

# Multi-Location Dermatology Group Grows Online Reviews by 485%, Improves Average Rating by 21%

## Online Reviews Did Not Accurately Reflect Growth or Service

The providers and staff at Gwinnett Dermatology pride themselves with having a pulse on patient expectations and meeting their needs with a personalized, comprehensive approach to skincare. After forty years in practice, they've grown from one location and provider to three locations with ten providers and counting, yet found they had five or fewer online reviews for two of their three locations.

Carolyn Blue, Gwinnett Dermatology's Practice Administrator, explained why this was troubling, "we are working to grow both the size of our patient census and the number of health systems we serve; we need a strong online presence because it validates the level of service and quality of care we provide."

## Reputation Management Helps Boost Reviews and Improve Ratings

Gwinnett Dermatology found a partner in Relatient, with an integrated survey solution that does more than gather patient feedback—it also provides patients an intuitive path to sharing their experiences online. Carolyn says it's not about having a perfect star rating, but rather having an accurate representation of the patient experience. She said, "I need patients to share their experiences so others can find us online and choose Gwinnett for their dermatology needs. Nobody can be all 5's all the time, but if there's a balance then patients will know that the information is accurate."

Meaningful change can take time—Gwinnett Dermatology didn't achieve their goals overnight, but after utilizing Relatient's Dash Engage surveys for reputation management, they **grew the number of their online reviews by an average of 485% and improved their average rating by 21%** across their three locations.

## Integration & Reporting Save Them Time and Money

Gwinnett Dermatology needed a partner that would integrate with Modernizing Medicine and Relatient does this with bi-directionally integrated solutions. Their staff now manage all their appointment cancellations, backfills, and confirmations from within the patient appointment schedule and because surveys are integrated with patient appointments, their solutions work together in one comprehensive patient engagement platform. Carolyn also says the reporting feature is pivotal in aiding quality assurance and process improvement.

*"With Dash Engage, I can drill survey results down to the location and provider level. This is so helpful, I send this data to each provider monthly and discuss at each staff meeting so we can identify the root cause of trending patient issues and make necessary improvements."*

—Carolyn Blue, Practice Administrator, Gwinnett Dermatology

## Dash solutions utilized:



**Dash**  
**Engage**

**Gwinnett Dermatology**

- Based in Atlanta, GA
- 8 providers
- 4 service locations
- EHR & PM functions: Modernizing Medicine