



Chris Ransick

DIRECTOR OF CUSTOMER SUCCESS

Today, it's not just about how well you can adjust or treat people. If you don't provide a first-class experience and market your results, then no one knows and no new patients come in. Period.

That's why we are excited to provide you with the best-in-class software to make your patient experience #1 and ensure your whole community knows about it.

Over the last 3+ years, we have worked with many of the top doctors who run some of the biggest, most successful practices in the United States and Canada. We have been building, testing, perfecting, building, testing, perfecting, over and over, so we can proudly offer you the most powerful suite of software in the entire industry.

There are a lot of features that will work out of the box with a quick and dirty flip of a switch; however, to achieve the fullest capabilities of Review Wave, you'll want to take advantage of our expert Success Team who will help you tailor your system and maximize your desired results.

If you have not already completed your Launch Call with our Success Team to turn ON your new Review Wave system, I highly recommend scheduling that as fast as humanly possible. Call **(800) 563-0469** right now to schedule or go to www.reviewwave.com/welcome

On your Launch Call, we will start with the basics to get you immediate results. From there on out, we will help you optimize your new patient experience engine to take full advantage of all the benefits and maximize your results for years to come.

In the following pages of this Welcome Guide, we will cover all your cool new Review Wave tools, their settings, options, best uses and case studies.

At the end, we have included an awesome checklist that you can use in addition to all the ideas provided in this guide to catapult your success with Review Wave.

But first, let's discuss for a minute the word **automation**. In order to sustain a healthy practice, you must provide value to patients while maintaining happy profit margins. This means reducing costs and improving quality. The recipe for achieving that in today's economy requires a heavy dose of automation.

Automation is the key to personalized customer service and effective marketing campaigns that attract and nurture patients who pay, stay and refer—forever.

Take advantage of Review Wave's automation so many of your daily tasks get completed on autopilot at the exact time, in the exact order, conveying the exact message you need.

With automation, there is one rule to remember: junk in = junk out

Meaning, we have certainly done most of the heavy-lifting to perfect your automated messages using our expert-designed templates that have been tested for maximal results. But your tribe will always respond best to your personality, so tweak our default messaging to reflect your personality, brand, and culture.

Now, don't throw the baby out with the bathwater; our default templates have been designed by marketing professionals to get you the best results. Just add your style and boom!

From reactivations to new patient welcome texts, we'll give you a full list of each template you should massage with your brand feel. You'll find each list under the applicable feature below.

Before you dive into each Review Wave feature detailed in this Guide, check out the next page for our business hours and the best way to work with our team to get any help you need.

Now let's get you started! I am excited to see your success as we work together.

Sincerely,



Chris Ransick
Director of Customer Success



Need Help? Here's How to Contact Us



#1 SEND US AN EMAIL:

For simple questions, nothing urgent, you can email support@reviewwave.com and our team will get back to you within 1 business day.



#2 OPEN A LIVE CHAT:

For something a bit more important that requires a quick reply, you can open a live chat conversation with us from inside your Review Wave account. Our response time is typically under 5 minutes and our chat team is even available for an hour every Saturday and Sunday before 12:00PM Pacific to offer assistance over the weekend.



#3 PICK UP THE PHONE:

For MISSION CRITICAL, something isn't working, complex questions or matters, please call our Bat Phone at **(800) 563-0469** so we can best assist you.

Please note, we prioritize communication by order of importance: phones, chats, then emails.

REVIEW WAVE BUSINESS HOURS

Monday:	6AM - 5PM Pacific
Tuesday:	6AM - 5PM Pacific
Wednesday:	6AM - 5PM Pacific
Thursday:	6AM - 5PM Pacific
Friday:	6AM - 4PM Pacific

SELF-SERVE RESOURCES

Check out our **Help Center** for detailed how-to articles: www.reviewwave.com/help-center

Join our **Facebook User Group** for tips & ideas, plus vote on new features you want to see built: www.facebook.com/groups/Review.Wave.Users

GETTING STARTED



Please rate our service from 5(BEST) to 1(poor) by responding to this message.

5

Awesome! We'd really appreciate it if you quickly left us a review online.
[Just Use This Link.](#)

Feedback

Feedback was the first of the core features Review Wave brought to market, but as you well know, Review Wave is way more than reviews. Everything else grew out of the obvious need voiced through feedback from patients. Now we have all the tools you need under one roof!

After years in the game, we've learned the best frequency is to **send Feedback Requests once every 30 days**. It's the best net for catching unhappy patients AND happy patients to both improve your patient experience and boost your online reviews quickly, yet organically.

No matter how many times a patient comes in within those 30 days, the patient will only receive ONE Feedback Request and only for an enabled appointment type.

Patients will receive this text (and a similar email):

If the patient responds with a 4 or 5 rating, the next text will prompt the patient to either leave a review, check-in, or refer their friends & family, depending on your settings.



EXPERT TIP

TO INCREASE NEW PATIENTS:

Unless you are in an area that heavily uses Yelp or Facebook, after you get a few dozen reviews on those platforms, we recommend turning off Yelp and Facebook and focusing your campaign on generating Google reviews and patient referrals.

Patients typically go to Google to find a new provider for their needs, sometimes Yelp, and rarely Facebook; however, getting your patients to share you on their social media accounts is a great strategy to generate even more new patients. (We'll share more on this later.)

What if the Patient Doesn't Reply to the Feedback Request Sent?

We all get busy! Sometimes we just need a little reminder to complete task #1,000,001 on our to-do list. That's why we send up to 2 automated text reminders per Feedback Request sent.

The Feedback Reminder text/email is sent 2 days after the initial Feedback Request was sent, if no feedback was provided by the patient.

The Review Reminder text/email is sent 4 days after the patient provided feedback, but did not proceed to leave a review online.

The smartphone screen shows the word "Google" at the top. Below it is a row of five yellow stars. Underneath the stars is a circular profile picture of a man with dark hair and a beard, smiling. To the right of the profile picture, the name "Matt Parks" is displayed in bold black text, followed by the smaller text "Posting Public Review". A large, semi-transparent callout bubble originates from the bottom right of the phone screen, containing the following text:
I can't say enough good things about ABC Chiropractic. I never thought my back would feel this good again. They are so amazing and I would recommend them to anyone!

5 Tips to Help You Gain EVEN MORE Positive Online Reviews:

1. REVIEW YOUR PATIENT EXPERIENCE QUARTERLY.

Find 1-2 items that can be improved on for better patient experience.

2. SET EXPECTATIONS.

Tell patients in re-exam when they tell you their wins: “We will send you a text asking for your feedback. When you get that this win would be a perfect review, and each review helps other patients just like you find us and the care they need.”

3. GAMIFY YOUR REVIEW PROCESS.

Your team plays a huge role in boosting online reviews. Turn it into a game by incentivizing your team to provide the best quality patient experience possible. If the team gets 10 new reviews on Google in 1 month, then celebrate!

4. SHOWCASE YOUR REVIEWS ON YOUR WEBSITE AND IN THE OFFICE.

Have a monthly newsletter or a TV in your office? Feature your newest reviews for everyone to see! You’ll be surprised how this “spotlight opportunity” will greatly impact engagement and lead to improved review results. (We integrate with several TV networks to make displaying your reviews easy! Inquire with our Success Team.)

5. RESPOND TO REVIEWS.

Responding to reviews in a timely, HIPAA-Compliant manner is another facet of exceptional customer service that helps create a favorable impression of your practice for the public. According to a consumer survey, “89% of consumers read businesses’ responses to reviews.”



Case Study:

DR. MATT HUBBARD

“I had been in practice for 15 years and only had 23 reviews. We received 52 reviews in the first three weeks with Review Wave and my staff had zero headaches or implementation problems.”

Templates to Customize With Your Brand Feel:

- ▶ Texting Feedback Request
- ▶ Texting Google Review Request
- ▶ Texting Facebook Recommendation Request
- ▶ Texting Yelp Check-In Request
- ▶ Texting Referral Request

IMPROVING PATIENT COMMUNICATION

Meet Your Conversations

The Conversations page is where your team will live & thrive! It's an easy-to-use inbox for all incoming texts from patients like appointment confirmations, schedule changes, and all the random questions that used to take up your phone lines.

Now, your patients can conveniently text your office phone number with all their questions and needs. The coolest part: this will reduce your calls by about 50%!

SAVED MESSAGES

Saved Messages are custom text templates for anything and everything your team finds themselves communicating more than once. With Saved Messages, your team can quickly send a personalized response while keeping communication consistent across the board.

DEFAULT SAVED MESSAGES:

- ▶ The Scheduling App Announcement
- ▶ Office Address Request
- ▶ Weather Closure Notice

“My patients are very happy, because they’re getting texts on a regular basis and if they need to reschedule, we know right away; you don’t have to call them or hunt them down.”



DR. SUSAN MULLEN
THE GOOD LIFE CHIROPRACTIC

The screenshot shows a list of patient conversations on a software interface. The conversations are listed vertically with the most recent at the top. Each conversation includes the patient's name, phone number, date, and a snippet of the message. There are also small icons for each message and a 'New Message...' button at the bottom right.

Patient	Date	Message Snippet
Gia Mcmillan	9/14/20	Hey Cailyn, thank you for scheduling an...
Cailyn Boyer	9/13/20	Hey Cailyn, thank you for scheduling an...
Robert Mosley	9/13/20	Hey Cailyn, thank you for scheduling an...
Amelia Velez	9/13/20	Hey Cailyn, thank you for scheduling an...
Wyatt Ware	9/12/20	Hey Cailyn, thank you for scheduling an...
Eliezer Strickland	9/12/20	Hey Cailyn, thank you for scheduling an...
Elliana Bishop	9/12/20	Hey Cailyn, thank you for scheduling an...
Kaley Weiss	9/12/20	9/15/20 4:21pm Can we reschedule pls Hey doc! We can definitely reschedule Thursday at 2PM PST, does that work 9/15/20 4:21pm Hi can we do 1pm? Yes we can! I'll reschedule your call to Cameron. Thank you so much! We look you! - Kenny, Review Wave

REPLY YES TO CONFIRM your appt at Advanced Chiropractic at 3:00pm on May 20.

Yes

Great we will see you then!

APPOINTMENT REMINDERS

Don't even get us started on the power of automated Appointment Reminders for increasing your show rate!

The truth is: the world is a busy place nowadays. To get patients to show and show up on time, you have to become their virtual assistant! Try setting up your reminders to send 1 week AND 1 day prior to the scheduled appointment:

When patients respond to any of your text messages, including your automated Appointment Reminders, you'll find their response on the Conversations page.

Download the **Review Wave Mobile App** to take your business texting on the go. Send and receive patient texts from your phone!

IMAGES

With Review Wave, you can send & receive both SMS (text) and MMS (multimedia) messages, like images or emojis .



Case Study:

**DR. LYLE KOCA, KOCA
CHIROPRACTIC CLINIC**

“Kept Appointments from 85% to 94%. Reviews grew to over 300. Got 146 MORE new patients in the last 12 months compared to last year!”

Bulk Messaging

On no! Your office has to close tomorrow for an emergency. How will you tell your patients?

Don't worry! You can use your new Bulk Messaging tool to save time & effort sending a single text message to multiple patients at once. You can even text your entire patient base if needed.



EXPERT TIP FOR AN UNRIValed PATIENT EXPERIENCE:

Mail all your patients a personalized card for the holidays! Greeting cards have an additional cost of only \$2 per card, printed AND mailed. (More on this in a little bit.)

YOUR FIRST BULK MESSAGE

Let your patients know the great news: your office now has an APP that patients can download to start conveniently managing their own appointments. Your patients are going to be thrilled!

We've made your first mass text message super easy, just use the default Saved Reply called The Scheduling App Announcement to provide your patients a link to download the App and your Clinic Code in order to register with your office.

REACTIVATION MESSAGE

Time to get more patients on the books! Just send a quick reactivation text (and email) to all patients without a future appointment. You can go back up to 5 years, but we suggest going back about 2 years for anyone who has been in for an adjustment, but doesn't have a future appointment with you.

Matt, great news! To manage your appointments with our NEW APP, go to theschedulingapp.com to download it and register with our Clinic Code: ABCChiro

Awesome thank you!



Case Study:

DR. CAROLYN GRIFFIN, BACK TO HEALTH CHIROPRACTIC CENTER

"In less than 10 minutes, I was able to set up a Reactivation Campaign. So, instead of my CAs calling our patients on the phone, a personalized text went out instead. As a result, we had 19 reactivations from ONE text. This would've taken a week to call all those patients, but now we can run this campaign every month."

Automatic Reactivations

One of the quickest ways to see an immediate Return on Investment (ROI) with Review Wave is to flip a switch and let our automation help you reactivate your inactive patient base.

We haven't seen you in a while, we should get another appointment scheduled.

Absolutely, thanks for reminding me. I have been so busy. I need to get in.

How about tomorrow?

Sure 10am still work?

Yes! See you then.

Other Bulk Messaging Ideas:

- ▶ New Service, Product or Event Announcements
- ▶ Patient Appreciation Announcements
- ▶ Office Closure Announcements
- ▶ Food Drive Announcements
- ▶ Open House Announcements



Case Study:

**DR. BRIAN THALHAMER,
WELLNESS CHIROPRACTIC**

“Last Thursday, I sent out a text to let patients know I had 11 more spots available for the day. Well, I got about 45 calls, we booked the 11 spots in about 5 minutes, and filled the next day. That one text brought in 35 appointments and an EXTRA \$2500 for the week. Not bad for one text.”

SHAPING YOUR PATIENT EXPERIENCE

Scheduling

There are two types of people that want to schedule or reschedule with you:

#1 New Patients

#2 Existing Patients

New patients need to be able to schedule an appointment with you in as few steps, as few clicks, as few questions as possible! This should be provided on your website.

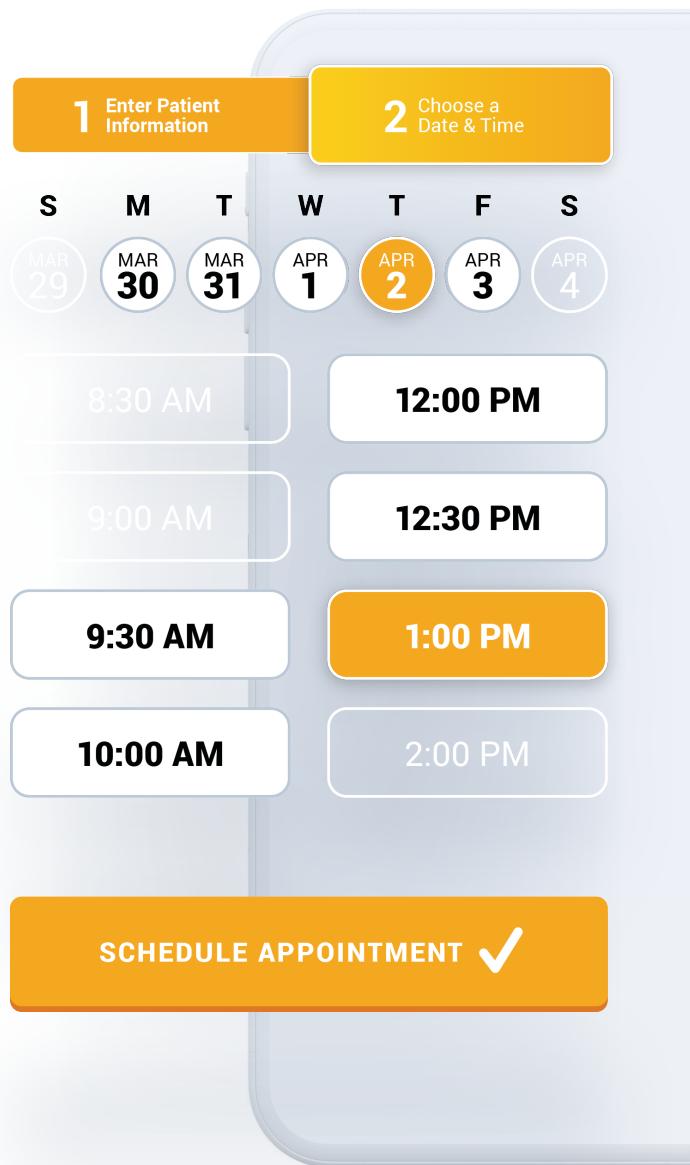
Existing patients want the power to view, schedule and reschedule their own appointments. This can be done through The Scheduling App or Online Patient Portal.

Train your patients to use The Scheduling App or Online Patient Portal to reduce 50% OR MORE of your phone calls and text messages from patients by empowering them with their own appointment scheduling.

Plus, your team will get to focus more on the patients in the office and better serve those individuals face-to-face—the most important patient interaction to get right.

ONLINE SCHEDULING

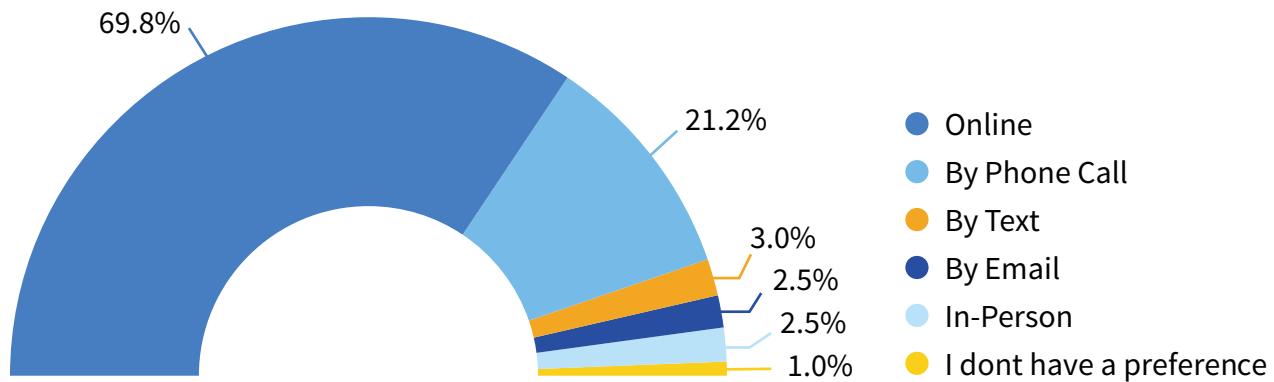
We know you're busy, that's why we handle most of your setup for you. Online Scheduling, however, requires a little action on your end. It's important to get your scheduling button added to your site before your Boost Call with us. Why?



Well, how much is even 1 new patient worth to your practice?

The ROI on this tool alone will pay for your Review Wave system. On your Boost Call, we'll make sure your Online Scheduling follows the best practices outlined below for the best conversion.

Patient-Preferred Way to Book Appointments:



Best Practices for Your Website:

- ▶ Place the scheduling button in the header of your website, make it big & bold.
- ▶ The button should read “Schedule an Appointment” so it’s clear the patient is scheduling an appointment, NOT requesting one.
- ▶ Place your scheduling form on a blank page to eliminate distractions and boost your conversion rate of website visitors to new patients.

Maximize Your Online Scheduling Tool:

- ▶ Embed your scheduling form on your Google Ad and Facebook Ad landing pages
- ▶ Add the link to your scheduling page on your Google My Business listing

- ▶ Add the link to the Call-to-Action button on your Business Facebook page
- ▶ Add the source name to your embed codes to track where patients are booking from.
- ▶ Map out your time off so that patients don’t book when you’re not in the office.

MOBILE SCHEDULING

Announce The Scheduling App as soon as possible to empower your patients with mobile scheduling. Here’s why your patients are going to LOVE that your office now offers an App:

Using The Scheduling App, Patients Can:

- ▶ View, schedule & reschedule appointments
- ▶ Control communication preferences
- ▶ Receive PUSH notifications
- ▶ Link appointments to their personal calendar



Case Study:

JULIE JONES, NETWORK FAMILY WELLNESS CENTER

“The Scheduling App has been fabulous for us, it’s been increasing our number of visits every week and every month because people are feeling more accountable to those visits [by seeing] them in front of them.”

Using The Review Wave App, your Office Can:

- ▶ Book Appointments/View your Appointments Scheduled on your calendar
- ▶ Create Marketing Campaigns
- ▶ Text Patients
- ▶ Manage Care Plans
- ▶ Share Office Pictures to Social Media

How can I set up my patient portal?

Setting up the patient portal is easy. Inside your account go to the Scheduling tab, then click The Scheduling App. Copy the Scheduling Portal URL and paste the URL onto a menu link on your website for existing patients.

Can I track where my patients are booking appointments from?

Yes, to track where patients are booking appointments from, click the Scheduling tab inside

your account then click Setup Instructions. Type the source you would like to track into the Embed Name field. Then select Form from the JavaScript Embed Type drop-down menu. Next, make any customizations to the form. Then click Generate code and send to your web team. If the form is going to be tracking conversations from Facebook or Google Ads the embed code should be placed on a hidden blank page on your site.

How Can I Book Vacation Hours?

To book your vacation hours go to Scheduling > Settings. Click on the Set Holiday/Vacation Hours button just below the calendar tool. Click and drag along the green highlighted time slots to remove availability for any days that you will not be in the office. You can further customize Holiday/Vacation Hours by the provider by clicking on the Set User/Providers Schedules button and clicking Edit Schedule next to any provider.

“The app is a game changer on how often I am going into my chiropractor not needing to wait for them to be open to schedule. So convenient!”

APP STORE REVIEW

Direct Mail

So you want your patient experience to be a little more personal with a custom card.... we got you covered! With Review Wave, you can send out two styles of cards that you can customize for any occasion.

Greeting Card

Greeting Cards can be used as Welcome Cards for New Patients, Thank You cards, or any greeting that you would like to customize the front of the card. You're able to customize the wording, logo, and image that appears on the front of the card.



Holiday Card

These cards have pre-built fronts and can be used for Holidays and Birthdays. With the holiday card, you will select one of the pre-built options for the front of the card. With either card type, you can customize the wording that will appear on the inside of the card. The card is broken up into 3 sections Top, Middle, Bottom. Place the wording accordingly inside the correct box. When your card has been approved to send, you can add it to any campaign! Campaigns like Birthday Campaign, Holiday Campaign, or Create an Entire NEW campaign to deliver Holiday Cards!



Templates can be found on the Review Wave app under "Campaigns" > "Show Templates"

Website Chat

“Live” chat was a total disaster for most people that used it. Why? The team didn’t respond fast enough to the inquiry and the prospect left.

Our Website Chat changes the game. We have the prospect enter their name and contact information first, and then the responses are sent to their phone as an SMS, so even if they leave your website they don’t leave the conversation.

CharlieAI

Answering services are the worst. Doctors are forced to forward calls to another staff member’s cell phone, let it go to an answering machine, or use a call center; all of which are terrible experiences for callers.

CharlieAI is a new AI answering service, and will solve all these issues. You simply record a message, like an answering machine, and allow the caller to leave a message and the caller will get a follow up of the message. But wait... that isn't new! And, so many people do not leave a message...

So why is this different?!?

CharlieAI will trigger one of two text messages to the caller; it will either recognize the patient calling and send them an existing patient follow up text; or if it doesn't recognize the caller, it will send them a new patient follow up text.

Your callers will get a text whether they leave you a message or not! Your team can use the RW App to receive any responses while on the go or when they get back into the office the next day.

Both these services will help you convert more website visitors to new patients on the existing marketing budget you are already spending.

Automated Campaigns

Are you ready to attract and nurture patients that pay, stay and refer, provide extra value to existing patients, and create healthy profit margins in the process?

Then start building UNLIMITED campaigns today. The cool part: just set 'em and forget 'em!

With Campaigns, you can string together a series of custom, automated actions (e.g. send a text, send an email, send a card via direct mail, apply a tag, and more) that help you create a high-tech, high-touch office with an unrivaled patient experience. Here's where it gets fun and we tie it all together!

LET US TAKE YOU ON YOUR NEW PATIENT JOURNEY WITH REVIEW WAVE:

A new patient schedules an appointment. BOOM! The appointment and patient details are written into your Electronic Health Record (EHR) or scheduling software. Review Wave then sees the new patient appointment in your system and triggers your New Patient Campaign.

We provide a default New Patient Campaign that you can edit: customize steps, add steps, remove steps, whatever you wish to make it your own . . . or don't, it works out of the box, too.

Continuing on your new patient journey . . .

The screenshot shows the Review Wave software interface. On the left is a vertical sidebar with icons for Dashboard, Mission Control, Account, Feedback, Contacts, Forms, Scheduling, and Campaigns. The 'Campaigns' icon is highlighted with a blue bar, and 'Show Campaigns' is selected. Below this are links for Show Tags, Show Templates, and Advanced Settings. At the bottom of the sidebar is a 'User Name' field. The main area is titled 'Campaigns' and shows a table with the following data:

Campaign	Type	Contacts
New Patient ONE	Appointment	124
Missed Appointment Campaign	Missed Appointment	43
Birthday Campaign	Appointment	34
Dinner Event	Event	25
Workshop	Event	46

Review Wave triggers your New Patient Campaign, immediately sending the patient a welcome text and confirming their new patient appointment. At the same time, a welcome email is sent with your new patient paperwork, directions to your office, some positive reviews, and more.

Then the new patient is sent a physical greeting card to welcome them to your practice!

Imagine for a minute how your patient experience will stand out above all their other experiences . . . Do you think the patient will want to talk about it? Tell their friends? Tell their family? Leave a positive review on Google? Yelp? Facebook? . . . YOU CAN BET ON IT!

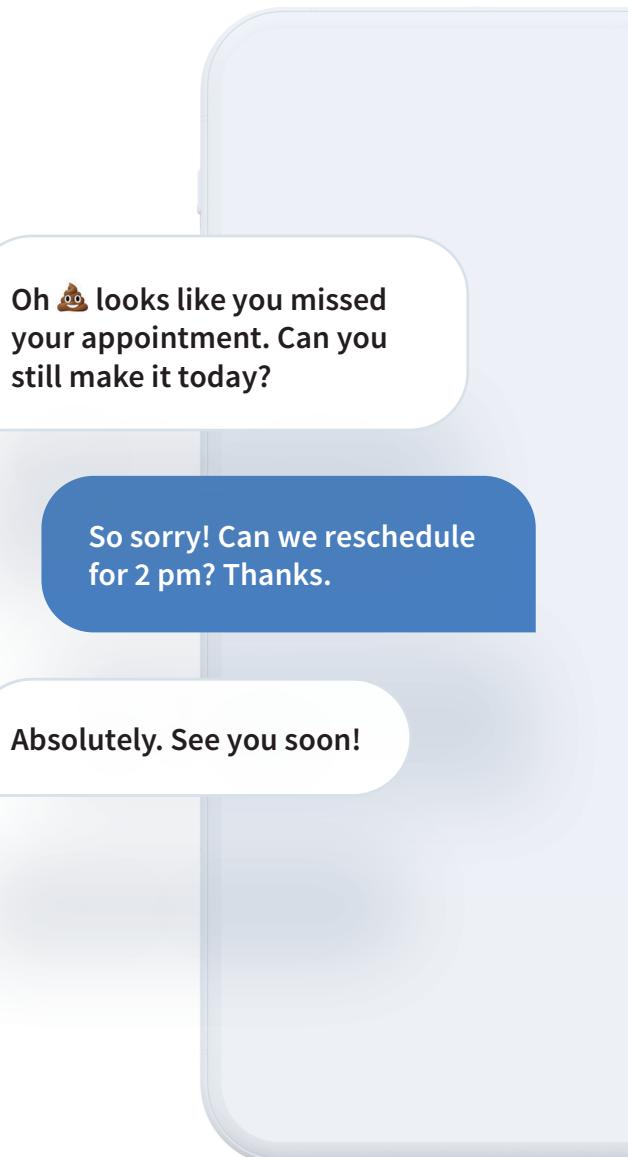
MISSED APPOINTMENT CAMPAIGN

On average, most offices experience 10-15% missed appointments per day. That's a lot of lost production!

Not to mention, your team is spending several hours per week calling these patients. And how often does the patient *actually* answer?

Let us help! Turn on your Missed Appointment Campaign(s), so Review Wave can automatically text the patient on your behalf 15 minutes after their appointment time if the patient hasn't checked in.

We'll help you reduce your missed appointments with no team effort and most importantly, help keep your patients on track with the care they need.



Oh 💩 looks like you missed your appointment. Can you still make it today?

So sorry! Can we reschedule for 2 pm? Thanks.

Absolutely. See you soon!



Case Study:

DR. BEN RALL, ACHIEVE WELLNESS

“Missed appointments, making up appointments, keeping people on track, and retention, are always our struggle . . . We always strive to keep missed appointments down under 10% over the course of a week . . . I noticed over these weeks [with Review Wave] that number had kept getting smaller and smaller to now our missed appointments are 3%.”

Add a New Campaign

Campaign Name
New Patient Campaign

Enable Campaign? **Campaign Type:**

Appointment
Event
Manual
Missed Appointment
Tag Applied

TYPES OF CAMPAIGNS AND HOW THEY ARE TRIGGERED TO START

We have several types of campaigns that can be automatically or manually triggered to start:

Automated Campaigns

- ▶ **Appointment:** These campaigns are triggered when the designated appointment type (e.g. New Patient Appointment) is scheduled.
- ▶ **Event:** These campaigns run relative to the date of an event and can be triggered

manually or automatically when a contact texts your office number the designated keyword (e.g. “weightloss”) established to start the campaign.

- ▶ **Missed Appointment:** These campaigns are triggered when the associated appointment type has an appointment status of “MISSED” or similar.
- ▶ **Tag Applied:** These campaigns are triggered when a specific tag is applied to a contact.

Automated Campaign Ideas

- ▶ New Patient Campaign (includes New Patient paperwork)
- ▶ Missed Appointment Campaign
- ▶ Newly Accepted Care Campaign
- ▶ Did NOT Accept Care Campaign
- ▶ Patient Education Campaign
- ▶ Custom Massage/Acupuncture Appointment Reminder Campaign
- ▶ Custom Spanish Appointment Reminder Campaign

Manual Campaigns

Manual campaigns are triggered when applied manually to a contact from their Contact Settings page.



DR. JOSH HANDT, NEW YORK CHIROPRACTIC LIFE CENTER

“Review Wave helps us interact with patients and keeps them coming into the practice, you can set all sorts of cool Campaigns up.”

KEYWORD CAMPAIGN IDEAS

The possibilities with automated campaigns are LIMITLESS!

Use keyword-triggered campaigns to reduce your table talk while providing patients assets to share

with their friends and family via text message or social media.

Create keyword-triggered campaigns for events (e.g. Dinner with the Doc), frequently asked questions (e.g. joint pain), patient education (e.g. ergonomics), services (e.g. laser treatment), products (e.g. supplements), offers (e.g. specials) and more!

Some Ideas to Get Started:

- ▶ Text “headache” to learn how to reduce headaches, naturally
- ▶ Text “pain” to learn our drug-free approach to alleviating pain
- ▶ Text “prego” to learn the benefits of receiving adjustments during pregnancy
- ▶ Text “nutrition” to learn more about our 5 Essentials® Nutrition program
- ▶ Text “chiropractic” to learn the true benefits of continuing care for life
- ▶ Text “wellness” for a list of daily activities to improve your spinal wellness
- ▶ Text “sleep” for sleeping positions to improve your quality of rest with aches and pains
- ▶ Text “gift” to give your family & friends a discount on their first visit



EXPERT TIP FOR AWESOME CAMPAIGNS:

Upload educational/instructional videos to your website, Youtube, Vimeo, or Facebook page and share the link in the associated campaign. You can also provide links to landing pages, PDFs, Online Forms, and other resources.

Intake Form

First Name

Matt

Last Name

Parks

Address

1234 Sunny Lane

Phone Number

909-555-1587

Add New Field

Online Forms

The world has changed! People are now demanding digital, touchless options like Online Forms for new patient intake and more. We've got you covered!

PRE-BUILT FORMS (CUSTOMIZABLE):

- ▶ New Patient Intake Form

OTHER CUSTOM FORM IDEAS:

- ▶ New Patient MINOR Form
- ▶ Car Accident Form
- ▶ COVID-19 Form (e.g. last time tested, outcome of test, experiencing any symptoms)
- ▶ Lead Capture Form (for online ads you are running)

The forms will live on your site and you can then use Campaigns (covered above) to automatically direct patients to fill out the appropriate form. The completed form will then be housed in the Contact's record in Review Wave.

COOL IDEAS FOR FORM SUBMISSIONS:

- ▶ Apply a tag on the submission of the form (e.g. Facebook Lead, Google Lead)
- ▶ Redirect the patient to a specific URL upon submission (e.g. your site, a thank you video)
- ▶ Send a custom notification to your team when a form has been submitted
- ▶ Trigger a custom campaign for the patient/lead immediately upon submission

STREAMLINING DAILY OPERATIONS

Care Plans

Now that you have signed a new patient up and told them to come 3x per week for X amount of weeks and 2x per week for X amount weeks and so on, how do you keep them on schedule?

Your biggest loss of income is unattended Care Plan visits . . . until today!

With Review Wave Care Plans, you can add all the patient's appointments into Review Wave, checking for actual availability in just seconds. Once this is done, Review Wave will stamp it, write it directly into your EHR (where supported), and then we will track when this patient attends their appointments. If the patient misses an appointment, we'll let you know the patient has appointments to make up, and remind you of this just 15 minutes before the patient arrives for their next scheduled appointment.

Review Wave makes Care Plan compliance simple, easy, and eliminates the guesswork!

Mission Control

Your team needs to confirm appointments, reschedule missed appointments, answer every possible question thrown at them: Are you open? Do you take insurance? Do you help with ____?

MISSION CONTROL HELPS YOUR TEAM KEEP A FINGER ON THE PULSE OF DAILY OPERATIONS!

Mission Control provides your team 1 page with everything they need to know for the day:

- ▶ Patients coming into the office on or around their birthday
- ▶ Patients who missed their appointment the day before
- ▶ That day's unconfirmed appointments
- ▶ Care Plan compliance notifications, like next appointment or missed appointments
- ▶ Patients who are missing contact details, like email or mobile number
- ▶ And even more pieces of VITAL information coming soon!

With notifications 15 minutes before the patient arrives for their appointment, your team will be on top of anything needed for that patient.

LIVE IMMERSION EVENT

Review Wave has a lot of tools to offer you and your team, but you have to know how to use them to get as much value out of your new software as humanly possible. That's why we have a new, in-depth, personalized training program for new clients!

Our Success Team would like to invite you to attend one of our upcoming Live Immersion Events where we bring in a small group of new clients, train for 2 days straight on how to optimize all of Review Wave's awesome features, we share marketing ideas, and provide a professional videographer to help each of you create rockstar campaigns.

Invest a couple of days to really learn Review Wave, to learn marketing & website know-how and receive 1-on-1 training with our Success Team. Then implement your new ideas to create a system that works 24/7/365, improving your patient experience, increasing your retention & referrals, and decreasing stress for both you and your entire team.

... Making your practice way more profitable! We only have 1 Live Event per month. Typically, they sell out fast. If you have not signed up yet, go to:
<https://www.reviewwave.com/immersion>

SPECIAL OFFER! FREE MONTH?

Can I give you a free month? How about a free year?

Once we have won your love, and you're excited to tell your friends and colleagues about your Review Wave success so they can take your advice and kill it too, just make sure they mention your name when they sign up. If they do, you'll get a free month of service!

Our referral program has NO LIMIT to the number of FREE MONTHS you can earn. If 12 friends sign-up and mention your name, you'll earn 12 months free. If 100 sign up, 100 free months!

Who do you know that you can tell right now? It's a good time to share the love & get some in return.

Sincerely,



Matt Prados
CEO / Founder
Review Wave

THE REVIEW WAVE DOG POUND

MATT PRADOS, FOUNDER & CEO



With an extensive and successful background in business management, digital marketing, marketing automation, conversion optimization, as well as deep roots in chiropractic, Matt founded Review Wave and poured every ounce of knowledge and experience into building the most powerful suite of software in the entire chiropractic industry. His mission is to help thousands of doctors provide a best-in-class patient experience to millions of patients for years to come.

KIRSTEN PRADOS, CO-FOUNDER & CFO



Known by the Review Wave team as Matt's wife, or better yet, "the one who cuts the checks", Kirsten has spent most of her adult life working in Management, HR and Quality Control. 15 years alone in Non-Profit and the rest in either Chiropractic or in building Review Wave with Matt. Her attention to detail and perfectionism often lands her in the role of numbers, dotting I's and crossing T's. A mom to two boys and the oldest of 5 children, Kirsten naturally leans toward caring for the RW team as inhouse HR & Benefits Administration. Outside of Review Wave's walls, Kirsten enjoys the usual... family, friends, working out, eating, traveling and our beautiful So Cal beaches.

TODD CROWE, CTO



As his daughter puts it, Todd writes nerd words, so he is a "Nerdworder." He designs and builds software, in addition to art, furniture and houses. After he graduated, Todd helped operate supercomputers that produced weather models that protected our national security. He went on to write software that would operate personal computers. Later, he worked at the first internet company to help build an application called the web browser. When he decided to strike out on his own, freelancing brought him to Review Wave long before it became Review Wave. He wrote Review Wave's first nerd words and continues to be the genius behind the code today.



DR. BRIAN JOHNSTON, VICE PRESIDENT OF SALES

At his core, Dr. J is constantly aiming to make a big impact by continuing to align himself with true purpose. Poised with his finger on the principled and pragmatic pulse of the profession, he thrives to contribute to its growth on all levels. After successfully founding, scaling and transitioning 6 offices from scratch in his first 15 years, he pivoted head first into equipping DCs and CAs with the tools they need to cultivate vibrant, 100+ PVA practices in the 21st century. All those who know him know that Dr. J does not accept the status quo, loves to be disruptive, and definitely “gives a f*ck” in life! He has shared stages with many of the greats in the profession, providing real, raw and relevant content. When he’s not working, he can be found somewhere on this big, beautiful rock with his 3 amazing kiddos.



GIANNA “G” CIPOLLINE, DIRECTOR OF OPERATIONS

G grew from Receptionist to Director of Operations in just over a year! She attributes her success to her fellow teammates and leadership team members, always pushing herself outside her comfort zone, and her competitive drive to always be the best in her role. Her passions include providing the best possible service to our clients (favorite Core Value is LURN: Love, Understand, Respect and Nurture) and collaborating with, learning from and mentoring her peers. How could we forget to mention taking long walks on the beach with her hound dog, Maggie?!



CHRIS RANSICK, DIRECTOR OF CUSTOMER SUCCESS

As one of the original members of Review Wave, Chris has grown with the team from a garage to over 7500sqft with 30 team members and counting. While playing collegiate baseball, Chris learned how to push himself and his teammates beyond their current limit. He uses this same drive to continue to push the boundary of what is possible with Review Wave, so that we may be on the cutting edge of the patient experience.



JEFF JONES, DIRECTOR OF QUALITY CONTROL

As President and Captain of Arizona State University’s rugby team, Jeff’s competitive nature drove him to hold his team accountable for their on and off field actions, leading to an undefeated season. This competitive drive fuels his passion for delivering the BEST service possible to every and all Review Wave clients, which culminated in Jeff taking over Review Wave’s Quality Control Team. He understands the importance of effective communication, setting expectations to achieve mutual understanding, and overdelivering on a promise.