



From 3.3 to 4.7 Stars: Ramapo Ophthalmology Revamped Its Reputation

Learn how Ramapo Ophthalmology Associates transformed its online presence, increased patient trust, and expanded its patient base.

OVERVIEW

Ramapo Ophthalmology Associates, a leading eye care provider, struggled to maintain a strong online reputation despite delivering exceptional patient care. With only **11 Google reviews and an average rating of 3.3 in 2019**, the practice faced challenges in attracting new patients through digital channels.

To address these obstacles, **Ramapo Ophthalmology adopted WRS Health's Reputation Management Services**, automating review requests, monitoring patient feedback, and improving online visibility. Today, the practice has grown its review count to **862** and raised its **Google rating to 4.7 stars**—a triumph that has significantly boosted patient engagement and trust.



THE PROBLEM

Before partnering with WRS Health, Ramapo Ophthalmology Associates struggled with:



Limited patient reviews:

The practice had only 11 reviews, which didn't reflect its high-quality care.



Low online visibility:

A 3.3-star rating made it difficult to stand out in online searches.



Lack of a structured reputation strategy:

The practice relied on sporadic patient encouragement to leave reviews, which yielded inconsistent results.

Evelyn Bay, a key member of the practice, shares: "We really didn't have a system in place. Occasionally, we might say, 'Oh, you had a great experience—please leave us a Google review.' But very few patients actually proceeded with that. They liked us, they liked the services, but getting somebody to sit down and write a review was not our priority."

THE SOLUTION: WRS HEALTH

Ramapo Ophthalmology implemented WRS Health’s Reputation Management services, leveraging:



Automated Review Requests:

Patients received timely reminders to leave reviews, making it effortless for satisfied patients to share their experiences.



Sentiment Monitoring & Analytics:

The practice gained real-time insights into patient feedback, allowing for quick improvements where needed.



Review Management Dashboard:

A centralized platform enabled easy tracking and response to patient reviews, fostering engagement and trust.

Evelyn Bay emphasizes: "The amount of people that you guys have gotten for us to respond is pretty amazing. And so we've been very, very happy with just the sheer—I don't have to do anything. I just get this nice monthly report that tells me, 'Oh, patients really loved you. This is what they have to say about you.'"

She adds that these reports have also served as an internal morale booster: "It's a great tool. I hang it up in my conference room or gathering room for our employees and I tell them what a great job they did. So it's all around a very good and positive experience."

Since 2019, WRS Health’s Reputation Management services helped Ramapo Ophthalmology:

✓ Increase patient reviews from **11 to 862**

✓ Improve Google rating from **3.3 to 4.7 stars**

✓ Strengthen patient trust and engagement



We went from very little presence in terms of Google reviews to an amazing rating—always as close to five stars as you can get... Patients call in all the time, and when we ask how they heard about us, so often, they say, ‘From the internet—you guys have amazing reviews.’



THE RESULT

Since adopting WRS Health’s Reputation Management Services, Ramapo Ophthalmology Associates has achieved:



A 4.7-star Google rating, up from 3.3 in 2019.



862+ patient reviews, compared to just 11 before implementation.



Increased patient inquiries, as more people discover the practice online.

Bay notes, "People go online—that's how they're looking for doctors now. It's not like in the old days. They Google 'eye doctor' for their location, and because we have a high satisfaction rate, we get phone calls. That's been our experience."

Want to improve your online reputation and attract more patients?

Schedule a demo today.