



Moss Dental Group | Reviews and Social Media – 2023-2024

GOOGLE | FACEBOOK | YELP | DENTRIX HUB

Mission Summary

As you may already know at this point, Moss Dental Group has been on a concerted mission to organize, structure, and grow our social media and review presence through strategic and efficient means. This Documentation is a consolidation of past documents and communications regarding this initiative and is meant to help clarify an organized set of instructions, and processes that we should all be doing as part of the MDG Team.



Every office of Moss Dental Group has its own Google Account. Each manager should have access to their offices account, and only for administrative purposes.

For the Purposes of this document, we will focus on the Google reviews. Each office should locate their google reviews by first signing into your account via the google chrome browser, then googling the name of your practice. This is the fastest method. You will see your office listed and there will be a review page link you can click. (Continued on Page 3-4:)



Every office now has an official Facebook Business profile, (Some already had). Each Manager has been sent an administrative invitation to their personal Facebook accounts so that you may be able to access and administrate the business page.

In addition to MDG Management access, we have partnered with Officite Social Media, a Henry Schein One partner. Officite will periodically post new articles and informative greetings to keep our social presence active, you are encouraged to supply your own office specific content as well. (Continued on Page 5-8:)



“Packing everything into one easy to manager solution.”

Expectations:

Remaining calm in the face of a less-than-ideal review can actually heighten the chance of patients choosing to book, even if your reviews are less than 5 stars. They'll consider your attention to detail and value of customer service ahead over worrying whether you'll be able to solve or smooth things over with this one person.

Please Check Your office Yelp and Google reviews Daily. Reply where appropriate. Please Check Facebook Daily or every other day as needed. Please feel free to post office events, information, community outreach and other Dental office related functions. Examples of such as WVD/ECD Holiday events. Also please remember to check your Facebook reviews as well.



This is an area where we have STRUGGLED. A deliberate effect was made by Paul Scott in reaching out to Yelp and creating a master account tediously collecting all the MDG office profiles created by patients into a manageable collection of which we now control. We have been getting hammered with negative reviews prior to this point which has shown up on the front page of google searches. Each of you and your front desk have received an invitational link to your offices Yelp business page, from there you can update business information, and respond to patient reviews. (Continued on Page 9-10:)



All managers should have access to Google via their office Gmail, Facebook via your invitation sent your private account, and Yelp via office mossdentalgroup email. It is also important that you secure your Facebook account with 2 Factor (MFA) Authentication.



Dentrix Hub has been a big winner in terms of our review success these past few months. As a refresher to your training, Dentrix Hub will TXT loyal patients of ours a kind message, that you can edit, requesting they write a review on us with the provided link. Dentrix is set up to send out review links based on % allocation. Such as 50% google, 25% Yelp, 25% Facebook. Our positive review percentages have notably up since this initiative began. (Continued Page 10-13:)



How to Guide:

For our Purposes we will be using East Chocolate Dental as the Example for this Guide:

1. First open CHROME, please use Chrome not EDGE for this purpose.
2. Login to your office Google/Gmail account using the Chrome sign in in the upper right corner of the browser.
3. Now google your office name:

The screenshot shows a Google search for "east chocolate dental". The search results include a "Your business on Google" section with various management options like "Edit profile", "Read reviews", "Messages", "Add photo", "Performance", "Advertise", "Insurance", "Edit products", "Edit services", "Bookings", and "Q & A". Below this are three promotional cards: "2 new reviews", "Turn more views to customers", and "Confirm your holiday hours". The main business profile for "East Chocolate Dental" is displayed on the right, featuring a 3.5-star rating from 76 Google reviews, the address "1135 E Chocolate Ave, Hershey, PA 17033", and phone number "(717) 534-1135". The profile also indicates that the user manages this Business Profile.

4. As you can see, when you are signed into the account you will now be greeted with a menu of options, for this Guides purposes you are going to click on READ REVIEWS.

5. You will now be able to view your office reviews in the center window.

The screenshot displays the Google Business Profile for "East Chocolate Dental" located at 1135 E Chocolate Ave, Hershey, PA. The profile has a 3.5-star rating based on 76 reviews. A blue button labeled "Get more reviews" is positioned in the top right corner. Below the rating, there are filters for "People often mention" including "All", "insurance 9", "cleaning 8", "money 7", "feel 5", and "+4". There are also "Sort by" options: "Most relevant", "Newest", "Highest", and "Lowest". Three reviews are visible:

- Khatija Photowala**: 1 review · 1 photo, 5 stars, 2 days ago, marked as "NEW". Includes a "Reply" button.
- Joy Hetrick**: 2 reviews, 5 stars, 2 weeks ago, marked as "NEW". Includes a "Reply" button.
- Lloyd Byers**: 1 review, 5 stars, a month ago.

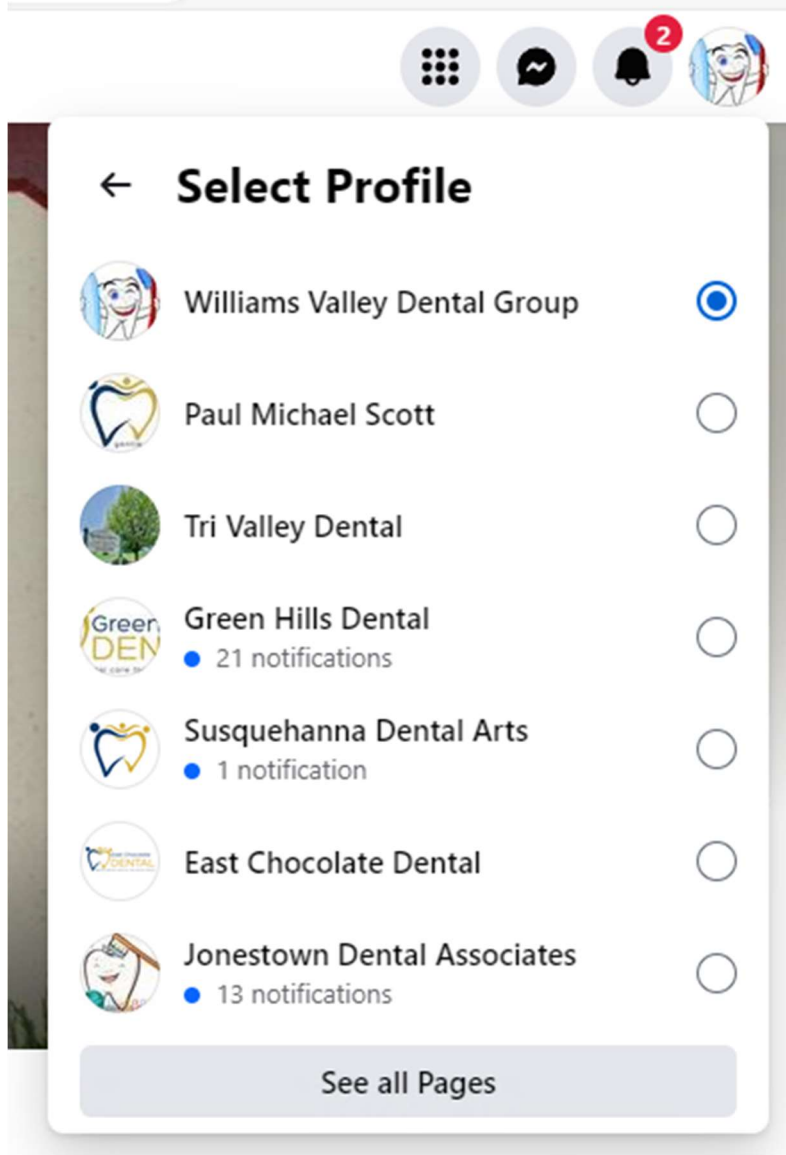
6. Click Reply when reply is necessary and follows company guidelines. Also Do not forget to thank our patients for their praises.
7. The Get more Reviews option provides a link to our reviews, you do not need to worry about this as it is already integrated with our Dentrix Hub, More on that in the Dentrix Hub Section.

facebook

How to Guide:

For our Purposes we will be using Williams Valley Dental as the Example for this Guide:

1. Login to your personal Facebook account.
2. Open the profiles tab and select your office



3. You will now be on the office Facebook Business Page

Manage Page

Williams Valley Dental Group

- Professional dashboard
- Insights
- Ad Center
- Create ads
- Settings
- More tools
- Meta Business Suite

Williams Valley Dental Group
227 likes • 251 followers

How healthy is your Page?
Complete these actions to keep improving Williams Valley Dental Group.
Page health: good

What's on your mind?
Live video Photo/video Reel

4. If you Do not See your Office Profile, then you must accept the invitation in your Facebook Notifications or contact me to receive a new invite.

5. Under New Page Experiences you will find the list of people who have access to our business page

Settings > New Pages Experience

New Pages Experience

- Page access
- Page Management History
- Page Status
- Page Recommendation
- Advanced Messaging
- Data sharing
- Issue, Electoral or Political Ads
- Facebook Badges
- Branded content

Manage and view access

People with Facebook access

- Paul Michael Scott (You)
Page Deletion, Permissions, Content, Messages and calls, Community Activity, Ads, Insights
- Lindsey Leatherwood
Page Deletion, Permissions, Content, Messages and calls, Community Activity, Ads, Insights
- Lisa Hubler-Burger
Page Deletion, Permissions, Content, Messages and calls, Community Activity, Ads, Insights
- Dusty Jo Whitmore-Sincyr
Content, Messages and calls, Community Activity, Ads, Insights

People with task access

Community Managers
Community managers can moderate chat comments, suspend or remove people who violate community standards and see all admins of this Page.

6. Please be aware Lindsey Leatherwood is the Social Media marketing manager for Officite, and She is managing officiates obligations to us under our service contract.

7. The Main page works like your own personal Facebook Threaded.

The screenshot displays the Facebook profile of Williams Valley Dental Group. On the left, the 'Intro' section includes the business name 'Dental Office', a link to 'Edit bio', and contact information: 'Page · Dentist & Dental Office', phone number '+1 717-647-2106', email 'williamsvalleydental@gmail.com', and website 'williamsvalleydental.net'. It also shows a 'Promote Website' button, a status of 'Closed now', and a rating of 4.9 from 59 reviews. On the right, a post from October 16 at 4:24 PM announces a 'Pumpkin Decorating Contest'. The post text reads: 'Our annual pumpkin decorating contest has begun! Our entries are starting to trickle in. Stop Williams Valley Dental and vote!! All donations collected will go to the Williams Valley PTO!'. Below the text is a collage of images: a sign that says 'Pumpkin Decorating Contest' with instructions to vote by donating to the PTO, a silver pumpkin with a neon green outline, a small green pumpkin with a face, a black pumpkin with a green face, a pink bunny-shaped pumpkin, and a pink cake with a cherry on top. A '+5' icon is visible over the cake image. At the bottom of the post area, there are links for 'See insights and ads' and a 'Boost post' button.

8. As you can see WVD recently posted their Halloween creativity contest.

9. You will also notice there is a edit bio section, please make sure the information for the practice is correct.

10. To manage the reviews, click the reviews button. There you will be able to view and address your patients' reviews.

The screenshot shows the Facebook profile for Williams Valley Dental Group. The profile picture is a cartoon tooth character holding a blue toothbrush and a red toothbrush. The name is "Williams Valley Dental Group" with 227 likes and 251 followers. There are "Promote" and "Manage" buttons. The navigation bar includes "Posts", "About", "Mentions", "Reviews" (highlighted), "Reels", "Photos", and "More".

Rating · 4.9 (59 Reviews)

Sarah Leininger High recommends Williams Valley Dental Group.
March 23 · 🌐

I found the staff to be very friendly & helpful. Brittany was sweet and patient with my grown daughter who requires a little extra moral support during visits to the dentist. Great job everyone!

2 comments

Like Comment Share

Write a comment...

Dale Jr Musser doesn't recommend Williams Valley Dental Group.
March 21 · 🌐

they charged me \$80 for an x-ray and to tell me that they're going to have to pull my tooth. need to make another appointment for \$168 to get the tooth pulled. maybe I'm just used to how wonderful Dr Vishwas. rest in peace buddy. other than that the staff is nice at the front desk. three out of five stars. at your own risk.

1 comment

Like Comment Share

11. Please check your Facebook periodically throughout the week, and update, and add were you feel necessary, this is more then just a review page, it is our digital public footprint, and communication platform.



Real People. Real Reviews.®

How to Guide:

For the purposes of this guide, we will be using Susquehanna Dental Arts:

1. First go to biz.yelp.com and login
2. If you do not know your logon, please check your email inbox history for the invitation link, if necessary, a new invite can be sent. You must contact Paul Scott about this request.
3. Your login is your manager email, and front desk email as a secondary. Once you login you will be greeted with the main page for your office.

The screenshot shows the Yelp Business Manager interface for 'Susquehanna Dental Arts'. The dashboard includes a navigation sidebar on the left with options like Home, Yelp Ads, Page Upgrades, and Business Information. The main content area features a 'Good afternoon, Moss Dental' greeting, a 'Reminders' section with tasks like updating special hours and linking accounts, a 'Performance Summary' showing 7 customer leads in the last 30 days, and a 'Survey' section with a question about staff wearing masks. A 'Your leads breakdown' section at the bottom shows 218 impressions, 21 page visits, and 7 leads.

Reminders

- Let millions of Yelp customers know if you're open or closed for the upcoming holidays. [Update your Special Hours](#)
- Link a personal Yelp account to take action directly on your Business Page. [Link accounts](#)
- Get best practices to success with Yelp and beyond. [Learn more](#)

Performance Summary

7 Leads **You've had 7 customer leads in the last 30 days.**
Check the insights below to see how you can get even more leads.


Last 30 days [See detailed break](#)

Impressions	Page visits	Leads
218	21	7

Your leads breakdown
















- Directions & map views
- Website visits
- Calls


4. We are currently not paying for or running any advertising through Yelp. We are strictly managing reviews at this time.
5. You can check for business information accuracy if desired. The information is already setup per Paul S.
6. The Review section is visible by clicking on the review take to the right. You will see all the Yelp reviews for your office, and you will be able to respond appropriately to such.

Susquehanna Dental Arts 

100 S 18th St
Columbia, PA 17512

[See all locations \(6\)](#) ▾

-  Home
-  Yelp Ads
-  Page Upgrades NEW
-  Yelp Connect
-  Logo
-  Business Highlights
-  Portfolio
-  Call to Action
-  Business Information
-  Reviews
-  Photos and Videos
-  Inbox
-  Check-in Offers
-  Deals & Gift Certificates
-  Billing

 There was a problem with your photo. [Try uploading your photo again.](#)


Reviews


 5 reviews

Search within reviews


▾

Don't ask for reviews

 Our software is designed to place i that have been asked for in the "nc recommended" section of a busine [Learn more about this policy](#) →




Kristen i.
@ 1 friend
34 reviews


 4/19/23
...

I am a big weenie when it comes to dental care. I've had bad experiences in the past and get very nervous for appointments. After much procrastination I scheduled a cleaning and check-up, feeling pretty confident that all was well. Well, I left with a next-day appointment to get 4 cavities filled!...

[read more](#)



Charles L.
@ 0 friends
8 reviews

 1/31/23
...

My wife and I recently moved to Columbia and visited Susquehanna Dental Arts for our semi-annual dental care for the first time last week. We received excellent care from Dr. Abraham Pashaliyev. His diagnostic work was highly professional, and he fully explained the findings from our x-rays and oral examination. And we were impressed by his enthusiasm...

[read more](#)



Mal-Lee G.
@ 28 friends
17 reviews
3 photos

 2/14/21
...

I moved to Lancaster a year ago and finally chose a new dentist. My first two attempts were almost disastrous. I had my first appointment this past week and guess what? SUCCESS! I had a thorough, painless cleaning, and it is a mercury-free office. The dentist and staff are lovely and they are taking all necessary precautions regarding Covid. I left smiling!



For the Purposes of this guideline we are going to use Jonestown as an example:

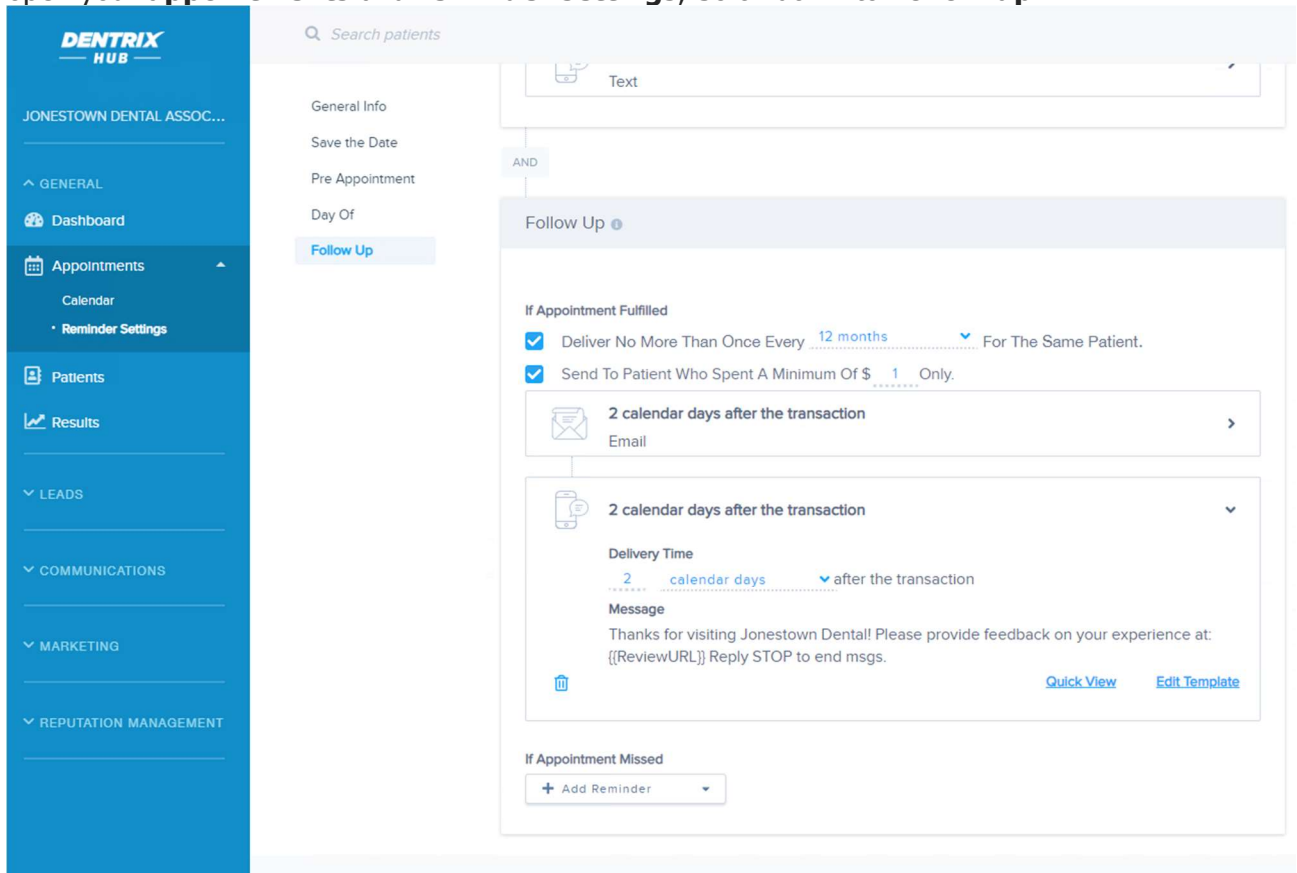
1. Login to your Dentrix Hub account at <https://hub1.dentrix.com>
2. Click on the **Gear (Settings)** to navigator to your settings page
3. Find Intellegent Reviews on the left handle side and click

A screenshot of the Dentrix Hub web interface. On the left is a blue sidebar menu with 'DENTRIX HUB' at the top and 'JONESTOWN DENTAL ASSOCL...' below. The menu is expanded to 'SETTINGS', with 'Intelligent Reviews' highlighted. The main content area has a search bar 'Search patients' and 'GUIDES' and 'SETTING' tabs. The title 'Intelligent Reviews' is centered. Below it, the text reads 'Your Intelligent Reviews' and 'Prioritize where we send your customers to write a review on your business.' A table lists review sources with their current status and toggle options.

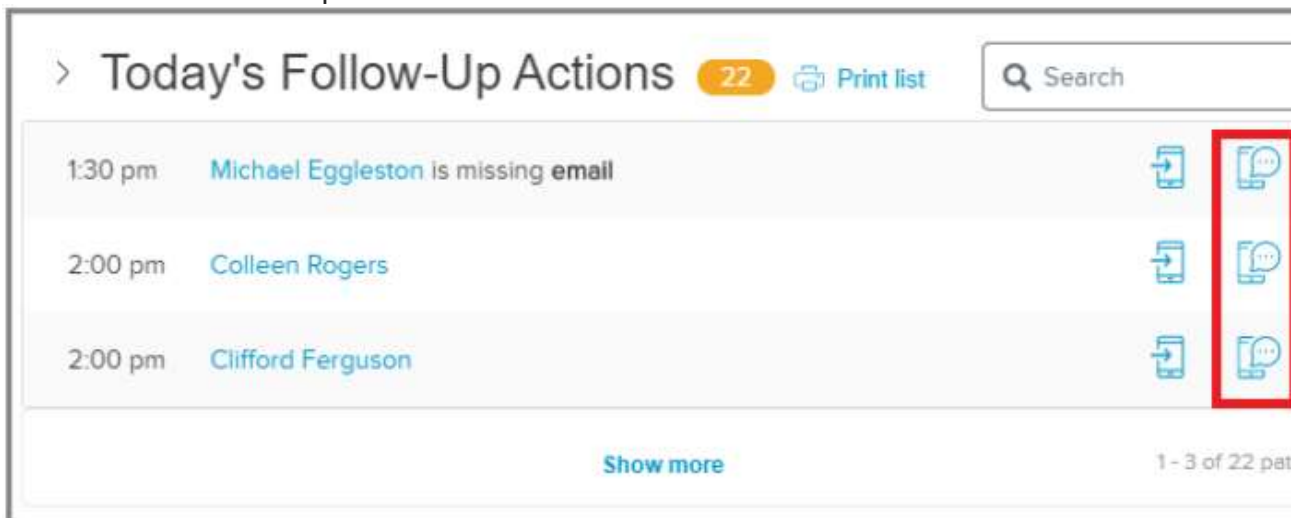
Source	Current Status	Toggle
Demandforce	0% of customers are asked to write a review on Demandforce	OFF
Facebook	25% of customers are asked to write a review on Facebook	ON
Google	50% of customers are asked to write a review on Google	ON
Yelp	25% of customers are asked to write a review on Yelp	ON
Vitals	Turn on Vitals to enable customers reviews.	OFF
WebMD	Turn on WebMD to enable customers reviews.	OFF

- 4.
5. If you click the **EDIT** button, you will be able to made % adjustments to your reviews as well as change links. It is recommended that if you wish to change any technical values that you contact Paul S.

- You can edit the text of your office review request as well as when and how it is delivered. Please open your **appointments** and **reminder settings**, Scroll down to **Follow up**.



- You can additionally send out a manual request for a review by selecting the patient in the Today's Follow up section and clicking the TXT option for review.
Review request FAQ
- Where can I find the Request Review via Text icon?



- You can find it under Today's Follow-Up Actions on your Dashboard. If you do not see the Request Review via Text icon, please contact Customer Support.
- You can send text review requests to any patient in your practice management system.

11. The opt-in request text is immediate. The review request link will be sent roughly 5-10 minutes after the opt-in is received.
 12. Patient reviews appear on your Business Profile page, and if applicable, on your Facebook and business website.
 13. Can I send a text review request to patients without an appointment?
Yes. Click inside the text box next to Today's Follow-Up Actions to search for a patient and send them a text review request via text.

Verbal consent is required (according to TCPA law) before you can send text messages to your patients. Asking your patients for reviews via text message will help you receive more reviews, because your patients will be expecting the text message.
 14. The Opt-in Keyword is "TEXT" only. It is not case sensitive, so replying "Text", "text", or "Text" will all be recognized.
 15. Rest assure that that you will not need to manually send out a review request, as any patient whom is not a no show will receive a TXT/Email followup after his or her appointment with a link and request to give us a review. (Please make sure you change the Message Contact if you wish not to use the default)
-



- Dr. Moss would like this review process to become a friendly competition between offices. He would like to have everyone work as a team in each office to get the most and best reviews possible. So, if a patient states how great an experience they had please tell them that we are associated with a few offices and that we are trying to get as many positive reviews as possible for your office.
- The Contest renews every quarter and the office which receives the most positive feedback during that quarter will win a gourmet style lunch. Lunch will be provided within a budget of \$250. Martitza/Paul will work to qualify the winning office at the end of each quarter.
- You should have instructions posted or use the Dentrix Hub to send a review request link to the patient after they have left the office. I believe it is the most beneficial if they do it at the office. However, we don't want it to be too pushy.

RULES

Rules:

The most difficult Review to respond to is a negative one. We never want to admit that our staff did anything wrong or that they are less than perfect. However, things do happen, and it's not will something happen it's what do we do when it does.

- Confirm the patient is in fact a patient of record.
- **Respond in a timely manner.**
- No foul or inappropriate language
- Stay professional and courteous. Never lash out and avoid taking the review personally.
- Apologize when appropriate but do not take responsibility for things that weren't our fault. Show compassion and empathy for the Patient.
'We're so sorry to learn _____ did not live up to your expectations.'
- **Show that you're authentic and genuine.** Sign off with your name or initials to show you're taking the matter seriously and that a real person is listening.
- Acknowledge their frustration- Address the specific issue the reviewer has touched on in their negative review. Avoid inflaming an already upset guest who leaves a poor review by 'making your case'. Rolling up your proverbial sleeves might lead to a drop in trust if the viewers see that you're hot-headed when faced with a complaint.
- Do not name names of staff.
- Always defend staff, whether they are wrong or right. If they are wrong, choose discipline accordingly when the time is right.
- Do Not get into a He said/ She said discussion.
- If a patient is wrong, we need to point that out without coming across as rude or unempathetic. The best way to do this is lay out the facts and lead them logically to your conclusion.
- **Understand your patient's experience with the office before responding.** If we were wrong, be honest about mistakes made and steps you've' taken (or will take) to remedy the situation. Never Lie, Never Embellish, never stretch the facts.
- Try to make amends: Provide assurance that you'll offer the type of experience they'd expect if they are willing to give you another try. You can also ask 'what could I do better next time to earn your business?' Over email or direct message, invite them to tell

you what you could have done better and be open to hearing that there might be room for improvement.

Contest Qualifiers:

1. Reviews for Facebook, Yelp, and Google will Collected from the beginning of each quarter and added up at the end the quarter The Total Stars will be added up and weighed between each office.
2. Martiza Rondon will be Collecting the review information at the end of quarter and submitting the data to Dr. Moss for final Judgement.



Website:
www.mossdentalgroup.net



Contact:
717-470-5527



Content Creation/editors:
Paul.scott@mossdentalgroup.net,
Barry.moss@mossdentalgroup.net
