

Reputation

● CASE STUDY

How **Baptist Memorial Health Care**
Scaled Reviews from 4,000 to 50,000+
with Automated Review Requesting



Client Profile

Baptist Memorial Health Care is one of the nation's largest not-for-profit health systems. Led by Chief Marketing Officer Ayoka Pond, the marketing and communications team spans public relations, digital media, and creative services across a network of 25 hospitals, hundreds of physician offices, and over a dozen entities.



Our Clients leveraging Automated Review Requesting saw →

+ 1,150%

Increase in Annual Review Volume

Public patient feedback grew from a baseline of **4,000 reviews** to over **50,000 reviews** per year following full rollout.

30%

Gap to Perfection Closed

0.3 Point Star-Rating Curve **Increase from 4.4 to 4.7 stars**, moving hundreds of providers closer to a **perfect score** and expanding local clinic revenue.

The Challenge

Taming the "Wild, Wild West" of Local Online Presence

Before partnering with Reputation, Baptist Memorial's listings and online reviews were completely decentralized. The lack of a unified system created significant operational friction:



Unclaimed and Fragmented Listings

Some hospital entities claimed their Google local profiles while others did not.



Loss of Institutional Control:

When staff members left the organization, login access to location profiles was frequently lost.



The Silent Majority Disconnect

The health system delivered exceptional care, but offered no frictionless mechanism for patients to share their experiences online.

"We just needed to make it easier for people to talk about the care they were getting."

— Ayoka Pond, CMO, Baptist Memorial Health Care

The Solution

Secure, HIPAA-Compliant Text Triggers at Scale

Baptist Memorial partnered with Reputation to consolidate its 400+ locations into a single dashboard. They automated feedback loops by implementing a text-message review solicitation program:



- **AUTOMATED SMS TRIGGERS**
Text messages are automatically sent to all patients following a clinic appointment or hospital discharge.
- **PRE-VETTED RESPONSE GOVERNANCE**
To ensure full HIPAA compliance, the team mandated the use of 30 to 40 review response templates approved by their internal privacy and security officers.

The Transformation

A Centralized System for Patient Experience Accountability

Baptist Memorial bypassed internal adoption hurdles by securing executive championship from day one. This high-level alignment transformed user engagement into a uniform operational habit:

/01

Pilot-to-Scale Proof: The initiative launched as a single-hospital text message pilot, driving an immediate spike in 5-star ratings before expanding across all 22 hospitals and practice sites.

/02

Automated Performance Tracking: The platform auto-generates monthly reports for system leaders to monitor star averages and qualitative comments.

/03

Risk Mitigation Routing: Negative reviews or troubling feedback are escalated to risk management and quality teams for prompt, safe service recovery.

"The problem we were having before was not as much about the care we were providing, but we didn't offer patients an easy way for them to show or to express how they felt about their experience. Once we started giving them an easy way to share their feedback, they really responded enthusiastically."

— Ayoka Pond, CMO, Baptist Memorial Health Care

The Results

Unprecedented Visibility and Direct Patient Growth

By replacing manual workflows with Reputation's automated engine, Baptist Memorial aligned its public online representation with its clinical reality, earning Reputation's best-in-class 800 Awards across 435 locations.

Maximized Local Search Value

Provided the precise listings accuracy and recent review velocity required to win AI recommendations and dominate search rankings.

100% HIPAA-Compliant Workflows

Removed brand risk by enforcing mandatory template parameters for all public replies.

Direct Revenue & Volume Impact

Local practice administrators explicitly credited the review requests with driving increased business and appointment volumes to individual clinics.

50,000+ Reviews Annually

Built a continuous pipeline of trusted social proof, up from a baseline of just 4,000 reviews.

For Baptist Memorial Health Care, Automated Review Requesting provided the missing link between patient feedback and clinical action. By unlocking and understanding the complete patient story at scale, they were able to build a stronger, more resilient healthcare reputation and foster a unified culture of continuous quality improvement that will drive their health system forward for years to come