



| Case Study

How Complete Care increased patient acquisition by boosting reviews by 3000% with Birdeye

COMPLETE CARE





Company snapshot



Founded in 2009, Complete Care has grown into one of the most recognized and trusted medical care facilities in the industry. Even after expanding their services and opening new facilities in multiple states, they've never lost sight of the core philosophy that they were founded to provide the highest possible level of care to their patients.

LOCATIONS

16

BIRDEYE CUSTOMER SINCE

Sept 2015

BIRDEYE PRODUCTS USED

 **Reviews**

 **Listings**

 **Interactions**

 **Insights**

 **Benchmarking**

 **Mass Texting**

Background

Complete Care is dedicated to providing exceptional patient care, and cannot do this without insights from patient feedback. Although patients had usually been very happy with their visits, very few were leaving reviews online. This not only made it difficult for Complete Care to know what needed improvement, it also made it hard for prospective patients to find Complete Care in search results. It was critical that Complete Care find a way to collect more patient reviews and have insight into patient experiences.

Automating the review process

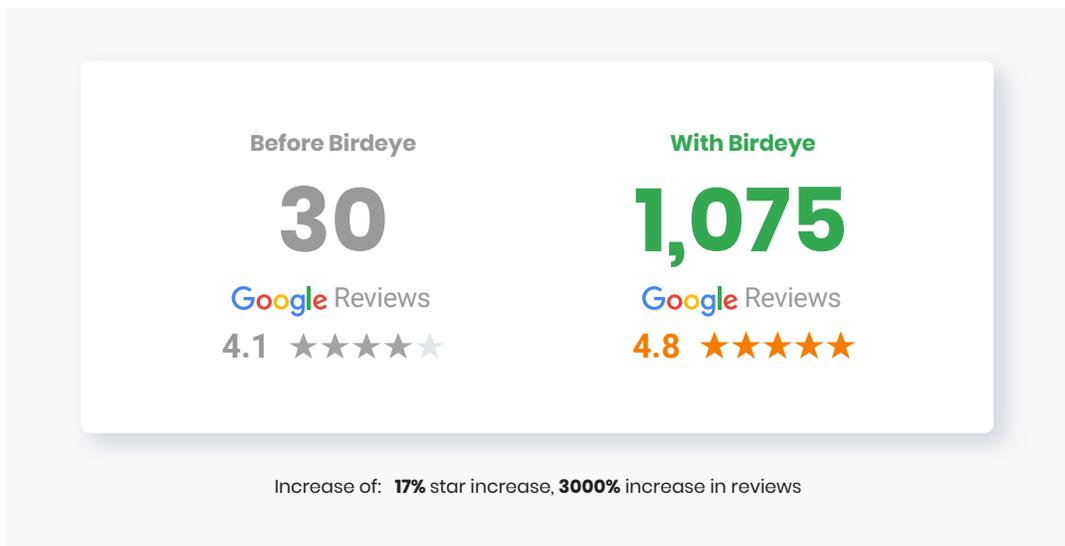
When Complete Care first found Birdeye, they had been manually attempting to collect patient reviews. Despite having mostly happy patients and spending a lot of staff time and effort to collect their reviews manually, most locations still had less than 30 reviews and an average star rating of 4.1. That's when they turned to Birdeye to automate and streamline the process of review collection for all locations in one central dashboard.

Complete Care immediately started seeing results with Birdeye. They now have more than 17,000 reviews, and a 4.8 average star rating across every location. They're able to confidently use their patient feedback in all their other marketing efforts to build trust with potential patients.



Since working with Birdeye, Complete Care has seen the following key improvements:

- **3,000%** increase in number of reviews per location.
- **17%** increase in star rating (average of 4.2 to 4.8 per location).
- **50%** open rate on review requests.
- **17,000** reviews generated.
- Locations that show up on 1st page of Google.
- Decreases in Cost per lead and cost per click.



“We tried a lot of avenues before we signed up with Birdeye. We had signs in our patients’ rooms with a QR code to make it easy. Our nurses and physicians would ask at discharge for a review, and we’d follow-up for a review on the follow-up calls. We were making no headway in over 2 years of trying. With Birdeye, the review process is automated, has generated over 17,000 reviews, alerts us in real time, and only takes a total of 15 minutes daily to respond --saving us a ton of time so we can focus on the patients.”



KELLY PALMS, DIRECTOR OF BUSINESS DEVELOPMENT AT COMPLETE EMERGENCY CARE



One place for feedback

Birdeye enables Complete Care to monitor all of their reviews from each review site in one place, and respond to those reviews directly from the Birdeye dashboard. They've been able to truly listen to the voice of the patient. The Complete Care team now responds to both positive and negative reviews. The process has been streamlined so much that even during the peak of Covid, the team was able to respond to all reviews in 15-20 minutes.

While they occasionally get negative feedback, they look at it as an avenue to make things right for the patient and improve internally. The first thing they do is reach out to the patient and determine if any internal process could be improved. Complete Care also responds to any negative feedback with an online review response. These responses let any prospective patients know they've reached out to take care of the patient's concern.

These review responses not only help their search rankings, but also let future patients know they truly care about the patient experiences. Getting new reviews has also helped their paid campaigns, SEO, and organic growth. Not only are the locations showing up at the top of search results, they have seen a decrease in cost per lead and click in their paid campaigns.

“When we partnered with Birdeye, the results were evident. Before, our organic growth was struggling. We had to spend quite a bit of money in PPC campaigns. We were still not showing up in the top 10 and sometimes not on the first page. We would open new facilities and it was taking a very long time to gain traction. After partnering with Birdeye, we saw a 3000% increase in the number of reviews, with higher star ratings. Patients started telling us they chose us because of our great online reputation. We also started to see organic growth, which was more valuable than spending more money on PPC. Cost per lead and cost per click also went down once we started using Birdeye.”



KELLY PALMS, DIRECTOR OF BUSINESS DEVELOPMENT AT COMPLETE EMERGENCY CARE



 **★★★★★**
Nikki Rivera Mar 15, 2021 San Antonio-Alamo Heights

I can not say enough positive things about this ER and their staff! I wish I could give them more stars. I was visiting from out of town when I had an emergency arise. Dr. Gregory was so attentive, had amazing bedside manner, and went above and beyond to make me comfortable!

Business Reply replied on [Google](#) Mar 15, 2021 11:03 AM (PST)

Hello Ms. Rivera, Oh how we appreciate the kind feedback on our Alamo Heights staff. Dr. Gregory is fantastic!!!! We treat each and every patient as they deserve to be treated, with kindness, caring and concern all the whole offering high quality healthcare. Thank you so much for taking the time to tell us about your experience. We value your opinion. Please feel better soon and thanks again!

[Actions](#) [Edit reply](#)

Actionable insights from patient reviews

Birdeye enables Complete Care to identify which specific issues are most important to their patients, providing them with the ability to gain a holistic view of patient sentiment around their brand and each individual location. The team is able to easily identify where improvements are needed—all the way to the individual provider or location level.

A- Helpful staff

The staff was quick to schedule my appointment and was so helpful in explaining any details before meeting Dr. Lee... [more](#)

It was my first time there, and the receptionist and rest of the staff were very friendly and helpful! I got checked-in and... [more](#)



“Birdeye has really allowed us to get a good sense of where the pulse is,” said Palms. “We can do quality control and see where we’re thriving and where maybe we’ve fallen short,”



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One example of how they've been able to use patient feedback was during the peak of COVID. They realized that most of their advertising said “little to no wait time” but due to the influx of patient volume most patients were having to wait longer than normal. After seeing the feedback, Complete Care was able to take action by calling in temporary nurses and doctors, increasing staffing of the front desk, and implementing even more cleaning protocols. Because they were able to quickly see patient feedback, they were able to respond and implement changes rapidly.

Cultivating a patient-centric culture

Since implementing Birdeye, Complete Care has been able to strengthen their patient-centric culture. They reward employees for any great feedback received, and use the incoming reviews as a motivator. Patient feedback and reviews are now an integral part of their culture at all levels of the company. From the CEO to medical director to accounting, everyone knows about their happy patients leaving feedback.

They've also made it fun! Each time a patient mentions a staff member by name, that staff member gets their name in a monthly drawing. At the end of month, the company holds raffles to give away prizes. They also recognize the employees in the company newsletter and post the positive reviews in the individual breakroom.

“Birdeye gives us a true benchmark of what the patient is really thinking and helps employees consistently provide a better brand experience.”



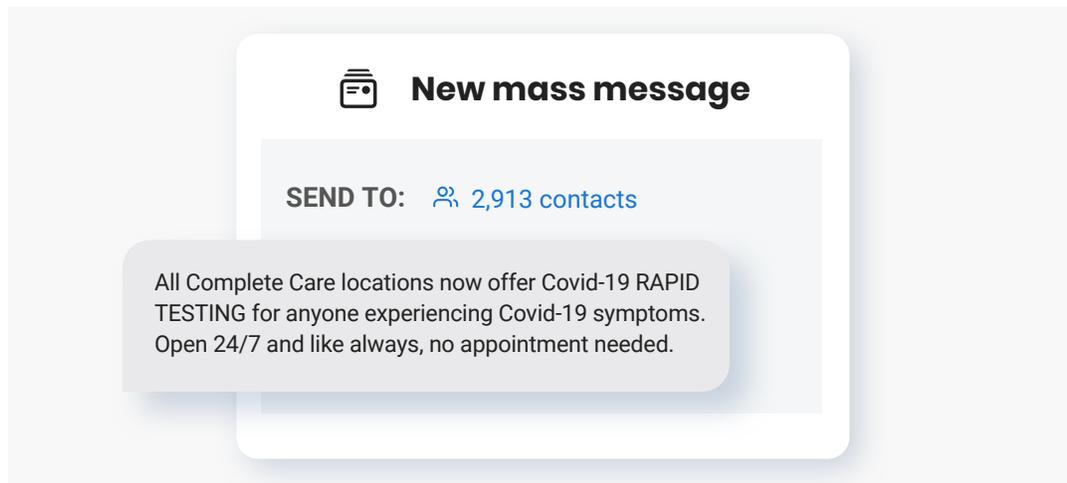
KELLY PALMS, DIRECTOR OF BUSINESS DEVELOPMENT AT COMPLETE EMERGENCY CARE



Mass texting to easily communicate

Complete Care strives to keep an open line of communication with their patients. They know their patients want to stay informed, and that text is the easiest way to reach patients. That's why Complete Care started using Birdeye's Mass Texting to communicate with their patients. At first, they were intimidated by mass texting, yet Birdeye helped them through and showed them best practices. They found it easy to create campaigns and send out messages to segmented audiences at the right time.

Complete Care now uses Mass Texting to communicate when there is a new service offered, such as when they started receiving rapid Covid tests at their locations. They were able to instantly inform their patients of updates during Covid. They now use Mass Texting for promotions, patient education, and also community relations. The patients have really liked receiving these messages and the practices often receive text responses back, to which they are easily able to reply through the Birdeye dashboard.



“I was intimidated by mass texting. Birdeye held my hand and walked me through best practices. It's so easy to create any message at any time. It's easy to create a campaign, select a time frame, and the selection of people. We immediately see people open and respond to the message! We have great responses and the patients appreciate the information and updates!”

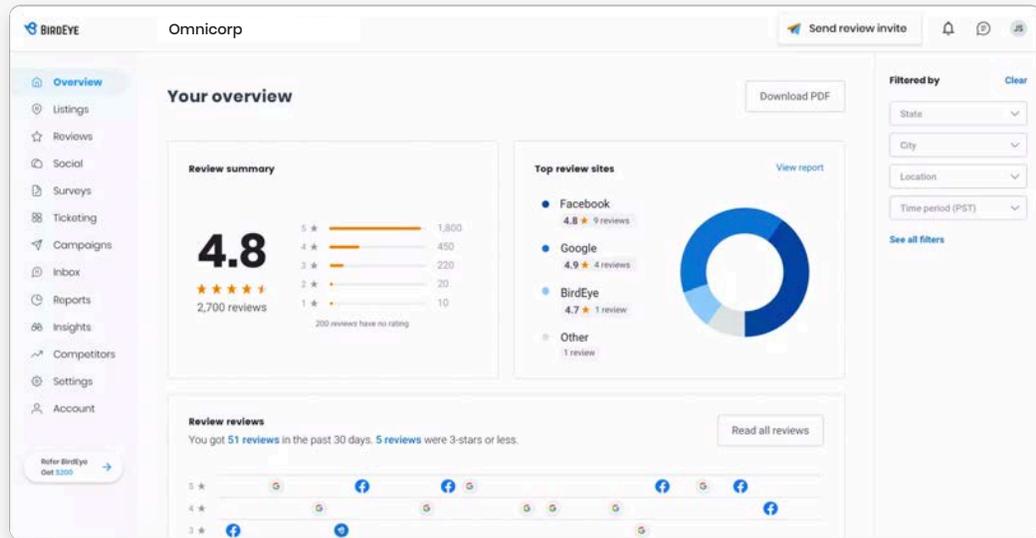


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About Birdeye

The all-in-one customer experience platform that provides businesses with the tools to deliver great experiences at every step of the customer journey.



Birdeye is an all-in-one Experience Marketing platform for multi-location businesses.

More than 60,000 businesses of all sizes use Birdeye every day to be found online and chosen through listings, reviews and referrals; be connected with leads and customers on the channels of their choice, and deliver the best customer experience with survey, ticketing and insights tools.

Want to learn more? Head to our website and see why over 60,000 businesses trust Birdeye to help them be found, be chosen, be connected and be the best.



Birdeye products

Birdeye is the only comprehensive platform for customer experience that offers a range of products that scale with your business.

Listings

Manage your business listings on 50+ sites to rank higher everywhere online. Dominate local SEO with your custom Birdeye profile.

Reviews

Get customer reviews on sites that matter to your business and boost customer happiness by leveraging feedback from 150+ review sites.

Referrals

Let your customers refer your business to their family and friends and get new customers through word of mouth.

Interactions

The single customer interactions software for your team to connect with leads and customers through text, live chat, video and bulk messaging.

Surveys

Connect with your customers at any point in their journey by engaging at the right time, in the right channel, with simple and effective surveys.

Ticketing

Convert reviews, social mentions and survey responses into support tickets and solve issues before they escalate.

Insights

Dig beneath reviews, ratings, customer feedback, and survey scores to discover what's working, what's not, and where.

Benchmarking

Analyze your competition through customer feedback to understand where you rank in your industry and leverage competitive insights to get ahead.

See how Birdeye can help you grow your business!

Call us at **1-800-561-3357**, **schedule a demo** or visit **www.birdeye.com** for more information.