

The Ask Scripts

STAFF REFERENCE CARD

Review Sprint — Keep this at your desk or in your phone · All copy is approved

The Rule: The in-person ask comes first. The link follows within one hour. You need both — the link alone converts at a fraction of the rate.

1 In-Person Ask

CLINICAL COORDINATOR · PATIENT ADVOCATE

AT THE POSITIVE MOMENT

"I'm really glad to hear things are looking the way you hoped. That means a lot to hear personally. One thing that helps us a lot is when patients share their experience on Google — it helps other people figuring out the same thing you were figuring out. Would you be open to leaving us a quick review? I'll text you the link right now so it's easy."

Personalizes the ask ("means a lot to me personally") · Frames the benefit for the reviewer, not for you · Removes friction by promising the link immediately · Do not ask if the patient hasn't expressed satisfaction aloud first.

2 Follow-Up Text

FROM THE SAME PERSON WHO MADE THE IN-PERSON ASK

WITHIN 1 HOUR

"Hi [First Name] — great seeing you today! Here's that Google review link I mentioned: [PASTE LINK]. Takes about 90 seconds and it genuinely helps. Thank you so much."

"The link I mentioned" connects this text to the earlier conversation — that phrase is what makes it convert. Send this from your personal work number or the practice number, not an automated system. If you don't have the patient's number, hand off to front desk immediately after the ask so they can send it.

⚠️ HIPAA — READ BEFORE SENDING

Never reference the specific procedure, treatment details, recovery status, or clinical results in any message. Keep the ask completely neutral. "Great seeing you today" is fine. "Hope your grafts are settling in well" is not — that confirms treatment details. The patient knows what their experience was. You don't need to reference it.

HOW TO FIND YOUR GOOGLE REVIEW LINK

1. Log in at **business.google.com**
2. Click **"Ask for reviews"** on your profile dashboard
3. Copy the short link Google provides
4. Save it somewhere your whole team can access — a pinned note in your staff group chat works fine

WHO SHOULD BE ASKING

The person who spent the most time with the patient has the highest conversion rate. In order:

Highest: Surgical tech / clinical coordinator at a follow-up visit
High: Patient advocate at a results milestone check-in
Medium: Front desk at checkout — only after patient expresses satisfaction aloud