

# Patient Interaction Platform

## Podium Review Case Study



### The Challenge

**Did you know that Google's search algorithm for "best x near me" automatically only shows businesses 4.0 stars and above?** Many of our Audibel partners struggle with obtaining reviews, resulting in lower local search listing ranks. We want to give Audibel partners' communities confidence in visiting their practice by generating reviews potential patients can research.

**Our goal is to improve local listing star ratings for our Audibel partners, increase the quantity of reviews, and boost new patient inquiries.**

### Overview

Audibel marketing was determined to find a solution to help our partners raise their practice presence by building reviews and have partnered with Podium. Together we built the Patient Integration Platform to earn the reviews our partners' clinics deserve.

Having Google reviews helps with rankings and revenue. Online reviews on your Google listing help your practice stand out from the crowd. Google does not share their exact algorithm, but we do know that reviews are the biggest component in what appears in local search.

**There are 5 pillars that go into what businesses show up:**



Overall Star Rating



Quality of Reviews



Quantity of Reviews



Frequency of Reviews



Business Response



AUDIBEL

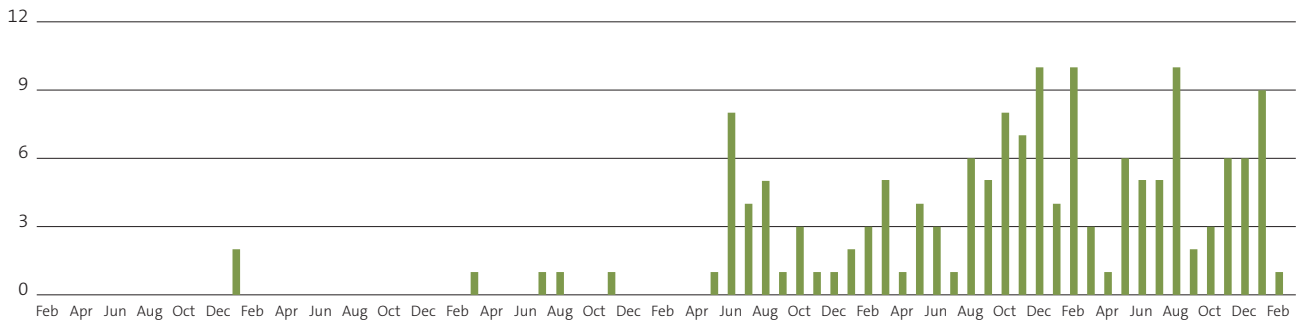
# Patient Interaction Review Tool Continued

## Case #1

Using Podium's Integrated system feature, an Audibel partner was able to increase from 4.59 to 4.95 and has increased their reviews by over 2,028% since starting with Podium for a single location.

### Total Reviews

February 1, 2018 - February 29, 2024

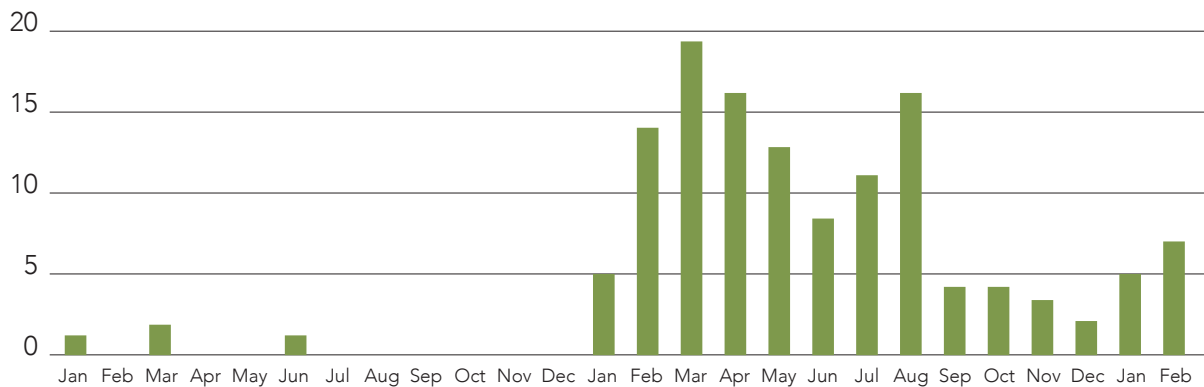


## Case #2

Using Podium's Bulk Upload feature to send texts out to patients for reviews, an Audibel partner was able to increase their reviews by 3,075% since starting Podium for a single location.

### Total Reviews

January 1, 2022 - February 29, 2024



# Patient Interaction Review Tool Continued

## Audibel Member Network Standings

Audibel Marketing has seen tremendous month-over-month growth using Podium. Podium ensures that all 5 pillars are being achieved. Don't let your business get lost in the algorithm!

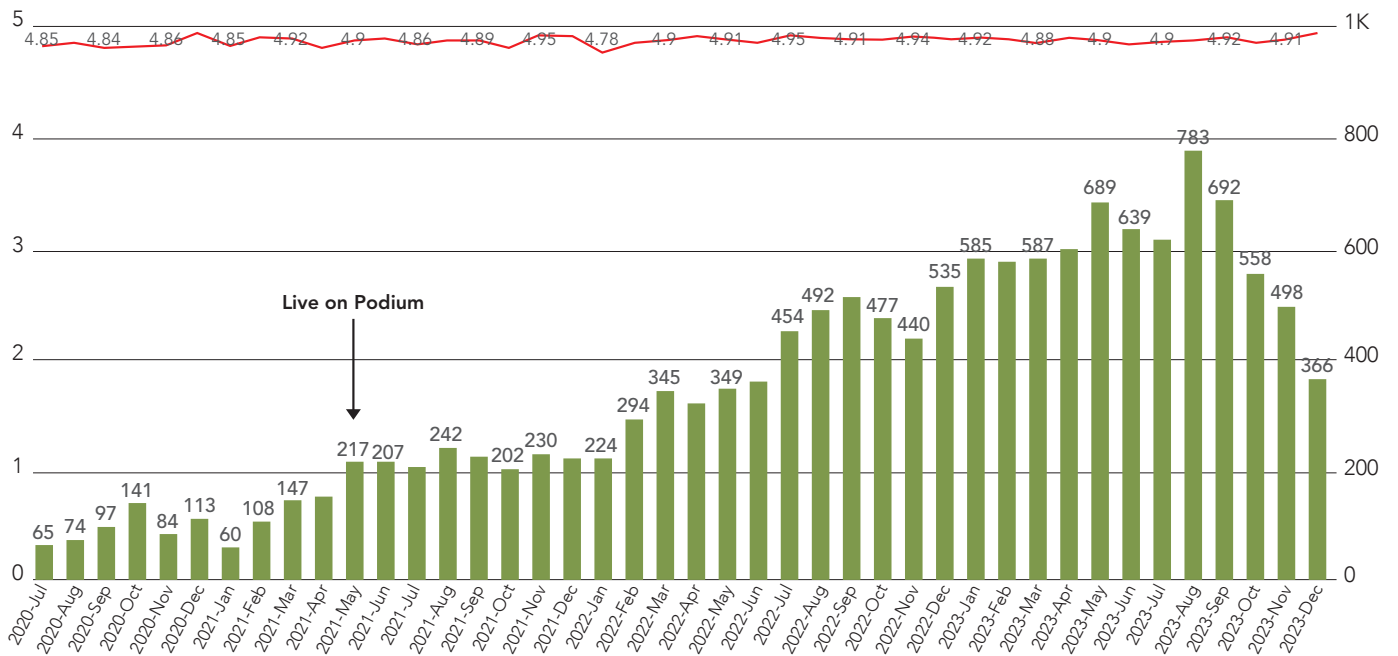
**Audibel Member Network Overall Rating**

**4.88** ★★★★★

Pre-Podium  
★★★★★ 4.71

Post-Podium  
★★★★★ 4.91

### 4.90 Avg Rating



# Webchat Case Study

## The Challenge

A significant number of our Audibel partners find it challenging to engage with digital patients effectively. We risk losing potential patients due to outdated stagnant forms and competition that offers more diverse options to cater to digital patient needs.

Webchat is specifically designed for local businesses looking to communicate with their customers in a modern way. Webchat opens a two-way conversation where your clinic can answer questions, schedule appointments, and close deals with real, friendly interactions that are quick and convenient.

## Overview

With Webchat, you can generate up to 11x more inbound leads from your website. And because it's text-based, you'll stay connected long after they leave your site.

Our Webchat capabilities greatly enhance your ability to generate leads from your website and convert them into buying customers:

- **Provide a convenient way to connect with website visitors.** Our text-based Webchat solution improves how your team handles online inquiries and facilitates customer service and support.
- **Never miss another opportunity to connect with your visitors.** Turn on response automation to engage with leads who message in after hours.
- **Improve the way you manage inbound leads.** With intelligent lead routing, have confidence that your leads are assigned to the correct department, location, and inbox.
- **Save time responding to inquiries. Automatically respond to FAQs such as hours of operations, accepted payment types, etc.**
- **Monitor your progress.** Explore our reporting dashboards to assess how many inbound leads are generated per month and measure employee response times and the number of conversations managed.

## Audibel Member Network 2023 Snapshot

For those accounts that allow our team Cycle access, we can match back real revenue generated from Webchats. In 2023, we saw \$260,000 in revenue from Webchats across 8 accounts and 58 clinics. We have 47 network members using Webchats, so we know this figure is much higher.

## Audibel Member Network Standings

In 2023, Webchats generated over 3,385 leads, of which 597 received a review invite resulting in a 18% conversion from lead to completed appointment.

## Realized Value with Podium - Webchat 2023

**597**

**Converted Leads**

**18%**

**Conversion Rate**

**\$1.27**  
million

**Revenue attributed  
to Webchat**

Based on \$2,125 average cost of visit

### Key Stats

- *Locations in scope: 184*
- *Webchat leads: 3,385*

**Contact your Audibel Marketing Representative today to sign up!**