

How to Respond to Negative Reviews About Your Practice



One key component of reputation management for your practice is responding to reviews—both positive and negative. Of course, responding to good reviews is an easier task than handling negative reviews.

Your first instinct may be to avoid poor feedback or argue your case, but those approaches are never good solutions and don't read well on public forums. By following a few proven best practices, you can master the art of responding to negative reviews.



Share Personalized Responses

- Reference the reviewer by name and directly comment on an issue they raised in the review.
- Ask the reviewer to move the conversation to a private space to further address the concern.



Respond Quickly

- Aim to respond to reviews within a day.
- Don't leave negative reviews untouched for long. A single negative review can provoke others to share feedback that can harm your online reputation.



Acknowledge the Reviewer's Perspective and Take Responsibility

- Never react defensively.
- No matter the content, you should treat reviewers with courtesy. Tell each reviewer that you appreciate the time they took to leave the review.
- Affirm your commitment to service and acknowledge the reviewer's concerns.
- Let the reviewer know you've taken the feedback to heart and will strive to keep improving.



Communicate Next Steps

- At times, you may need to handle a reviewer's concerns personally. In those instances, make it easy for people to contact your practice.
- Give them a contact name, along with an email or phone, and encourage them to get in touch.