



How to Use Yext Reviews for Healthcare Reputation Management

Ratings and reviews help your patients make informed decisions about their care. With Yext Reviews, you can manage the reputation of your organization, your facilities, and your providers – **all in one platform.**

ORGANIZE YOUR REVIEWS

Step 1: Create your folders

Folders create a system that works well for your organization. Organize, monitor, and respond to your reviews – all in the Yext platform.

- Structure your folders**
— TIP → Organize your folders in Yext Reviews to match your workflows. Ex: If some reviews are managed by another team, create a folder for them to easily reference.
- Segment folders by review subjects**
— TIP → For more meaningful reporting, set up folders by provider types, locations or facilities, departments, and regions.

Step 2: Add labels

Labels help organize (and prioritize) when your organization receives many reviews.

- Create labels for your reviews**
— TIP → Common labels include:
 - Negative
 - Needs Response
 - Service
- Add labels manually**
— TIP → You can apply labels to a single review, or bulk-label many reviews at once.
- Add labels automatically with Yext's in-platform automation**
— TIP → Automatically labeling your reviews makes it easier to add them into user workflows later.

Step 3: Create user roles & permissions

Promote efficiency, workflows, and accountability with user roles and permissions.

- Use built-in roles**
— TIP → Some users should have access to all your reviews, while other users might only manage reviews for a certain hospital or provider.
- Design custom roles**
— TIP → Create user roles that match your team's responsibilities and workflows.

Step 4: Set up notifications

Don't let any patient feedback go unanswered. Alert your team about priority reviews for faster responses and resolution.

- Determine what review types require notification**
— TIP → Many healthcare organizations set up notifications for reviews with 2 or less stars so they can immediately begin service recovery.
- Filter review content based on your own criteria**
— TIP → Common filters include star ratings, labels, locations, providers, and dates.
- Select the users you want to notify**
— TIP → In the Yext platform, you can send reviews to all users, specific user roles, certain users, or even just yourself.
- Choose how you want to be notified**
— TIP → Decide whether you want notifications in the Yext platform or by email, how often you want to be notified, and what information the notification should include.

Step 5: Use workflows to automate processes

Automated workflows encourage your team to act quickly – and never miss important patient feedback.

- Decide what to automate with workflows**
— TIP → Automations and workflows are ideal for monitoring high-priority reviews and streamlining responses.
- Assign tasks to your team**
— TIP → To respond and begin service recovery quickly, use workflows to assign certain tasks to specific users or teams.
- Manage reviews on an on-going basis**
— TIP → After you create your workflows, your team can monitor, respond to, and act on the feedback in your reviews – all from one platform.

Is Yext Reviews the right reputation management solution for your healthcare organization? There's only one way to know for certain.

Schedule your personalized demo today.

