

Reputation Management Configuration Guide

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The **Reputation Management** module lets FrontOffice+ automatically send post-appointment follow-up messages to request patient feedback and experience ratings. Its primary goal is to measure patient satisfaction and boost the clinic's online reputation by directing patients to review links or survey portals.

Key configuration options

Activation and timing

- **Enable Feedback Message:** Main toggle to turn automated post-appointment evaluation messages on or off.
- **Lead Time:** Defines how long FrontOffice+ waits after the appointment's start time before sending the feedback text.

Scope and targeting

- **Appointment Profiles Included:** Select specific appointment profiles that should receive the reputation management text.

Review link

- **URL for Reviews:** Enter the custom link (such as a Google Business, Yelp, or private survey URL) where patient ratings and feedback are directed.
- **Rating:** This link goes to 4- and 5-star ratings only. For 1 to 3 stars, FrontOffice+ asks for feedback instead.

Example

- **Scenario:** A clinic wants to request Google reviews from new patients only, a couple of hours after their appointment.
- **Setup:** Turn on **Enable Feedback Message**, set the delay in **Lead Time**, select the relevant new patient visit types in **Appointment Profiles Included**, and paste the Google review link into **URL for Reviews**.
- **Outcome:** After the specified lead time, the patient automatically receives an SMS containing the link to rate their experience.

Before going live

Confirm:

- **Feature toggle:** **Enable Feedback Message** is turned on.
- **Valid link:** The address in **URL for Reviews** is entered accurately and opens the intended review page.
- **Lead time delay:** The **Lead Time** duration allows sufficient time for the patient to complete their visit and leave the clinic.
- **Target profiles:** The correct appointment profiles are selected under **Appointment Profiles Included** to prevent sending review requests for non-eligible appointments.



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