Successful communication in your daily practice

Part V: Bad online reviews

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Hi! I am Dr Anna Maria Yiannikos and I am in the happy position to present you the 5th part of this new loved series filled with communication protocols. This series includes the most popular and challenging scenarios that might occur in your dental practice. I will show you how to deal with them so that your patients always leave your practice feeling: "My dentist is THE BEST!"

Each individual article of this series will teach you a new specialised protocol that you can easily use, customise and adapt from the same day to your own dental clinic's requirements and needs.

Let's start with today's challenging topic which is… how to deal with a bad online review from a stranger. Imagine receiving a negative review at your Facebook page from someone who is not even a patient—maybe, because he just wants to be mean, or maybe he just wants to hurt you.

5 fantastic tips

Let's not focus on that though! Our goal is to change the negative incidence into a positive one. Isn't that correct? You might ask: "Dr Anna, how can I do that? This guy, who gave me the bad review, is not even a patient."

Let's discover 5 fantastic tips that I have for you today. You will just love them!

1. Do not take it personally

Take a deep breath. The first rule of dealing with negative reviews is to not take them personally! That's because as your business grows, you will have to face more and more of them. Do not get into the bad reviewer's trap responding to what he says.

For example, you should not get defensive and list all of the reasons why the potential patient is wrong. He is, quite frankly, a jerk that loves making a personal attack. Avoid joining the conversation—it is absolutely wrong!

2. Don't try to remove it

Even if you try to remove the negative review from that online site, you might not be able to! Most important, remember that most people who frequent review sites and look for your business on social media, know that not all of your reviews are perfect. Don't sweat if you have received one bad review.

3. Ask for positive reviews

What would be wise to do is to focus on getting more positive reviews from friends and loyal patients!





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After all, every positive review takes the sting out of a negative one. Ten positive reviews and one negative might give pause for thought; but 100 positive reviews and one negative review isn't for sure a big deal.

Send the request immediately to your friends to rate your clinic asap! What will be the result? You will receive so many positive reviews that the bad review will be at the bottom of the list, and now who will see it? Most probably no one!

4. Move on

Enjoy all the great things that your friends say about your practice! The reality is that you have to deal with bad reviews, you can't ignore them!

5. Don't allow posts on your Facebook page

If you cannot handle the bad feeling of someone being mean to you, turn off the feature that allows anybody to post on your page. Remember that you're only turning off original posts—not comments. If they're negative, you can respond in the comment section or let other visitors comment on your posts.

Make the best of it!

I know that you feel bad about this unfair situation but you can transform it easily and quickly in to a positive one. I have done that myself! Things like that can happen. Grab the opportunity to make it positive by using the above troubleshooting guide that I offer you!

In the next issue of laser magazine, I will present to you the sixth part of this unique new series of communication concepts that will teach you… how to deal with economic crisis! I will help you to discover 5 effective ideas that will increase your income immediately!

Until then, remember that you are not only the dentist of your clinic, but also the manager and the leader. You can always send me your questions and request for more information and guidance at dba@yiannikosdental.com or via our website www.dbamastership.com. Looking forward to our next trip of business growth and educational development!

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Kurz & bündig

Im fünften Teil der Serie „Erfolgreiche Kommunikation im Praxisalltag" gibt Dr. Anna Maria Yiannikos Tipps, wie Zahnärzte mit schlechten Online-Bewertungen umgehen können. Was tun, wenn Sie eine negative Bewertung auf Ihrer Facebook-Seite entdecken, von einer Person, mit der Sie noch nie zu tun hatten? Der erste und wichtigste Tipp der Autorin in so einem Fall lautet: Nicht persönlich nehmen! Begeben Sie sich nicht auf das Niveau des Kritikers, indem Sie eine verteidigende Antwort verfassen. Auch der Versuch, eine solche negative Bewertung zu löschen, misslingt meistens. Deshalb Tipp zwei: Kommen Sie nicht ins Schwitzen! Die meisten Besucher Ihrer Seite wissen, dass es im World Wide Web nicht perfekt zugeht. Um auf einen negativen Beitrag zu reagieren, empfiehlt die Autorin in Tipp drei, Freunde und loyale Patienten zu positiven Bewertungen zu animieren. Denn: Jeder positive Beitrag nimmt dem negativen den Stachel. Was ist schon eine Kritik gegenüber 100 lobender Beurteilungen? Tipp vier ist daher: Einfach weitermachen! Erfreuen Sie sich an positivem Feedback und akzeptieren Sie negatives. Wenn das alles nicht hilft, lautet der fünfte und letzte Tipp: Keine Posts auf der Facebook-Seite erlauben. Machen Sie das Beste draus!