

5

PROVEN EMAIL TEMPLATES TO ASK FOR REVIEWS – AND GET THEM!



Why Online Reviews Are King!

To say that customer reviews are powerful is a huge understatement. Consumer research confirms that positive online reviews carry a significant amount of weight when your prospective patient is looking for a healthcare provider. A difference of just one star, or even half a star, can make all the differences in the world between choosing to work with you vs. someone less qualified down the street.

The best way to get your patients to share their experiences and give you that extra star on their glowing review is to ask them. The first few times you step out on a limb and ask can feel a bit awkward and self-serving. But when you make it about them, asking for their opinion about their experience, people are generally more than willing to pile on the praise.



Using Email To Ask...

Without a doubt, email is one of the best and most reliable ways of staying in touch. Despite other forms of communication, [91%](#) of consumers open their email on a daily basis, and [58%](#) of them check their email before doing anything else online.

So, it becomes a no-brainer to use email when asking your patients to do you a favor and share their experience in the form of a review. You can easily include the link to your preferred review platform right in the email, making it super easy for them to follow-through and complete it.



91% of consumers regularly or occasionally read online reviews.



84% of people trust online reviews as much as a personal recommendation.



74% of consumers say that positive reviews make them trust a local business more.

Be Sure To Say Thank You!

Once they've given you the accolades you most certainly deserve, don't forget to thank them for taking the time to express their appreciation. This can build greater relationships and will improve patient retention. Make a quick phone to let them know you saw their kind words and how grateful you are. This allows your patient to feel valued and appreciated.

And be sure to respond to the review online as well. Be sure to respond in the 3rd person voice so as not to positively confirm they are an active patient of record. Doing otherwise is a HIPAA violation.

Here's a quick example of a neutral response: "We love hearing that you've had such a great experience and are feeling better!"

And finally, when the Facebook and Google gods see that you are actively responding to your online reviews, this builds engagement and activity on your listing, which [makes the online bots pretty happy](#).





5 SAMPLE EMAIL TEMPLATES

Whether you send the email out to your entire patient list or hand-select the patients you want to ask, here are 5 sample templates you can use to confidently ask them to share their experience with your office.

REVIEW REQUEST EMAIL #1

Subject line: How was your experience?

Hello [Firstname],

We'd love to hear about your experience with us today. [Practitioner name] would be so appreciative if you would take a few minutes and leave a review so we can share it with other patients just like you.

To leave a review on Facebook, [click here](#) [insert your Facebook URL].

To leave a review on Google, [click here](#) [insert your Google review URL].

Thank you so much – we appreciate it!
[Practice name]



REVIEW REQUEST EMAIL #2

Subject line: How did we do?

Hi there [Firstname],

Positive reviews from awesome patients like you help others to feel confident about choosing [Practice name] for their health and wellness needs. Could you take 60 seconds to share your experience with us?

Here's the link [insert your Facebook or Google review URL] to tell us all about it!

We will be forever grateful. 😊
[Practice name]



REVIEW REQUEST EMAIL #3

Subject line: Have an opinion – we want to hear it!

Hello [Firstname],

Would you do me a favor?

The greatest compliment I can receive is an online review. It would mean so much if you would take the time to write about your experience here today. This not only helps me serve more people but also lets others know that there's hope and they can feel better, just like you.

It's super easy to do! If you have a Gmail account, all you have to do is [click here](#) [insert your Google review URL]. If you have a Facebook account, you can [click here](#) [insert your Facebook URL].

The more specific you are, the better. People love to hear the details (and we love hearing them too).

With much gratitude,
[Practitioner name]



REVIEW REQUEST EMAIL #4

Subject line: How did we do?

Dear [Firstname],

We are constantly striving to provide an exceptional experience for every one of our patients. Not only are we committed to helping you achieve your wellness goals but we want to do everything we can to make sure that you are feeling valued and appreciated every time you come in.

That being said, if you could take a minute to tell us how we're doing, we would so appreciate it! Reviews are one of the greatest compliments you can give and we appreciate every single one.

If you'd like to share your experience on Facebook, [click here](#) [insert your Facebook URL]. And if you have a Gmail account, [this is where you can leave your review](#) [insert your Google review URL].

Thank you so much and we're looking forward to seeing you again soon!

Best regards,
[Practice name]



REVIEW REQUEST EMAIL #5

Subject line: We'd like to know what you think!

Hi [Firstname],

Thank you so much for your recent visit to our office. Working with a healthcare practitioner should be a positive experience and we're curious to find out what you thought.

If you can spare a few minutes to leave us a review [insert your Facebook or Google review URL], we'd be super grateful!

Here's what others have said:

[INSERT TESTIMONIALS]

We can't wait to hear what you have to say!

Thank you so much,
[Practice name]



BONUS:

Asking for a review over the phone!

If you have a patient that is just gushing over their experience in your office, this is the perfect time to ask for a review.

Here is a sample response you can use either in-person or over the phone:

Thank you so much for your kind words! I'm so glad you love being here – because we love having you as a patient!

Would you do me a favor? [Practitioner name] would love it if you would share your experience on our Google My Business page. Seeing glowing reviews from our existing patients makes others feel much more confident about what we do.

I'll email you a link right now and can't wait to see your comments!

Stay In Touch!

We hope you found this resource helpful!

If you need anything else, don't hesitate to reach out to our team. We're here to help you grow your practice!

Be well!

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