



CLIENT SUCCESS STORY

# How Cheyenne OBGYN cemented its reputation as the region’s leading women’s health practice

Based in Cheyenne, Wyoming, Cheyenne OBGYN is on a mission to provide individualized, confidential, and exceptional OBGYN healthcare to the women of southeastern Wyoming and the surrounding areas.

## The Problem

Before rater8, Cheyenne OBGYN was receiving only a handful of reviews each month. Despite partnering with a survey vendor to generate feedback and market the practice, the results proved to be underwhelming. Patient reviews on platforms such as Google, Healthgrades, Vitals, and WebMD remained sparse, limiting the clinic’s visibility and credibility in online search results.

## 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.
- Stellar online listings attract younger patient segments who have relocated to the area and are seeking a new doctor via search engine.
- Customizable patient satisfaction surveys capture succinct feedback, which is shared with staff and physicians, encouraging accountability and championing great care.

**“I’ve seen improvement due to the providers knowing that they’re essentially being graded, and they actually have seen more positive reviews than negative ones with rater8 compared to what we were seeing before.”**

Anthony Schirer, Executive Director  
Cheyenne OBGYN

## The Results

- **1,837% increase in online patient reviews**, with 92% of them being 5 stars
- Overall star rating improved from 3.62 to 4.81
- **81% increase in Google listings views** and a 26% increase in calls
- Appearing in AI and Large Language Model query results for “who is the best OBGYN in Cheyenne WY”

Cheyenne OBGYN Before & After rater8	Year prior to rater8	
	After first year with rater8	
Number of Reviews Added	16	310
Percent of 1-Star Reviews	25%	3%
Percent of 5-Star Reviews	63%	92%
Overall Star Rating	3.62	4.81

With a refreshed online image, a growing team, and a steady stream of timely high-quality patient reviews, Cheyenne OBGYN is primed and ready for its next era. Indeed, rater8’s real-time feedback empowers providers with the clarity and confidence they need to continue to deliver on their mission of “generations of excellence caring for women” in the southeastern Wyoming region for years to come.