

Email Widgets, Review and Surveys

Last Modified on 11/08/2022 9:19 am EST

Summary

There are three tabs within this setting; Email Widgets, Refer a Friend, and Reviews and Surveys.

Widgets visible to patients in outbound emails are auto-filled either by information already entered into **Office Settings** or by inserting the web links to the named widget within the selected tab.

Email Widgets tab

Practice Facebook Page- Enter the URL for your practice Facebook account.

Practice Twitter Feed- Enter the URL for your practice Twitter Feed.

Find Us- is auto-filled from the practice address entered in the **Office Settings**.



The screenshot shows a form titled "Widgets & Web Links" with three input fields. The first field is labeled "Practice Facebook Page:" and contains the URL "https://www.facebook.com/PatientCom". The second field is labeled "Practice Twitter Feed:" and is empty. The third field is labeled "Find Us:" and contains the URL "https://www.google.com/maps/place/176-f". A green callout bubble labeled "Named Widget" points to the "Practice Twitter Feed:" label. Another green callout bubble labeled "Web Link" points to the "Find Us:" label.

Please Note: If any field remains empty, the patient will not see the widget when the email is received.

Refer a Friend tab

Enabling this feature allows your patients to recommend their friends to your practice when they receive an email from your practice. When your patients click the widget, they will enter contact information for their friend and an email and SMS invitation will be sent to their friends. We also send the patient a Thank You message and notify you by email that your patient has made a referral.

To enable, simply click the red **NO** toggle to **YES**. Be sure the templates are set up as below. Save.

Show Refer a Friend widget in emails:

YES

Friend Email Template:

Referral Basic

▼

Preview

Friend SMS Template:

Referral Basic

▼

Preview

Referrer Email Template:

Thank you for referring

▼

Preview

Referrer SMS Template:

Thank You for referring

▼

Preview

SAVE

Enable Refer A Friend widget

Reviews tab

A number of email review templates within your Patient Communicator (5 Star review templates) have the ability to connect your patient to popular [online review](#) sites when the patient clicks on the stars. Entering the URL in the 1/2/3 Reviews and 4/5 Reviews will direct your patients to review sites you've entered here.

Entering a URL into the Feedback field will enable the Write a Review widget on all outbound emails and autofill any email template with a Feedback button or sms templates using the keyword %Feedback%.

Reviews

Feedback:

https://www.surveymonkey.com/summary/s/

1/2/3 Reviews:

https://www.surveymonkey.com/r/LD5QGRf

4/5 Reviews:

https://myreviewsite.com

Reviews tab

Remember to *Save* after any changes.

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