

How Circle Health Group Prioritised Patient Feedback & Exceeded Industry Standards

Healthcare Success Story



Key Stats

4.7/5 star rating average across the Circle Health Group in 2023.

118% increase in reviews volume.

99% review response rate in 2023, up from 89% across in 2021.

76% rise in listing views within 12 months of implementing Reputation.

90% of reviews mentioning 'staff' or 'bedside manner' are positive.

247 Reputation Score points above the industry average

How Circle Health Group Streamlined Feedback Management

To streamline patient feedback management processes and enhance its online reputation, Circle Health Group embarked on a strategic partnership with Reputation. The collaboration aimed to address the following challenges:

Scalability & Efficiency: Circle Health Group needed a tool to bring all feedback into one centralised place with the flexibility to increase the number of users and profiles.

Enhanced Patient Experience: Putting the patient first is at the heart of everything Circle Health Group does, and ensuring all feedback is heard and responded to was, and continues to be, a top priority for the brand.

Actionable Insights: Circle Health Group wanted a solution to enable its teams to understand the sentiment behind patient feedback and ratings.

With Reputation as its partner, Circle Health Group successfully addressed these challenges and more. The collaboration empowered Circle Health Group to streamline its patient feedback management processes and drive remarkable growth in review volumes, listing views, and Reputation Scores for its private hospitals and healthcare facilities.

With Reputation, Circle Health Group has achieved a 118% increase in review volume.

Reviews & Ratings

Through Reputation's Reviews module, Circle Health Group has been able to dramatically increase its review response rates as well as achieve a significant improvement in its star ratings.

Since partnering with Reputation, Circle Health Group has seen:

118%	99%	4.7
increase in review volume	Review response rate	Star rating out of 5

Listings

Overhauling their patient feedback programme, Circle Health Group's leadership adopted Reputation's Listings module to take control of its Google listings and achieve monumental increases in listing views.

As a result of using Reputation's Business Listings module, Circle Health Group has achieved:

76% jump in Listing Views when comparing the previous 12 months before joining Reputation, to the 12 months since joining.

Reputation Score

To revamp its patient experience programme, Circle Health Group adopted Reputation's proprietary Reputation Score to monitor, understand and improve its overall brand health.

Now, Circle Health Group's Reputation Score sits **247 points above the industry's average score** signifying the success of the brand's patient-centric approach which prioritises the patient's voice.

What's more, is that **23 out of 50 Circle Health Group sites have achieved Reputation Scores exceeding 800 points** in 2023 earning them each Reputation's prestigious '800 Award' and the group as a whole **achieved 1st place ranking** in Reputation's 2023 UK Private Healthcare 'Quick Take' Report.

"We have been really impressed with the improvements made to our customer experience efforts since working with Reputation.

Being above industry standard and the fact our staff and the experience they provide has been an outstanding factor to that is something we're really proud of."

Adam Flowers, Social Media Manager
Circle Health Group

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