

1. 6 Unique Strategies to Increase Google Reviews

These strategies are easy, ethical, and designed for busy clinics.

1. QR Code on Physical Materials

What to do:

Create a QR code that links directly to your Google review page.

Place it:

- On the reception desk
- On discharge sheets
- On printed appointment cards

Why it works:

Patients just scan with their phone and leave a review right there—while waiting for billing or before they leave.

Pro Tip: Add text under the QR that says:

"Your opinion matters. Please leave us a quick review."

2. Post-Consultation Review Cards

What to do:

Design small thank-you cards and hand them to patients after their visit. It should say:

"We're glad we could help! Your feedback helps others find trusted care like yours. Please take a moment to leave us a review. [QR Code]"

Why it works:

It's warm. It's personal. It feels more like a conversation than a request.

Tip: Give this card with a smile and eye contact—it makes a difference.

3. WhatsApp or SMS Follow-up

What to do:

Send a friendly message 1–2 days after the appointment:

"Hi [Name], thank you for visiting [Clinic Name]. If you had a good experience, would you mind leaving us a Google review? It really helps. [Review Link]"

Why it works:

It's timed perfectly. The patient still remembers you, and you're giving them a quick, easy way to respond.

Bonus Tip: Use emojis—yes, even doctors can do this:

“👏🌟 *Your review means the world to us!*”

4. Monthly Review Drive with Staff Incentives

What to do:

Once a month, run a 5-day "Review Week."

Reward your staff for helping get more reviews:

- The receptionist with the most mentions = gift card
- The nurse who hands out the most review cards = bonus

Why it works:

It turns review collection into a fun, team-based goal—not a boring task.

You get more reviews. Staff gets engaged. Win-win.

5. Personalized Video Requests

What to do:

Record a 20-second video message:

"Hi there, it was lovely having you at our clinic. If you're happy with the care, please leave us a review—it helps others find trusted help just like you did!"

Why it works:

Videos build emotional connection. It feels like you really care—not like a copy-paste message.

Tip: Doctors should record 2–3 generic videos per service: dental, ortho, skin, etc. Staff can send the right one after the visit.

6. "Thank You" Gift After Review

What to do:

Send a small thank-you gift when a patient leaves a review.

This could be:

- A free health checklist
- A 10% discount on their next visit
- A spot in your clinic's giveaway draw

Why it works:

It shows appreciation. It builds goodwill.

And it increases repeat visits.

⚠ Important: Never make it *conditional* (like “Only if you leave a review”). Say thank you after the review is done.

2. Exact Scripts for Asking

Let’s now look at exact messages and scripts you can give your receptionist or send yourself.

Receptionist Script (Right After Consultation)

“Hi [Name], we’re glad everything went smoothly today. If you’re happy with your visit, would you mind leaving us a quick Google review? It helps other patients find same care that you received. You can scan this or I can WhatsApp you the link.”

Friendly. Polite. Simple.

WhatsApp Message

“Hi [Name], thanks again for visiting [Clinic Name]! If you found our care helpful, would you mind leaving us a review on Google? It takes 30 seconds and helps other patients looking for same care a lot! 🙏 [Review Link]”

Email Template

Subject: “We’d love your feedback!”

Body:

“Hi [Name], thank you for trusting [Clinic Name]. We’re always working to improve. If you had a good experience, we’d really appreciate a short Google review. It helps others make informed decisions too. Here’s the link: [Review Link]”

3. 5 Easy Scripts for Asking Testimonials

Let’s look at 5 ready-to-use scripts your receptionist, doctor, or nurse can use.

Script 1: In-person (Doctor after follow-up visit)

“You’ve done great throughout the treatment. Would you be open to sharing a few words about your journey? It could really help someone else feel confident choosing the right doctor.”

Script 2: Receptionist after discharge

“Hi [Name], we’re so happy to see your progress. Many of our patients find it helpful to hear real stories. If you’re open to it, we’d love a short testimonial—written or even a quick video.”

Script 3: WhatsApp message

“Hi [Name]! We’re so glad your treatment with [Clinic Name] went well 😊
Would you be comfortable sharing a short testimonial? A few lines about your experience can help others who are looking for the same care.”

Script 4: Email format

Subject: Can your story help others?

Body:

Hi [Name],
We’re thrilled to hear about your recovery! Many people are nervous before choosing treatment. Your experience could inspire them to take the first step. Would you be open to sharing a short testimonial (written or video)? Just reply to this email or send us a short voice note—whichever is easiest!

Script 5: Social media follow-up

“Hi [Name], thank you for tagging us in your photo! 🙌
If you’re open to it, would you mind sharing a few more words about your treatment? We’d love to share your story to encourage others to take care of their health too.”

4. Follow up and Reminders

1. Pre-Visit Confirmation

Timing: Immediately after booking

Purpose: Reassure the patient that the appointment is set

Best Channels: SMS + WhatsApp + Email

Email Sample:

Subject: Your Appointment is Confirmed!

Hi [Name],
Your appointment is confirmed with Dr. [Name] on [Date] at [Time], at [Clinic Name & Address].

If you have any questions before your visit, feel free to reply to this email.
We look forward to seeing you soon!

WhatsApp Message Sample:

Hello [Name]! 🙌

Your appointment with Dr. [Name] is confirmed for [Date] at [Time] at [Clinic Name].

Tap here to save the location: [Google Maps Link]

See you soon!

SMS Sample:

Appointment confirmed: Dr. [Name], [Clinic Name], [Date] at [Time].

Questions? Call us at [Phone Number].

2. On the Day of Appointment

Timing: Morning of appointment (or night before for early morning slots)

Purpose: Prevent no-shows

Best Channels: WhatsApp + SMS + Optional phone call if no reply

WhatsApp Message:

Hi [Name], this is a friendly reminder for your appointment with Dr. [Name] on [Date] at [Time] at [Clinic Name].

Please reply YES to confirm.

If you need to reschedule, just reply here. 😊

SMS Message:

Reminder: Appointment with Dr. [Name] at [Clinic Name] today at [Time]. Reply YES to confirm or call us to reschedule.

Email Message:

Subject: Friendly Appointment Reminder

Hello [Name],

Just a quick reminder about your appointment with Dr. [Name] at [Time] today.

Need to make any changes? Call us at [Phone Number] or reply to this email.

Looking forward to seeing you!

Phone Call Script (if no reply within 1 hour):

"Hi [Name], this is [Your Name] calling from [Clinic Name].

We just wanted to confirm your appointment today with Dr. [Name] at [Time].

Are you still able to make it?

If not, we'd be happy to reschedule it to a better time for you."

If patient confirms:

“Great! We’ll see you soon.”

If rescheduling:

“No problem at all. When would be a better time for you this week?”

3. Post-Visit Follow-Up (Same Day or Next Day)

Timing: 6–24 hours after appointment

Purpose: Show care + Invite feedback

Best Channels: WhatsApp, SMS, Email

WhatsApp or SMS Sample:

Hi [Name], thank you for visiting [Clinic Name]. We hope your appointment with Dr. [Name] was helpful.

If you have any questions about your treatment plan, just message us here—we’re happy to assist!

Email Sample:

Subject: Hope You’re Feeling Better!

Hi [Name],

It was a pleasure seeing you at [Clinic Name] today. If you have any questions or concerns after your visit, we’re here to help.

You can reply directly to this email or call us at [Phone Number].

Wishing you a speedy recovery!

Follow-up Phone Call (if no reply in 24 hours):

“Hi [Name], this is [Your Name] from [Clinic Name].

Just wanted to check in after your visit with Dr. [Name] yesterday.

How are you feeling? Any questions or concerns about your treatment?”

Note on Reviews/Testimonials:

Pro Tip: If the patient gives positive feedback during the post-visit call, that’s the perfect time to ask:

“Would you be open to sharing a short review or testimonial? It could help others looking for the same care.”

5. Build Loyalty & Referrals

Timing: 1–2 weeks after successful treatment or on a follow-up call

Purpose: Encourage word-of-mouth referrals

Channel: Phone call or WhatsApp

Phone Call Script (Loyalty + Referral):

"Hi [Name], it was wonderful having you with us.
Dr. [Name] is so glad to hear your recovery is going well.

If you know anyone who's going through something similar, feel free to recommend us—we'd love to help them too.
And as a thank-you, we're happy to offer a referral benefit on your next visit!"

WhatsApp Script:

Hi [Name]! We're thrilled to hear that your recovery is going well 😊
If someone in your circle is dealing with a similar issue, we'd be honored to help. Feel free to recommend us.

P.S. We have a small thank-you for our referring patients too!"

6. Patient Testimonial Questions for Marketing Use

1. Before the Treatment / Consultation

Helps future patients relate to the pain/problem.

- "What problem or pain were you facing before coming to our clinic?"
- "How did this problem affect your daily life or work?"
- "How long were you dealing with this issue before meeting us?"
- "Had you tried anything else before coming here?"

2. Why You Chose Us

Builds trust. Highlights what made your clinic stand out.

- "Why did you choose our clinic over others?"
- "What was the first thing you noticed about our clinic/hospital?"
- "Did someone refer you, or did you find us online?"
- "How was your experience booking your first appointment?"

3. Treatment Experience

Shows your care, professionalism, and comfort level.

- "How was your overall experience with our doctor/team?"
- "Did you feel heard and cared for during your visit?"
- "Was the treatment clearly explained to you?"
- "Did you feel safe and comfortable at our clinic?"

4. Results / Outcome

The most powerful part — proof of results.

- "How are you feeling now after the treatment?"
- "What improvements did you notice in your health/life?"
- "How quickly did you start seeing results?"
- "Is there anything you can do now that you couldn't do before?"

5. Overall Impression

Summarizes the journey in emotional, persuasive words.

- "How would you describe your experience in one line?"
- "Would you recommend our clinic to your friends or family?"
- "What words would you use to describe our team or care?"
- "What surprised you the most about your experience here?"

6. For Social Media Use

Fun, short, camera-friendly prompts if they agree to do a video.

- "Can you share your story in 30–60 seconds for others who may be scared or confused like you were before?"
- "What would you tell someone who's thinking about visiting us but hasn't yet?"
- "What's one thing you loved the most about us?"

Bonus Tip:

Ask at the right time — usually at:

- Final follow-up visit
- When they're excited after seeing results
- When they thank your doctor or staff

You can also ask via WhatsApp or email:

“Hi [Name], we're so happy to see your progress! Would you be comfortable sharing your experience so others can benefit too? Just 2–3 lines would be great — or even a short video if you're open to it 😊”

7. Patient Video Testimonial Template (Fill-in-the-Blanks)

Hi, my name is [Your Name].

I came to [Clinic/Hospital Name] because I was struggling with [mention your health issue, e.g., severe back pain / skin problem / knee injury] for [duration, e.g., 3 months / 1 year].

Before coming here, I felt [share how it affected you emotionally or physically, e.g., tired, frustrated, couldn't walk properly] and didn't know what to do.

But after getting treatment from Dr. [Doctor's Name], I started seeing results in just [timeframe, e.g., 2 weeks / one month].

Now I feel [positive outcome, e.g., much better, pain-free, confident], and I'm finally able to [life improvement, e.g., walk without pain, sleep well, go back to work].

To anyone feeling scared or unsure — I was in the same place.

But I'm really glad I chose [Clinic/Hospital Name]. The team is kind, professional, and truly cares about their patients.

Thank you, Dr. [Doctor's Name] and team! 🙏

Example:

Hi, my name is Ravi Shah.

I came to Sunshine Orthopedic Clinic because I was struggling with shoulder pain for 6 months.

Before coming here, I felt worried and couldn't lift my arm properly, and I didn't know where to go.

But after getting treatment from Dr. Mehta, I started seeing results in just 3 weeks.

Now I feel so much better, and I'm finally able to play cricket with my son again.

To anyone feeling scared or unsure — I was in the same place.

But I'm really glad I chose Sunshine Orthopedic Clinic. The team is kind, professional, and truly cares about their patients.

Thank you, Dr. Mehta and team!

1. SHORT TESTIMONIAL TEMPLATE (20–30 seconds)

Best for Google reviews, WhatsApp replies, or quick reels.

"Hi, I'm [Your Name].
I came to [Clinic/Hospital Name] for [problem].
After just [timeframe], I feel so much better.
The doctor and staff were amazing!
I highly recommend this clinic to anyone facing [same or similar issue].
Thank you, [Doctor's Name]!"

Example:

"Hi, I'm Sneha.
I came to MedCare Clinic for migraine headaches.
After just two weeks, I feel so much better.
The doctor and staff were amazing!
I highly recommend this clinic to anyone with migraines.
Thank you, Dr. Sharma!"

2. MEDIUM TESTIMONIAL TEMPLATE (45–60 seconds)

Best for Instagram reels, website testimonials, or video clips.

"Hi, my name is [Your Name].
I had been dealing with [problem] for [duration], and it was affecting my life badly.
I found [Clinic/Hospital Name] through [Google/Referral/Social Media], and decided to give it a try.
From my first visit, I felt I was in safe hands.
After [timeframe], I noticed big changes — I can now [activity you couldn't do before].
The treatment was simple, the doctor explained everything clearly, and the staff was so friendly.
I'm really thankful and would definitely recommend this clinic to anyone."

Example:

"Hi, my name is Rohit.

I had been dealing with skin allergy for almost a year, and it was affecting my work and sleep.

I found DermaPlus Clinic through Google and decided to give it a try.

From my first visit, I felt I was in safe hands.

After three weeks, I noticed big changes — my skin is clear, and I can sleep well.

The treatment was simple, the doctor explained everything clearly, and the staff was so friendly.

I'm really thankful and would definitely recommend this clinic to anyone."

3. LONG TESTIMONIAL TEMPLATE (1–2 mins)

Perfect for full-length video testimonials, YouTube, or written blog stories.

"Hello, I'm [Your Name], and I want to share my experience at [Clinic/Hospital Name].

I was suffering from [health issue] for [how long]. I had tried a few other clinics but didn't get the results I needed.

Honestly, I was frustrated and didn't know what to do next.

One day, I saw a post/review about this clinic and decided to give it one last try.

From the very beginning, everything felt different here.

The doctor took the time to really understand my issue, explain the treatment plan, and answer all my questions.

The support staff was very polite and made me feel comfortable.

Within just [timeframe], I started seeing results. I could finally [specific improvement or benefit], which I couldn't do before.

Today, I feel much better, and most importantly — I feel confident again.

If you're someone who is still thinking or feeling nervous about getting help — please don't wait like I did.

I strongly recommend [Clinic/Hospital Name]. They changed my life, and I'm sure they can help you too."

Example:

"Hello, I'm Deepa Mehta, and I want to share my experience at Elite Eye Care Hospital.

I was suffering from blurry vision and headaches for over 6 months. I had tried a few other clinics but didn't get the results I needed.

Honestly, I was frustrated and didn't know what to do next.

One day, I saw a post about this clinic and decided to give it one last try.

From the very beginning, everything felt different here.

The doctor took the time to really understand my issue, explain the treatment plan, and answer all my questions.

The support staff was very polite and made me feel comfortable.

Within just two weeks, I started seeing results. I could finally read and work on

my computer without discomfort.

Today, I feel much better, and most importantly — I feel confident again.

If you're someone who is still thinking or feeling nervous about getting help — please don't wait like I did.

I strongly recommend Elite Eye Care Hospital. They changed my life, and I'm sure they can help you too."

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