

80%

reduction in 1-star reviews

2

step process from visit to review

72hr

service recovery window

KEY BENEFITS

- Clear reputation signal grounded in verified experience
- Early warnings when trust begins to slip
- Location and provider-level insights
- Confidence explaining performance to executives and boards

WHY DIFFERENT

- Built on verified patient experience, not star averages
- Designed for dental workflows
- Focused on prevention, not damage control
- Aligned with how trust is earned

Reputation Intelligence

Turn patient voice into a clear, trustworthy signal about how care is actually experienced. Connect verified experience to public reputation.

THE PROBLEM

Most dental organizations are flying blind on reputation. Google reviews are noisy and incomplete. Internal surveys never connect to public perception. Leaders know reputation matters but cannot explain what drives it.

Reputation should reflect reality. The most trusted practices earn trust through consistent experiences, clear communication, and respectful care.

HOW IT WORKS



- 1 Capture Patient Experience First**
After each appointment, patients receive a text asking about their experience. This captures trust, communication, access, and value clarity.
- 2 Route Great Experiences to Reviews**
Positive experiences are immediately invited to leave a Google review. Patients can carry over their narrative, removing friction.
- 3 Protect When Experiences Fall Short**
Poor experiences trigger service recovery. Teams get 72 hours to resolve issues before review invitation. This has led to 80% reduction in 1-star reviews.
- 4 Measure Recovery and Loyalty**
Track how often teams turn detractors into promoters. See issues resolved, sentiment impact, and when recovery led to positive reviews.
- 5 Connect Internal Experience to Public Reputation**
Correlate internal PX scores with public reputation. Reveal the gap between private experience and public perception to drive alignment.

THE OUTCOME

Reputation becomes a leading indicator, not a lagging one. Teams move from reacting to reviews to building trust intentionally. Leaders gain a defensible, data-backed story of quality. Patients feel heard, respected, and confident.

This is how the most trusted dentists are made.

WHERE IT FITS

Reputation Intelligence works alongside DifferentKind's patient experience measurement and coaching tools. It supports marketing, retention, and payer conversations by providing credible proof of patient trust.