

**Clear to Launch Healthcare Marketing**

# Google Review System

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**A simple system to help dental practices collect more Google reviews consistently.**



# WHY GOOGLE REVIEWS MATTER

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**Positive Google reviews are one of the best ways to attract new patients.**

- ✓ They create trust before a patient ever calls the office.
- ✓ They give future patients social proof from real patient experiences.
- ✓ They make the practice easier to choose when patients compare local options.
- ✓ They compound over time, but only if the practice asks consistently.

**The issue is rarely whether reviews matter. The issue is building a repeatable way to collect them.**

# THE CHALLENGE: CONSISTENCY

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## THE PROBLEM

### Reviews do not happen by accident

The real challenge is getting reviews consistently. Without a system, asking for reviews becomes something the team remembers only occasionally.

## THE SOLUTION

### Simple, effective, and free

This Google review system gives practices a focused process they can implement without complicated software or a long setup.

## THE CLAIM

### Built for real practice workflows

The system is designed around staff behavior, patient timing, and weekly tracking so review collection becomes part of the office rhythm.

# THE SYSTEM AT A GLANCE

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**01** —

## Set the target

Decide how many reviews you want to collect.

**02** —

## Choose the timeframe

A month or two keeps the team engaged and focused.

**03** —

## Offer an incentive

Optional patient incentive, such as a basket, gift card, or larger prize.

**04** —

## Use a QR flyer

Make the review process easy at the moment of ask.

**05** —

## Incentivize the team

Give staff a reason to remember and participate.

**06** —

## Track progress

Review the count each week and keep the goal visible.

# START WITH THE GOAL

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## Work backward from the number of patients seen each week.

- ✓ Pick a clear review target the team can understand.
- ✓ Tie that goal to the actual flow of patients through the practice.
- ✓ Set a specific window: one to two months is ideal.
- ✓ A defined finish line keeps the staff engaged and focused.

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**Patient volume → Review target → Timeframe → Weekly progress**

# MAKE ASKING EASY

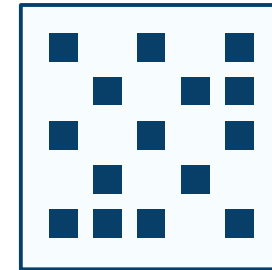
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**Use a QR code flyer and ask at the exact moment the patient is most likely to say yes.**

- ✓ Best time: checkout, right after a great experience.
- ✓ Before the appointment is too early.
- ✓ A message hours later is easier to ignore.
- ✓ The QR code removes friction when the patient is ready.

**Timing is everything.**

**LEAVE US A GOOGLE  
REVIEW**



**Scan at checkout**

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# MOTIVATE THE TEAM AND TRACK PROGRESS

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## PATIENT INCENTIVE

### Optional, but effective

Incentives like back-to-school baskets, gift cards, or bigger prizes. The goal is to make participation feel fun without over complicating the process.

## TEAM INCENTIVE

### Give staff a reason to remember

Because staff are the ones asking patients, a small team incentive such as lunch or a gift card can keep the system visible.

## WEEKLY TRACKING

### Keep the goal alive

Track review progress each week so the team can see what is working, stay focused, and adjust the ask if momentum slows.

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**The system works because it aligns the patient moment,  
the team behavior, and the weekly goal.**

# READY TO LAUNCH?

Clear to Launch helps practices grow through smarter marketing, stronger systems, and clear direction.



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