



CLIENT SUCCESS STORY

How Orthopedic & Sports Medicine Specialists used patient reviews to achieve growth goals in a crowded market



Founded in 1956, Orthopedic & Sports Medicine Specialists (OSMS) is a leading independent orthopedic practice in Wisconsin, with 37 providers offering orthopedic, rheumatology, and sports medicine care.

The Problem

Without a built-in referral network like larger health systems, OSMS had to work harder to attract patients directly. Traditional review request methods like printed handouts resulted in low response rates and missed opportunities to engage with patients. OSMS's leadership team needed a solution that simplified their reputation management strategy and amplified the voices of their happy patient base.

The Solution

- rater8's pollin8™ algorithm distributes reviews to the sites and listings that need the most attention, ensuring a polished online image for all providers and locations.
- Robust reporting tools provide clear visibility into performance metrics, helping leadership demonstrate ROI and build stakeholder buy-in.
- Customizable patient satisfaction surveys capture real-time feedback, leading to several operational improvements: self-check-in kiosks, increased communication around appointment delays, and upgraded infusion center seating.

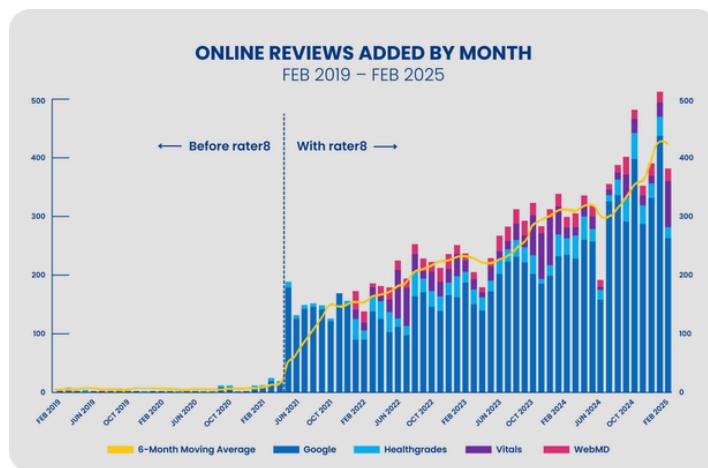
"Our goal is to make sure people know who we are, and that we provide the best possible care. rater8 has helped us do that by **making our reputation visible** to the patients who are looking for us."

Darin Schumacher, Marketing & Business Development Manager
Orthopedic & Sports Medicine Specialists

The Results

- 5,389% increase in online reviews in first year with rater8, of which 92% were 5 stars
- Overall star rating improved from 4.53 to 4.88
- "Online" became OSMS's third-largest source of new patients, up from fifth-largest prior to rater8

In their first year with rater8, OSMS added 7,520 new patient reviews, boosting their ratings to accurately reflect their quality of care and help them stand out to prospective patients in the noisy orthopedic market. OSMS's enhanced online image continues to fuel patient acquisition efforts, with "online" now ranking as their third-largest source of new patients.



rater8 helped OSMS compete more effectively against larger health systems and empowered their team to make meaningful operational improvements based on patient feedback, proving that **independent practices don't need massive marketing budgets to win more patients and make their experiences better — they just need the right tools.**