



| Case Study

Great patient experience means 2x more patients

STEELE CREEK PEDIATRIC DENTISTRY





Company Snapshot

Steel Creek Pediatric is a 3-location pediatric dentist. They have 5 dentist who are all pediatric dental specialists who LOVE to care for children and individuals with special needs. They are committed to providing children the best oral care in a fun, pleasant, experienced, and caring environment.

LOCATIONS

3

BIRDEYE CUSTOMER SINCE

Jan 2017

BIRDEYE PRODUCTS USED



Listings



Reviews



Inbox



Surveys



Insights

Steele Creek Pediatric's mission is to deliver great experiences that exceed patient expectations. While the practice has always succeeded at this goal, it was not reflected on sites like Google and Facebook just a few years ago. In 2017, with three locations and just under 177 reviews in total, Dr. Goodman, a dentist at Steele Creek Pediatric Dentistry, knew there was a disconnect between what his patients were saying to him and what was being said online. As a result, he was getting overlooked by potential patients.

Steele Creek Pediatric needed a way to display social proof, build credibility with prospective patients, and ensure great patient experience. Dr. Goodman began looking for a patient experience software that could help him achieve all this.

Before coming to BirdEye, Steele Creek Pediatric tried a handful of other platforms to promote its patient experience and even had their front desk asking for referrals. The process was time-consuming and staff had other things to worry about. As a result, this process led to very few reviews.

By using the patient management software DoxPedo, the Steele Creek Pediatric has been paperless for years. When Dr. Goodman learned that BirdEye automatically integrated with DoxPedo, he realized that it was going to be an easy way to collect patient reviews, build credibility, and spread the word about positive patient experiences.



“We knew we had happy patients but the word wasn’t getting out. BirdEye was **the best investment** we made for promoting our practice.”

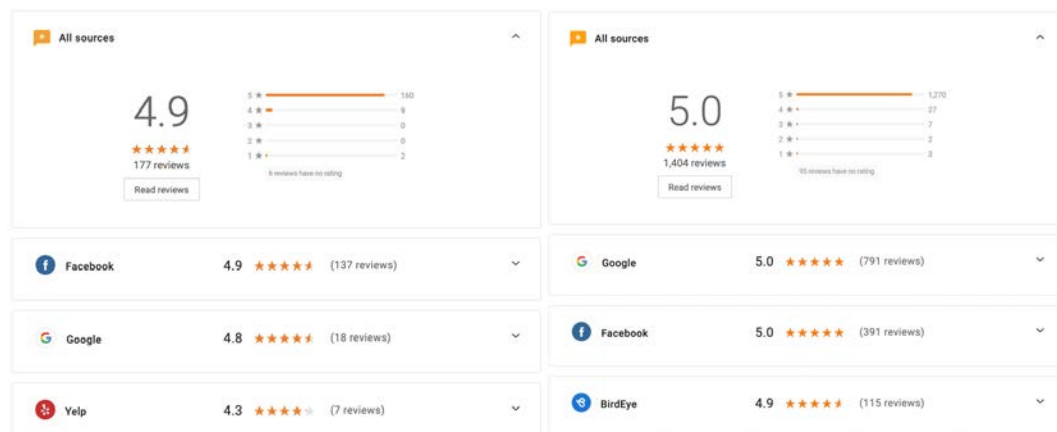


DR. SCOTT GOODMAN

More Social Proof Means 2x More Patients

BirdEye made Steele Creek Pediatric’s positive patient experiences more visible to potential patients. With the DoxPedo integration, patients would automatically receive a review request after an appointment, with a link to an external site like Google and Facebook.

Today, all three practices have over 700 total reviews. Prospective patients can now immediately see hundreds of quality patient experience testimonials with a quick Google search. The number of new patients coming in has more than doubled since the practice started with BirdEye.



Tracking Patient Experience

With BirdEye, Dr. Goodman is now able to make sure that patients at all three of his practices receive high-quality patient care. With the help of BirdEye’s natural language processing engine Athena, Dr. Goodman can now see the most frequently mentioned topics in patient reviews. This gives him a good idea of how practices are performing in areas like staff and experience.



BirdEye allows Dr. Goodman to track each one of his practices' patient experience. If one of them begins to underperform, he can make changes to operations immediately.

Steele Creek Pediatric Dentistry

Send review invite

LocationsCategoriesTopicsSnippets

Snippets

Keywords

Select all

staff (288)

experience (156)

dentist (139)

kid (99)

office (98)

Show more

Sentiment A+, 2941 mentions

Show snippetPositive

Matthews, NC
March 6, 2020Google

We have a very long drive to get there and it is worth every minute in the car
I was worried my son would be terrified of the dentist but Dr. Jason and the entire staff made it such a positive experience for him, he has asked to go back several times since the visit! ...more

Pediatric Dentistry of Wesley Chapel
February 27, 2020Google

On time and friendly from the front to the back. My son is still a toddler and we are on our third visit here and he is never afraid... he actually looks forward to the visit...they really are awesome with kids and the dentist is a friendly face, easy to talk to, and they seem to genuinely care about our oral health and not just from a financial standpoint. ...less

Matthews, NC
February 24, 2020Google

We had a great experience today for our first visit at pediatric dentistry of Matthews! My daughter is already set up to get her teeth fixed in a few weeks. My daughter has to be put to sleep to have X-rays and dental work done. :) My daughter doesn't do well in public settings at all she has autism and is nonverbal plus ADHD but she did really good today and everyone was so nice and took their time with my daughter it was great and they listen to my concerns. ...less

LocationsCategoriesTopicsSnippets

Performance by Location

Location

Overall

Service

Staff

Matthews, NC	A+	A+ 239	A+ 173
Pediatric Dentistry of Wesley Chapel	A+	A+ 44	A+ 29
Steele Creek Pediatric Dentistry	A+	A+ 128	A+ 101

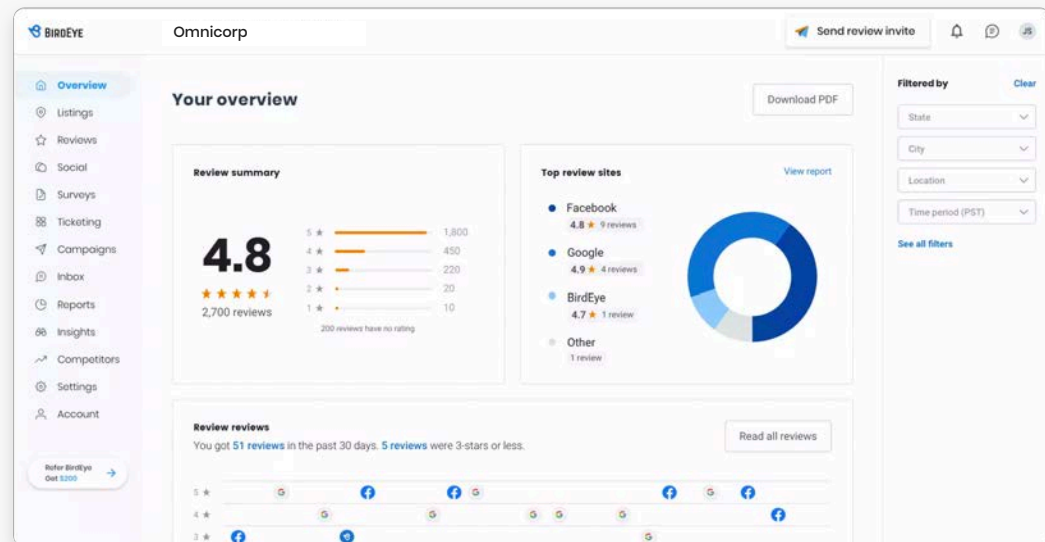
Be the Best Practice with BirdEye

With BirdEye's integration with DoxPedo, Steele Creek Pediatric's three practices are thriving. Now, patients all over the area know that Steele Creek Pediatric delivers fantastic experiences across the board.



About BirdEye

The customer experience platform to be found online, be chosen with interactions, and be the best business.



BirdEye is a comprehensive customer experience platform. Businesses of all sizes use BirdEye everyday to be found online through reviews, be chosen by customers with text messaging interactions, and be the best business with survey and insights tools.

BirdEye's all-in-one CX and ORM platforms includes: review monitoring, review generation, review marketing, business text messaging, bulk messaging, textable landline numbers, web chat, live chat, a centralized inbox, customer surveys, customer support ticketing, listings, business insights, and competitive benchmarking.

BirdEye was ranked #1 in Online Reputation Management (8 consecutive times) and #60 in the "100 Best Software Companies" in the world by G2.

Want to learn more? Head to our website and see why over 50,000 businesses trust BirdEye to help them be found, be chosen, be connected, and be the best.

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.



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.