
Reputation Management and Online Reviews

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Duration: 1 hour

Course Description: Your brand reputation isn't just your logo or your tagline — it's what patients say about you when you're not in the room. In this engaging session, we'll uncover how to define and elevate your brand identity through the lens of patient trust, online reviews, and internal alignment. You'll learn how to audit your brand presence, engage your team, and take control of your digital footprint before someone else does. Packed with examples and real-world tools, this course equips you to be the guardian of your practice's reputation — both in person and online.

Objectives:

- Define what a brand is and explain how brand reputation reflects patient experience.
- List and describe the touchpoints that influence online reviews and perception.
- Implement a three-pillar framework to strengthen and sustain brand trust.
- Utilize the Net Promoter Score (NPS) to measure and respond to patient sentiment.
- Distinguish between proactive (offense) and reactive (defense) strategies in reputation management.

Course Outline

1. What Is a Brand? (Time: 5 minutes)

- Define:
 - Brand
 - Brand image
 - Brand reputation
- Reframe brand
 - As what others believe and say
 - Not just your logo

2. Why Brand Reputation Matters (Time: 5 minutes)

- Emphasize that perception drives...
 - Trust
 - Loyalty
 - referrals
- Share data
 - On review impact
 - On patient decisions

3. The 3 Pillars of Brand Trust (Time: 10 minutes)

- **Pillar 1: Consistency**
 - Ensure seamless doctor-patient handoffs
 - Aligned tone
 - Repeatable wow moments

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- **Pillar 2: Empowered Team**
 - Train and script for alignment
 - Reinforce culture
 - **Pillar 3: Online Visibility**
 - Manage Google reviews
 - Social listening
 - Storytelling

4. Playing Offense vs. Defense (Time: 10 minutes)

- **Offense**
 - Proactively collect reviews
 - Highlight patient wins
- **Defense**
 - Address issues quickly
 - Own mistakes
 - Recover trust

5. Reputation Builders (Time: 10 minutes)

- Examples of practices
 - That create loyalty
 - That earn trust through daily habits

6. Reputation Killers (Time: 10 minutes)

- Pitfalls to avoid:
 - Inconsistency
 - Poor staff communication
 - Unchecked online negativity
- Real-world example: North Face raincoat expectation gap

7. Getting Started: 5 Steps to Build Your Brand Reputation (Duration: 5 minutes)

- Audit Online Presence:
 - Google your practice
 - Assess reviews and consistency across platforms
- Define Brand Promise:
 - Clarify your core patient commitment in one sentence
- Align the Team: Share expectations for...
 - Tone
 - Handoffs
 - Patient experience
- Engage with Feedback:
 - Encourage reviews
 - Respond to concerns
 - Track patterns
- Stay Visible
 - Post updates

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- Share stories
 - Use alerts to monitor reputation

8. Wrap-Up & Q&A (Time: 5 minutes)

- Recap takeaways
- Final reflection