brain is a complicated structure
 - ii. Two major components
 - iii. Neocortex
 1. Controls higher level thinking and processing
 2. Controls communication, critical thinking, etc
 - iv. Limbic system
 1. Is a more basic component of the brain
 2. Much more primitive in nature
 3. Where many of our emotions reside
 - v. The limbic system can over-ride the cortical system
 1. Example – think about the last time you "lost your cool" even though afterwards you knew it was the wrong thing to do
 - b. An emotional connection can override many of the challenges that we see on a day to day basis that we think will influence or guide our success or failure

- c. How do you intentionally create an emotional connection?
 - d. “Start with Why” by Simon Sinek
 - e. Identifies the way a company communicates with their customers using the golden circles
 - f. Three components to the circle
 - i. The outer ring is the “what”
 - ii. The middle ring is the “how”
 - iii. The inner ring is the “why”
 - g. Most companies communicate from the outside in
 - h. The most relevant companies and those with the most loyal customers communicate to the world in the exact opposite way – from the inside out
 - i. Understand what the difference is
 - j. The challenge: How do you communicate with your patients
- 3) The Good: Harnessing Positive Reviews
- a. Generating positive reviews without coercion
 - i. Best timing: Post-visit text/email
 - ii. Automating requests through practice software
 - iii. Sample language/scripts staff can use at checkout
 - iv. Celebrating wins internally
 - v. Posting great reviews on breakroom boards
 - vi. Review-based team incentives (e.g., shout-outs, bonuses)
 - vii. Repurposing 5-star reviews
- 4) The Bad: Responding to Negative Reviews
- a. Common sources of bad reviews
 - i. Miscommunication, billing confusion, staff tone
 - ii. Response strategy: The 5-Step Framework
 - 1. *L.E.A.R.N.*: Listen, Empathize, Acknowledge, Resolve, Notify
 - iii. Maintaining HIPAA compliance in public responses
 - iv. Phrases to avoid (e.g., “You were late...”)
 - v. Using negative reviews to adjust workflow
 - 1. patient flow
 - 2. scripting during processes in the office (ie. during pre-testing)
- 5) The Ugly: Handling Malicious or Unfair Reviews
- a. Fake reviews or competitor sabotage
 - i. How to spot AI-generated or bot reviews
 - ii. Steps to flag and report across platforms - Escalation protocols
 - iii. “The viral review” — how a small issue escalated and how to respond
 - iv. Responding live to a fabricated but realistic 1-star review
- 6) Building a Review Resilience System
- a. Front-desk and optical scripting examples
 - b. “We’d love your feedback” vs. “Would you give us a 5-star review?”
 - c. What to track: volume, rating, response rate, common keywords
 - d. Monthly “review review” sessions
 - e. Who responds and how soon? (Create a protocol with backup)

7) Turning Reviews into Growth Strategy

- a. Identify themes in reviews to influence service offerings
- b. Reviews as a referral engine—encouraging word-of-mouth via digital
- c. AI tools for reputation analysis