

OD RATINGS & REVIEWS: WHAT?

DOCTOR PARTICIPATION



Increase search rankings (+20%) and conversion (+9%) on Google



by increasing the number (+30% to 70%) of ratings (and the average rating)

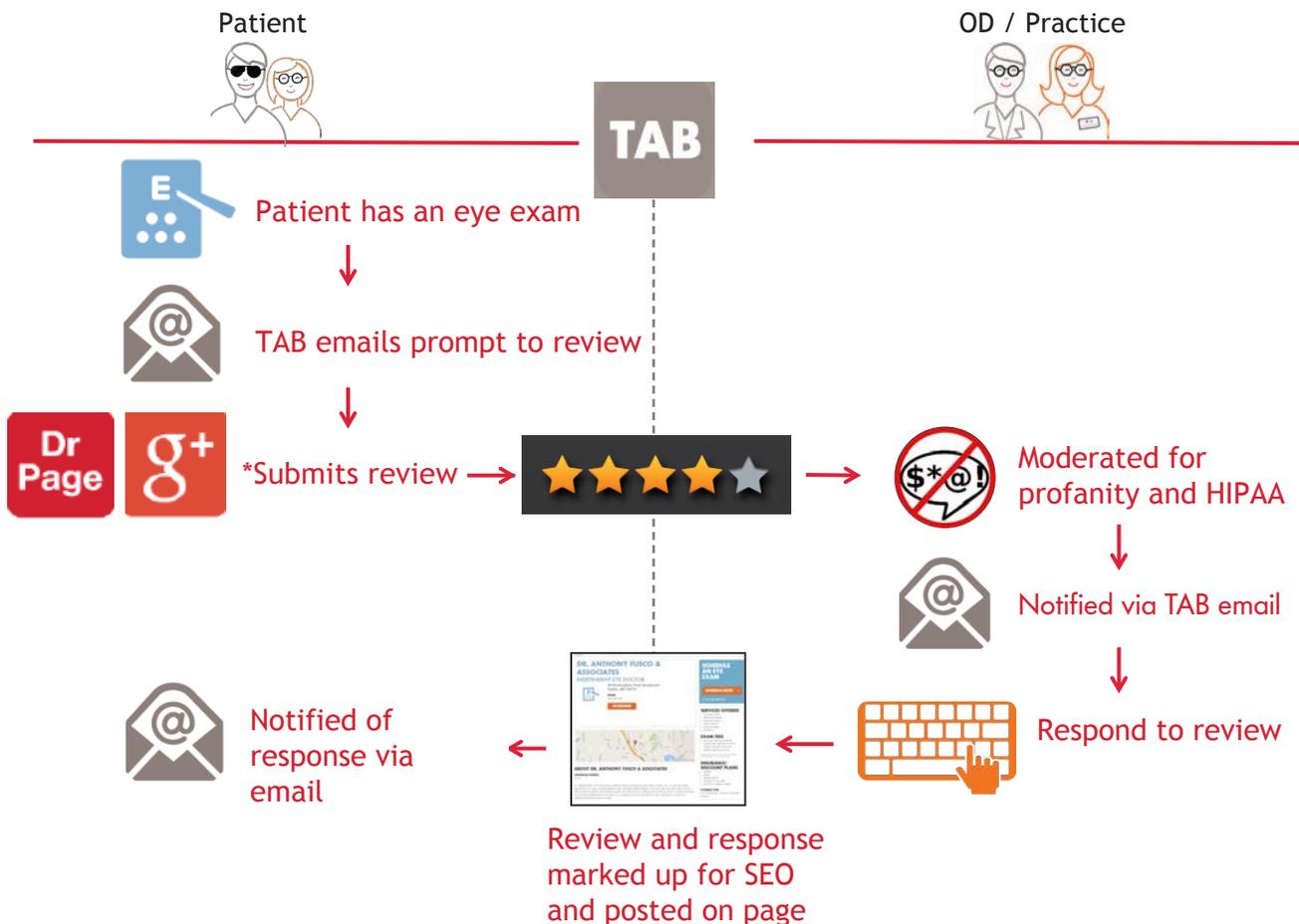


on both Google and the OD pages



allowing doctors to further enhance relationships with patients.

EXPERIENCE OVERVIEW



*Brands use 1st party and 3rd party local review platforms

OD RATINGS AND REVIEWS: HOW?

Patients now receive an email survey requesting exam experience feedback. Please encourage them to participate.

1. GETTING STARTED

If you have not set up a login on the Ratings & Reviews Platform, enterprise.reputation.com, please follow the steps below, using TAB, to get started:

1. Log-in to TAB using your Admin log-in
2. LC & PV Employed locations: Click 'Edit Info' next to practice name
TO/PV: Select 'Office Preferences' then click 'Local Marketing' and select 'YES' for ratings & reviews
3. Add/Edit "Secondary Email Address"
-notifications are sent to this email account
4. Click "Save"

A 'Welcome' email with New User Instructions will be sent within 7 days.

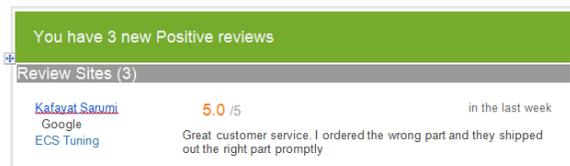
If you have registered, no action is required. To edit your secondary email, follow these steps:

1. Click "Edit Info"
2. Enter your desired email address in the Secondary Email field
3. Click "Save"

2. REVIEW ALERTS

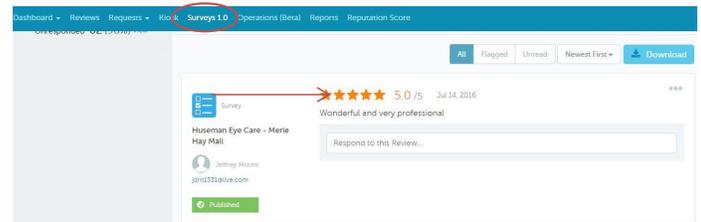
Completed surveys are sent from Reputation.com. Subject: "Alert: Reviews" are sent to TAB secondary email and/or TAB webmail

Forwarded message
From: Reputation.com <noreply@reputation.com>
Date: Tue, May 10, 2016 at 2:27 PM
Subject: Alert: Reviews from Google for ECS Tuning
To: sara.kumar+ecs+rdc@reputation.com



3. HOW TO RESPOND

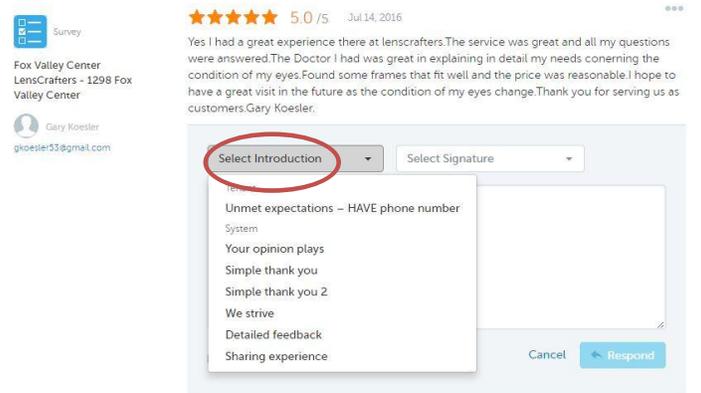
1. Click on the brand logo located in alert email
2. To respond to Surveys (1st Party Reviews) that post to your OD Landing Page
 - Click "Surveys" found at the top of your screen and respond
3. To respond to 3rd Party Reviews, click "Reviews"
4. Select "Respond" to post



'Local Marketing' and select 'YES'

4. USE RESPONSE TEMPLATES

Introduction responses and select signatures have been preloaded to make it easy to respond in a timely manner.



5. DESIGNATE RESPONDER(S) TO BUILD RELATIONSHIPS

Responders can share promoter experiences or suggestions for improvement opportunities to help increase your location's search rankings!

+ Positive Comment: "The doctor and staff were awesome! Thanks for always taking great care of me!"
+ Response: "Thank you! We look forward to seeing you and your family every year!"

- Negative Comment: "I am unhappy with..."

- Response: "I'm sorry to hear you were not satisfied with... as we strive to offer great experiences to all our patients and customers. We would love to talk with you about your visit. Please call us at [office phone] at your convenience. We look forward to hearing from you."